

COMPETITIONS – EVERYONE’S A WINNER!

Are you one of those people that say ‘I never win anything’? Not if you’re one of the thousands of readers that enter our competitions every week, striving to win anything from an LCD TV to a five star holiday of lifetime.

Want to know more? Here are some benefits of running competitions in Metro:

- **Metro has no cover price, so our competitions don’t get tied up with the ‘no-purchase-necessary’ mechanics.**
- **We take care of everything; from the artwork for your competition to capturing the entries and contacting the winners.**
- **We offer a number of different packages – your competition can run all week or for just one-day, nationally or in London only, either on a features page or as a smaller competition.**

Metro competitions get a very high level of entry so we get lots of lovely data capture for you to follow up with*. The Editor loves competitions so you might get yourself on the front cover as a flash!**

Let us know what you are looking to achieve from your competition and we’ll come up with a bespoke package for you.

*Available only on selected packages **Not guaranteed.



Working with the team at Metro has been a really enjoyable experience. I was impressed with the speed and efficiency by which our campaign was implemented and pleased to see reader response to the promotion greatly exceeding our expectations.



Colin Weir, Head of Business Development, Audible.co.uk

COMPETITIONS RATECARD

PACKAGE	CONTENT	NATIONAL	LONDON ONLY	PRIZE FUND
ONE DAY HALF-PAGE COLOUR METRO COMPETITION	Half page (17x7) colour copy, one day insertion Front cover flash, at the Editor's discretion Copy-writing, artwork and reproduction Full competition details on Metro website & hyperlink Opted-in email data capture	£18,000	£12,000	£5,000
ONE DAY FEATURE METRO COMPETITION (THIRD-OF-A-PAGE)	10x7 colour strip on front-half feature page, one day insertion Front cover flash, at the Editor's discretion Copy-writing, artwork and reproduction Full competition details on Metro website & hyperlink Opted-in email data capture	£13,000 Mon - Body Matters Tue - Good Taste Wed - Metro Action Thurs - Style council Fri - Out of Office	£8,000	£4,000
QUARTER-PAGE COMPETITION	20x3 colour copy, run of paper, one day insertion Front cover flash, at the Editor's discretion Copy-writing, artwork and reproduction Full competition details on Metro website & hyperlink	£10,000	£6,500	£2,000
ONE DAY MINI COMPETITION	10x4 Colour copy, run of paper, one day insertion Copy-writing artwork and reproduction Full competition details on Metro.co.uk website & hyperlink	£4,000	£2,000	£500 - £1000
ONE DAY SMALL COMPETITION	10x2 Colour copy, run of paper, one day insertion Copy-writing artwork and reproduction Full competition details on Metro.co.uk website & hyperlink	£2,000	£1,500	£200 - £500