

## Classic Dishes

For those of you who've ordered from us before, here are some old favourites

### Hand picked Premium/Cover sites

National Cover Wrap	£240,000
London Cover Wrap	£170,000
Inside Front Cover DPS	£80,000
Outside Back Cover	£50,000
10x7 National Colour OBC	£11,550
7x7 Front Page	£9,800

### Fresh Features

Bespoke 4-page National Feature	£80,000
Bespoke 4-page London Feature	£45,000

### Made to order Metro.co.uk

Site Wrap	£25,000
Homepage Roadblock	£2,000
Wraparound & Roadblock	£4,000
Countdown Clock	£5,000
Competition (per day)	£3,000

*When it comes to food, Urbanites are three times more likely than the average adult to champion your brand by word of mouth.\**

### Weekly Feature Pages

Monday	Body Matters
Tuesday	Good Taste
Wednesday	In Focus
Thursday	Style Counsel
Friday	Out of Office

### Spec Sizes

1 column	35mm	5 column	190mm
2 column	73mm	6 column	229mm
3 column	112mm	7 column	268mm
4 column	151mm		



To 3.5 million Urbanites every weekday  
To a young, affluent and working audience  
To engaged, responsive readers

Call us to place your order

**020 7651 5260**

or visit [www.metro.co.uk/advertising](http://www.metro.co.uk/advertising)

Opening Times: 9am - 5.30pm, Mon - Fri.

*Don't forget, place an order before 9.30am to get your 1st 25% positioning.†*

† All offers are subject to availability and valid for bookings made for advertising running between 7th September and 31st December 2009. Winners of the draws will be notified in January 2010.

\* Urban Life



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## Delivery Menu

Call us to place your order

**020 7651 5260**

Since 1999, we've been delivering brands' messages to Urbanites consistently every weekday. Today we still deliver through our classic mouthwatering media menu, plus a new range of chef's specials.

## Breakfast Specials

### Irresistible Combos

### Package Costs

#### Morning Wake Up

A tasty 10x7 National Colour on page 3, with a sole advertiser on Metro.co.uk from 8am - 2pm (1 day) plus Brand to Hand at 3 London stations

**£24,605**

#### Retail Roller

A jam-packed 20x3 Reader Offer in Metro and on Metro.co.uk with a sole advertiser on Metro.co.uk 8am - 2pm (1 day)

**£9,700**

#### Travel Today

A flavoursome 10x7 National Colour on Travel page Mon, Wed & Fri, served with a sole advertiser on Metro.co.uk on Friday

**£23,418**

*We deliver Monday to 'fry' day.  
We've increased our readership  
to 3.5 million, due to  
our recession-proof, free model.*

#### Sport Special

A naturally sourced 10x7 National Colour in front half Mon - Fri, topped off with a sole advertiser on the Fantasy Games pages Wed - Fri

**£37,560**

### Irresistible Combos

### Package Costs

#### TV Tactical

34x4 National Colour with a 1x10 Strip and three 2x2 TV Boxes all from Mon - Fri. Plus a side of sole advertiser on Metro.co.uk (1 day)

**£83,600**

#### Boys will be Boys

Scrumptious floating Editorial Feature Page: Order any ad shape front half and get the same size within the same week, half price in Sport. Comes with a pinch of sole advertiser on the Fantasy Games pages (Mon - Wed)

**£33,595**

#### Girls Allowed

Indulge in a week long sponsorship of Guilty Pleasures, served with a 24x4 on the Style page on Thursday with a slice of sole advertiser on the Fame Channel (1 week)

**£20,367**

#### The A List

Week long competition in paper and online smothered with a delicious 24x4 National Colour to run 1st of type plus sole advertiser on metro.co.uk (1 day)

**£34,685**

#### Shaken and Stirred

A full bodied week long Metro Life sponsorship in paper with a 10x7 National Colour on Guilty Pleasures, garnished with a sole advertiser on Metro.co.uk 1pm - 9pm (Wed - Fri)

**£22,000**

## Chef's Specials

### Delicious Deals<sup>†</sup>

Call us before 9.30am (UK Time) to book an ad and we'll do our best to guarantee you 1st 25% positioning (sounds yummy).

Book a Cross Media package with Metro & Metro.co.uk for the chance to win a posh breakfast up to the value of £100 (guaranteed to fill you up).

Book the Countdown Clock on Metro.co.uk for one week for the chance to win one of three Lumie Body Clocks (so you'll always be on time for breakfast).

Book a campaign solus to Metro (exc. London Lite) for the chance to win one of three Dualit Toasters.

*The recession hasn't affected  
Urbanites' appetites.  
In fact, 7 in 10 believe things will  
get better in the next 6 months.\**

### Fancy something else?

Metro's Urbanite audience is a media savvy bunch and have specific media tastes. To cater for this Metro can complement various other platforms. We have already established working relationships with:

**Primesight  
CBS**

**Clear Channel  
Pearl & Dean**

**Absolute  
Titan**

To discuss the possibility of cross platform special orders contact your Metro rep.