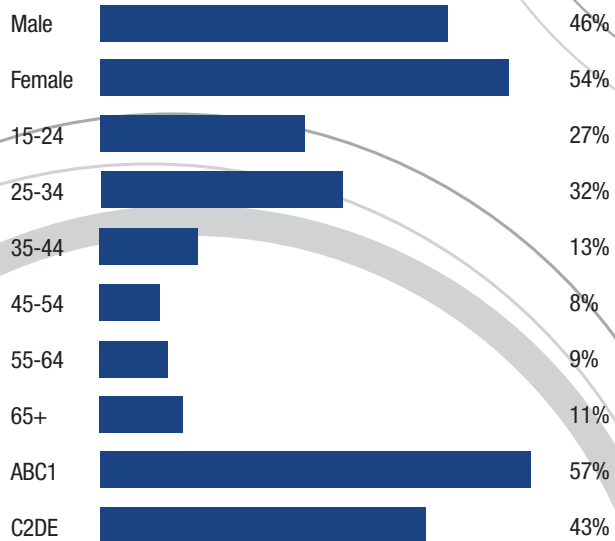


FREE METRO

(Daily – Morning)

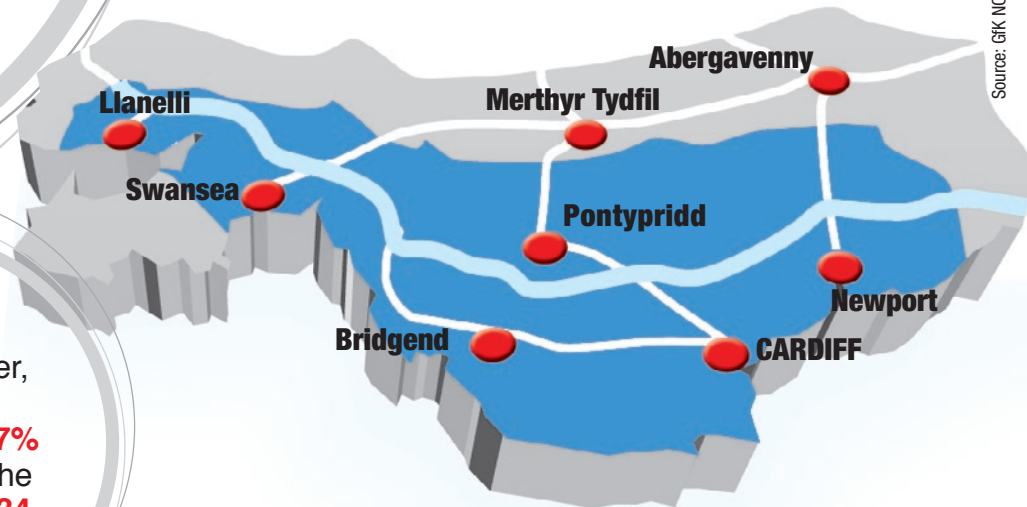
Demographic Breakdown of Readers



(Total South Wales Area)

Metro

Metro provides Urbanites with their first injection of information each day. It contains the perfect blend of national and international news wrapped around local information and listings.



Metro attracts younger, more ABC1 readers, with **37%** falling in both the **ABC1** and **15-34** categories.

Metro reaches **29% more** 15-35 year olds than the area average.

Readership: 60,000

MEDIA WALES



