

**METRO
INTERNATIONAL**
**62-65 CHANDOS PLACE
LONDON
WC2N 4HG**

PHONE: +44 (0)20 7016 1300

FAX: +44 (0)20 7016 1400

www.metro.lu



THE METRO MOMENT

GLOBAL OPPORTUNITIES
FOR GLOBAL BRANDS



The World's Largest International Newspaper

FACTS & FIGURES

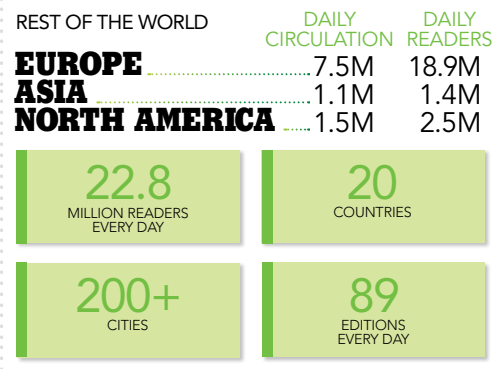
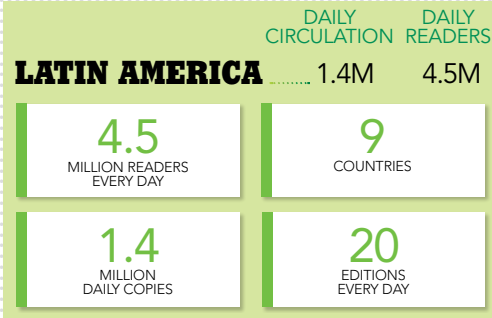
METRO – LATIN AMERICA'S LARGEST & FASTEST GROWING NEWSPAPER

29 COUNTRIES WORLDWIDE

CIRCULATION & READERSHIP

COUNTRY	DAILY CIRCULATION	DAILY READERS
BRAZIL	483K	1.7M
CANADA	875K	1.4M
CHILE	95K	361K
COLOMBIA	140K	262K
CZECH REP	288K	329K
DENMARK	315K	679K
ECUADOR	141K	423K
FINLAND	135K	239K
FRANCE	756K	2.4M
GREECE	112K	300K
GUATEMALA	80K	531K
HONG KONG	385K	725K
HUNGARY	274K	624K
ITALY	875K	1.5M
SOUTH KOREA	700K	713K
MEXICO	245K	877K
NETHERLANDS	459K	1.7M
PERU	108K	NA
PORTUGAL	91K	352K
PUERTO RICO	115K	NA
RUSSIA	780K	1.7M
SWEDEN	626K	1.5M
USA	579K	1.1M
ARGENTINA Metro Partnership (La Razón)	100K	200K
SPAIN Metro Partnership (20 Minutos)	705K	2.1M
BELGIUM Metro Partnership	250K	908K
IRELAND Metro Partnership	61K	198K
POLAND Metro Partnership	380K	990K
UK Metro Partnership	1.4M	3.4M
TOTAL	11.6M	27.4M

SOCIAL MEDIA	FACEBOOK (FANS)	TWITTER (FOLLOWERS)
BRAZIL	6,814	21,028
CHILE	69,629	197,998
COLOMBIA	7,570	14,950
ECUADOR	1,731	2,818
GUATEMALA	26,000	29,000
MEXICO	62,000	91,000
PERU	76,400	13,500
ARGENTINA Metro Partnership (La Razón)	2,035	2,788
TOTAL	252,179	373,082



ONLINE	UNIQUE USERS	PAGE VIEWS
CHILE	1.6M	20.7M
COLOMBIA	113K	1.1M
ECUADOR	54K	87K
MEXICO	1.1M	8.3M
PERU	175K	517K
ARGENTINA Metro Partnership (La Razón)	580K	1.5M

Source: Circulation: ABCs (2010-11) / Publishers' statement (Jan-12) Readership: NRSs (2010-11) except Latin America estimates total includes 24 times (DK) unduplicated / Google Analytics (Jan-12) Figures printed were correct as of September 2012

ARGENTINA

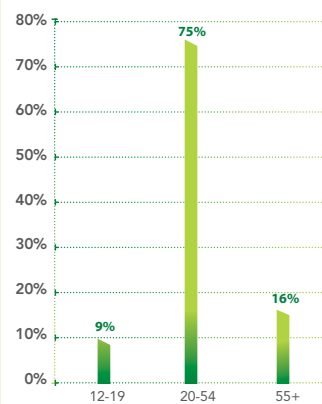
LA RAZÓN PARTNER



CIRCULATION:

100K BUENOS AIRES

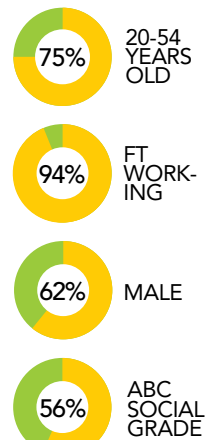
AGE READERSHIP PROFILE:



Source: TGI_ARG, May 11 - April 12

READERSHIP:

200K DAILY



BRAZIL

8 EDITIONS LAUNCHED: 2007



CIRCULATION: 483K

153K SÃO PAULO	30K CURITIBA
100K RIO DE JANEIRO	30K CAMPINAS
40K BELO HORIZONTE	30K ABC
40K PORTO ALEGRE	20K SANTOS
40K BRASÍLIA	

AWARDS:

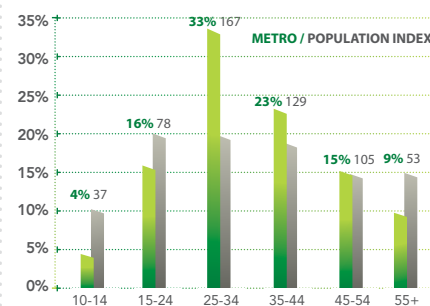
PRÊMIO CABORÉ 2011
Veículo de Comunicação - Mídia impressa

PRÊMIO FERNANDO PINI 2008/2009/2010/2011
Qualidade gráfica na categoria Jornal Gratuito

PRÊMIO VEÍCULOS DE COMUNICAÇÃO 2008/2010/2011
Categoria Jornal Gratuito

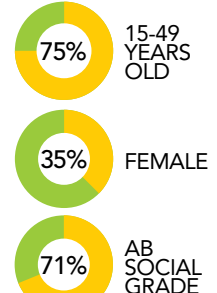
26° PRÊMIO CULINISTAS 2009/2010
Veículo Impresso do Ano

AGE READERSHIP PROFILE:



READERSHIP:

1.7M DAILY



Source: Ipsos Estudos Marplan / EGM - 1T 2012

CHILE

1 EDITION - NATIONAL COVERAGE

LAUNCHED: 2000

CIRCULATION: **95K**

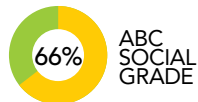
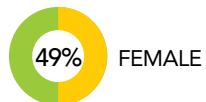
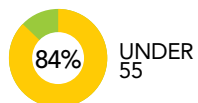
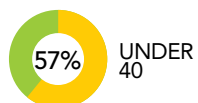
SANTIAGO
VIÑA DEL MAR
VALPARAÍSO
RANCAGUA
CONCEPCIÓN

TALCAHUANO
CURICO
TALCA
CHILLÁN
LOS ÁNGELES

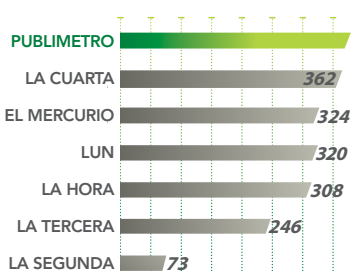
TEMUCO
ARICA
PUNTA
ARENAS



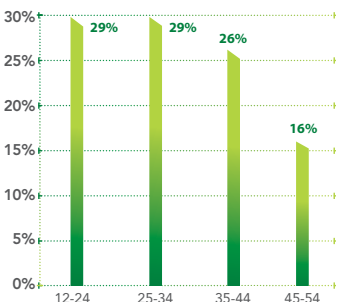
READERSHIP:

361K DAILY

DAILY READERSHIP IN 000'S:



AGE READERSHIP PROFILE:



Source: Ipsos (Jan - June 2012)

www.publimetro.cl

ECUADOR

2 EDITIONS

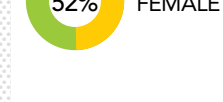
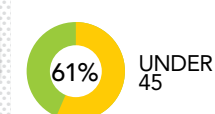
LAUNCHED: 2009

CIRCULATION: **141K**

80K QUITO
61K GUAYAQUIL

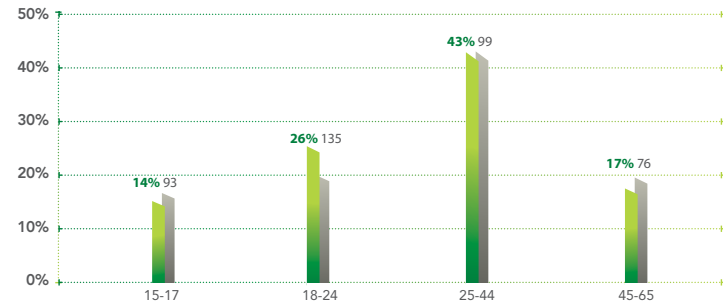


READERSHIP:

423K DAILY

AGE READERSHIP PROFILE:

METRO / POPULATION INDEX



Source: Infomedia-Ibope June 2012 / Market 2011

www.metroecuador.com.ec

COLOMBIA

1 EDITION

LAUNCHED: 2011



CIRCULATION:

140K BOGOTÁ

READERSHIP:

262K DAILY*

JOINT VENTURE WITH GRUPO NACIONAL DE MEDIOS



Source: Publisher's statement (2012) / Initial Circulation / *Estimated Readership

GUATEMALA

1 EDITION

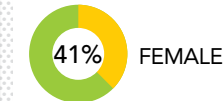
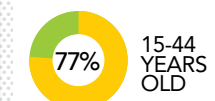
LAUNCHED: 2011



CIRCULATION:

80K GUATEMALA CITY

READERSHIP:

531K DAILY

Source: EGM Ipsos (April-June 2012)

MEXICO

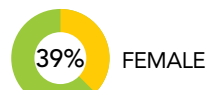
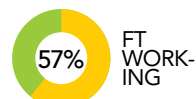
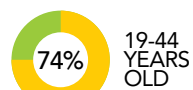
3 EDITIONS LAUNCHED: 2006

CIRCULATION: **245K**

140K MEXICO CITY
60K MONTERREY
45K GUADALAJARA

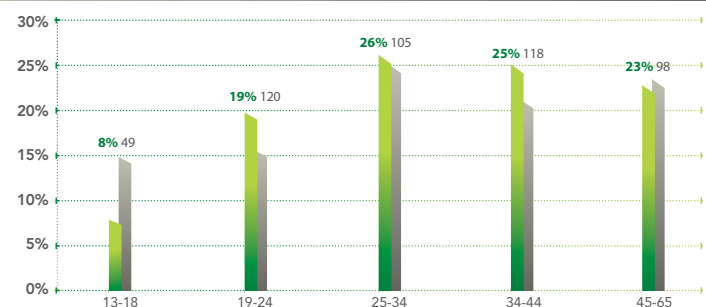


READERSHIP:

877K DAILY

AGE READERSHIP PROFILE:

METRO / POPULATION INDEX



Source: Ipsos (based on pass-along data of 3,58 readers per copy) - cumulative Q2 2012

www.publimetro.com.mx**PERU**

1 EDITION LAUNCHED: 2011

CIRCULATION: **108K**

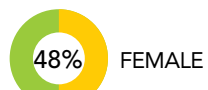
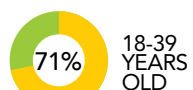
95K LIMA
13K PLAYAS

SECOND LARGEST NEWSPAPER IN LIMA

WORKING IN PARTNERSHIP WITH EL COMERCIO, THE LEADING MEDIA GROUP IN PERU



READER PROFILE:



Source: Ipsos APOYO (2011) Initial Circulation

www.publimetro.pe**PUERTO RICO**

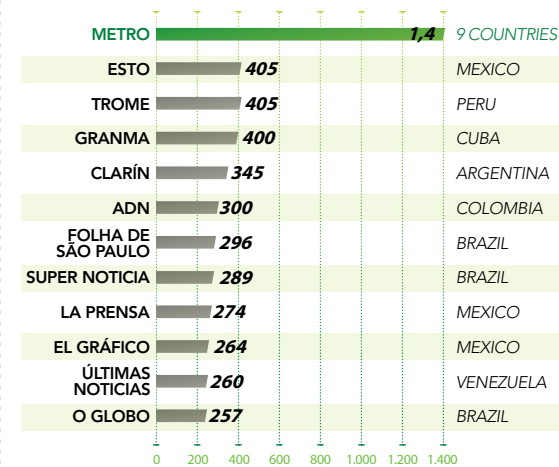
1 EDITION LAUNCHED: 2012



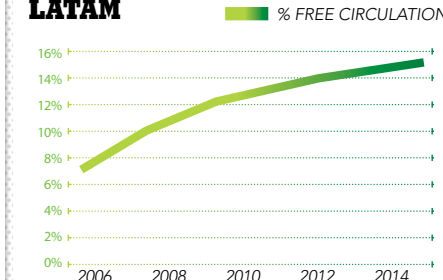
CIRCULATION:

115K SAN JUAN

METRO PUERTO RICO IS METRO'S YOUNGEST EDITION PUBLISHED IN SAN JUAN

www.metro.pr**TOP NEWSPAPERS IN LATIN AMERICA**
DAILY CIRCULATION IN 000'S

Source: WAN's World Press Trends 2010 Metro International (2012)

FREE DAILIES AS % OF TOTAL NEWSPAPER CIRCULATION IN LATAM

TODAY, 1 IN 8 NEWSPAPERS ARE FREE IN LATIN AMERICA

METRO HAS MORE THAN 40% SHARE OF CIRCULATION AMONG FREE DAILIES

Source: PWC: Global Entertainment and media outlook (2011-15)

METRO INTERNATIONAL GLOBAL SALES CONTACTS

Alistair BALLANTYNE
 (GLOBAL SALES DIRECTOR)
alistair.ballantyne@metro.lu
 +44 (0)7811 206 873

Vivi LESCHER
 (INTERNATIONAL BUSINESS DIRECTOR)
vivi.lescher@metro.lu
 +44 (0)7525 950 919

Hannah JONES-WALTERS
 (GROUP PROJECT MANAGER)
hannah.walters@metro.lu
 +44 (0)7921 409 475

EVERY MORNING, IN OVER 200 MAJOR CITIES ACROSS THE WORLD, MILLIONS OF METROPOLITANS TAKE TO THE STREETS, BUSES AND TRAINS ON THEIR DAILY COMMUTE. THEY ARE YOUNG, WELL EDUCATED TREND-SETTERS, WITH HEALTHY MEDIA APPETITES. WITH ITS UNBIASED VIEWS, ENGAGING FEATURES AND SIMPLE DESIGN, METRO HAS BEEN THE PREFERRED SOURCE OF MORNING NEWS FOR THIS MUCH SOUGHT AFTER AUDIENCE SINCE ITS LAUNCH IN EARLY 1995.

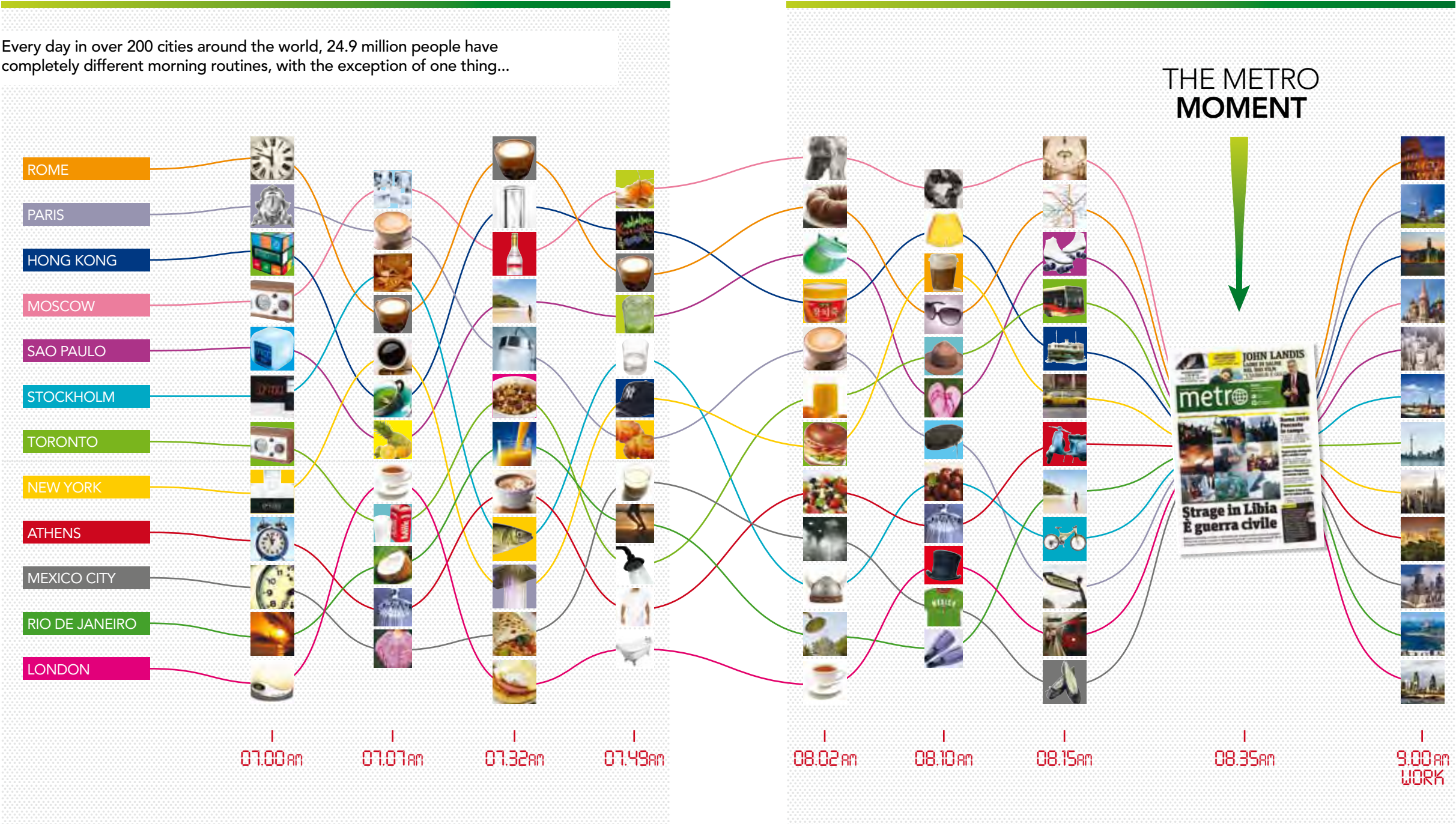
WELCOME TO THE WORLD OF METRO INTERNATIONAL

CONTENTS

THE METRO MOMENT	04
AUDIENCE	06
THE NEWSPAPER	08
TRAVEL	10
FASHION	11
TECHNOLOGY	12
FILM	13
METRO WORLD NEWS	14
DISTRIBUTION	16
METROPOLITAN PANEL	18
ONLINE	20
GLOBAL SALES	22
AUDIENCE MAP	24
AWARDS	26
CASE STUDIES	27

THE METRO MOMENT

Every day in over 200 cities around the world, 24.9 million people have completely different morning routines, with the exception of one thing...

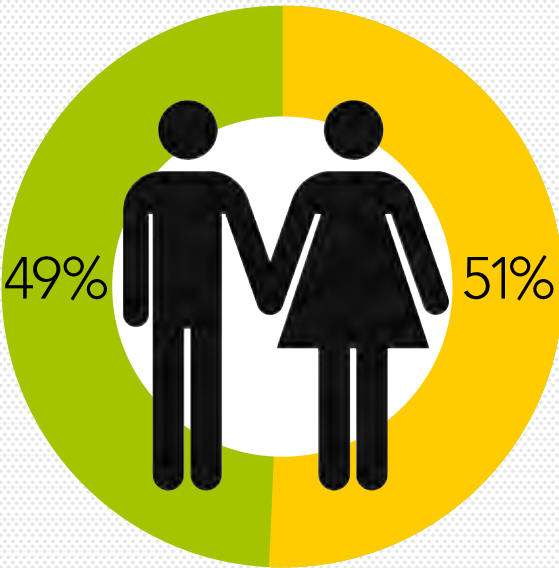


METRO AUDIENCE

Our readers are working urbanites – people who just don't buy traditional newspapers. In fact, 71% of our readers say they get most of their news from free sources.

43% of Metro readers think that in the next 5 years no one will pay for news. 27% of our readers say that before Metro they would rarely read a newspaper.

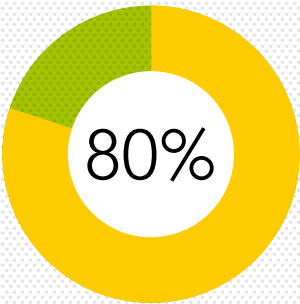
Our readers buy the latest fashions, they take exciting city breaks and have the latest consumer electronics. They are the crucial TV demographic audience delivered in a print medium.



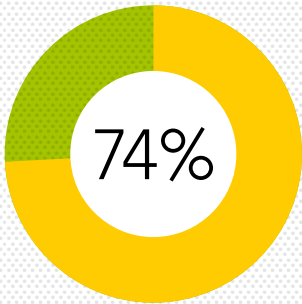
66% OF METRO READERS ARE
18-40

METRO READERSHIP PROFILE

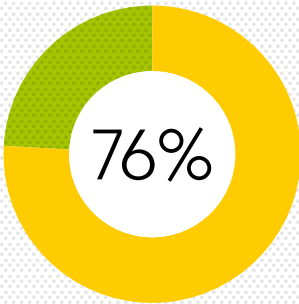
"The latest EMS* survey confirms the power of Metro's Pan-European offer and the validity of our audience and partnering strategy. Metro is the must-have media for international brands seeking to engage with the attractive *Young Affluent Metropolitan* target audience across Europe and across the world." - Global Sales Director Alistair Ballantyne



OF READERS UNDER 35 YEARS GET THEIR NEWS FROM FREE MEDIA



OF METRO READERS ARE WORKING

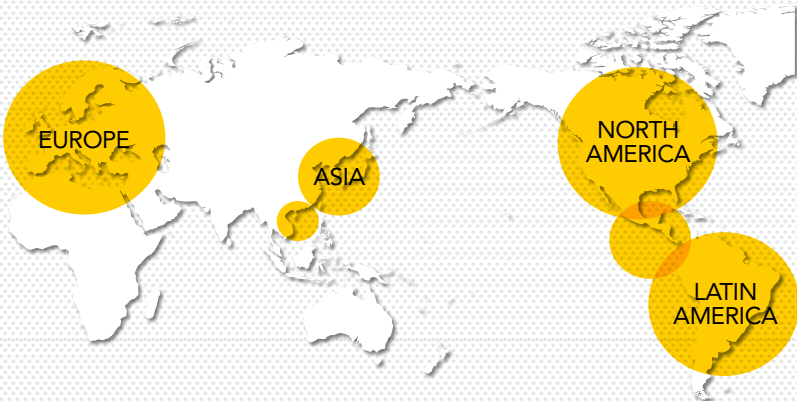


OF METRO READERS READ THE MAJORITY OF THE NEWSPAPER

*EMS (European Media and Marketing Survey) is the largest single-source survey of most affluent individuals in West Europe (top 13% richest individuals) One of the most widely used media currency for Pan-European media planning



EVERY DAY, METRO IS READ BY
24.9M
PEOPLE AROUND THE WORLD



METRO IS PUBLISHED IN
25
COUNTRIES WORLDWIDE

METRO PUBLISHES
99
EDITIONS DAILY

METRO IS DISTRIBUTED IN OVER
220
CITIES WORLDWIDE

METRO IS READ IN
17
LANGUAGES

READER INSIGHT

38% HAVE BREAKFAST ON THE GO AT LEAST ONCE A WEEK

90% OF METRO READERS LIVE IN BIG CITIES

54% EXERCISE AT LEAST ONCE A WEEK

71% OF READERS ARE ON FACEBOOK

60% ALWAYS KEEP AN EYE OPEN FOR NEW JOB / EDUCATIONAL OPPORTUNITIES



Source: Metro Life Panel / Metropolitan Report (2011) Figures include partners / Metropolitan Survey (2011)

OUR PRODUCT: THE NEWSPAPER

Not only is Metro International the world's largest newspaper, we are a 21st century newspaper. The traditional stereotypes attached to most newspapers do not hold true for Metro.

Our strategy is to invest in increasing the quality of our newspapers with exclusive, unique content. We aim to revitalise our presentation and revolutionise our brand perception. What others charge for, we provide for free. Where others reduce, we invest. Where others stagnate, we innovate.

Metro is a news summary that carries the most important national, local and international news and interviews. It is unbiased and neutral but not scared to earnestly analyse news for our 18-40 year old readers.

We keep interest high with lots of articles using our unique design and storytelling elements. Metro World News, our unique central content production centre, is a resource of writers, editors and designers who are able to utilise the talents of our 400 local journalists across four continents around the world. While other media owners are closing foreign and domestic bureaus, strengthening their reliance on wire and pool reporting and generally tightening their belts, we do the opposite: investing in our product.

METRO HAS
REVOLUTIONISED
THE NEWSPAPER
MEDIUM



CULTURE



SPORT



PLUS+



TRENDS+

METRO SECTIONS

1 NEWS

LOCAL
NATIONAL
INTERNATIONAL
COVERAGE

2 CULTURE

FASHION
FILM
MUSIC
CONCERTS

3 SPORTS

NEWS
WORLD EVENTS
INTERVIEWS
RESULTS

+ PLUS

JOBS
TRAVEL
HEALTH/BEAUTY
LIFE

+ TRENDS

TECHNOLOGY
GADGETS
EVENTS

OUR PRODUCT: THE NEWSPAPER

TRAVEL

Our journalists are based in central and local locations around the world and are therefore able to provide our global network with unique travel editorial.



READER FACTS

91% OF METRO READERS ARE INTERESTED IN TRAVELLING

54% TRAVELLED ABROAD LAST YEAR

83% ARE INTERESTED IN OTHER CULTURES

READERS TAKE ON AVERAGE 4.8 FLIGHTS PER YEAR

Source: Metro Life Panel / Metropolitan Report (2011) GMS

THE MORNING COMMUTE TO WORK IS THE PERFECT TIME TO INSPIRE OUR READERS BY SHOWCASING WORLDWIDE DESTINATIONS



FASHION

Metro readers have a passion for fashion. Our global fashion team deliver behind the scenes news, emerging trends and new faces to watch.



METRO'S GLOBAL FASHION COVERAGE GIVES OUR READERS ACCESS TO THE CATWALKS AROUND THE WORLD

READER FACTS

71% OF METRO READERS ENJOY SHOPPING

49% OF METRO READERS ARE INTERESTED IN FASHION

52% OF METRO READERS FOLLOW THE LATEST TRENDS

77% OF METRO READERS LIKE TO SWITCH BETWEEN BRANDS

Source: Metro Life Panel / Metropolitan Report (2011)



OUR PRODUCT: THE NEWSPAPER

TECHNOLOGY

Metro readers enjoy new technology and the latest gadget news. Android versus Symbian, PSP versus 3DS, DSLR versus point and shoot – we have it covered.



READER FACTS

73% TRY TO
KEEP UP-TO-
DATE WITH NEW
TECHNOLOGY

71% OF
METRO
READERS HAVE
A LAPTOP

50% ARE
INTERESTED
IN GAMING &
GADGETS

37% INTEND TO
BUY A TABLET
COMPUTER /
IPAD

Source: Metro Life Panel /
Metropolitan Report (2011)

OUR READERS ARE ALWAYS ON THE
LOOKOUT FOR NEW TECHNOLOGY, TO
SIMPLIFY THEIR LIVES AND HAVE MORE FUN



FILM

Whether its blockbusters, art house movies or film festivals, Metro provides the reader with in-depth content.



WE INTERVIEW AND REVIEW THE WORLD
OF FILM, FROM HOLLYWOOD PREMIERES
TO THE CANNES FILM FESTIVAL



READER FACTS

71% ARE
INTERESTED IN
ART / CULTURE /
MOVIES

40% VISIT THE
CINEMA AT
LEAST ONCE
A MONTH

50% OF READERS
GO TO THE
CINEMA WITH
THEIR PARTNERS

36% GET FILM
INFORMATION
FROM
NEWSPAPERS

Source: Metro Life Panel /
Metropolitan Report (2011)

METRO WORLD NEWS EDITORIAL CALENDAR

Throughout the year, Metro publish global special editions focusing on various topics.

JANUARY

HAPPY ISSUE



FEBRUARY

VALENTINE'S DAY



FASHION WEEKS PREVIEW



JUNE

COOL METRO



SUMMER
BEACH
EDITIONS

SEPTEMBER

PHOTO CHALLENGE



FUTURE
DAILY

FASHION WEEKS PREVIEW



MARCH

GREEN METRO



APRIL

STUDY ABROAD



MAY

SUMMER CONCERTS GUIDE



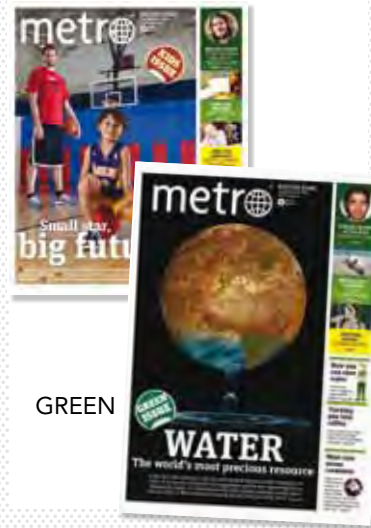
OCTOBER

LOVE ISSUE



NOVEMBER

KIDS



GREEN

DECEMBER

CHRISTMAS SHOPPING



AIDS
DAY

METRO DISTRIBUTION: BUILDING THE METRO MOMENT

Do you want to target blonde women in Paris? Start street parties in New York, Rome, Milan and London? Do you want people to interact with your brand? We do this everyday...

Give your product the attention it deserves. Sampling is a persuasive sales tool. Food and drink are ideal for commuters with a journey ahead. Scented paper lifts fragrances or fabric softeners off the page and bespoke pin-point advertising drives people in-store. Leading consumer brands trust Metro to turn any edition into a complete product 'experience'.



99%

OF METRO'S CIRCULATION
IS DISTRIBUTED BEFORE 10AM



CREATIVE DISTRIBUTION

REPACKAGE THE NEWSPAPER

Creating a unique product where readers interact with the brand gets immediate attention.



GIVEAWAYS AND SAMPLING

If you try it you are more likely to buy it! Sampling gets the product right into the hands of your target audience.



BRANDED DISTRIBUTERS

Does your brand require extra attention? Branded distributors reinforce your message.



BRANDED RACKS

Reach your customer even before they pick up the Metro with branded racks.



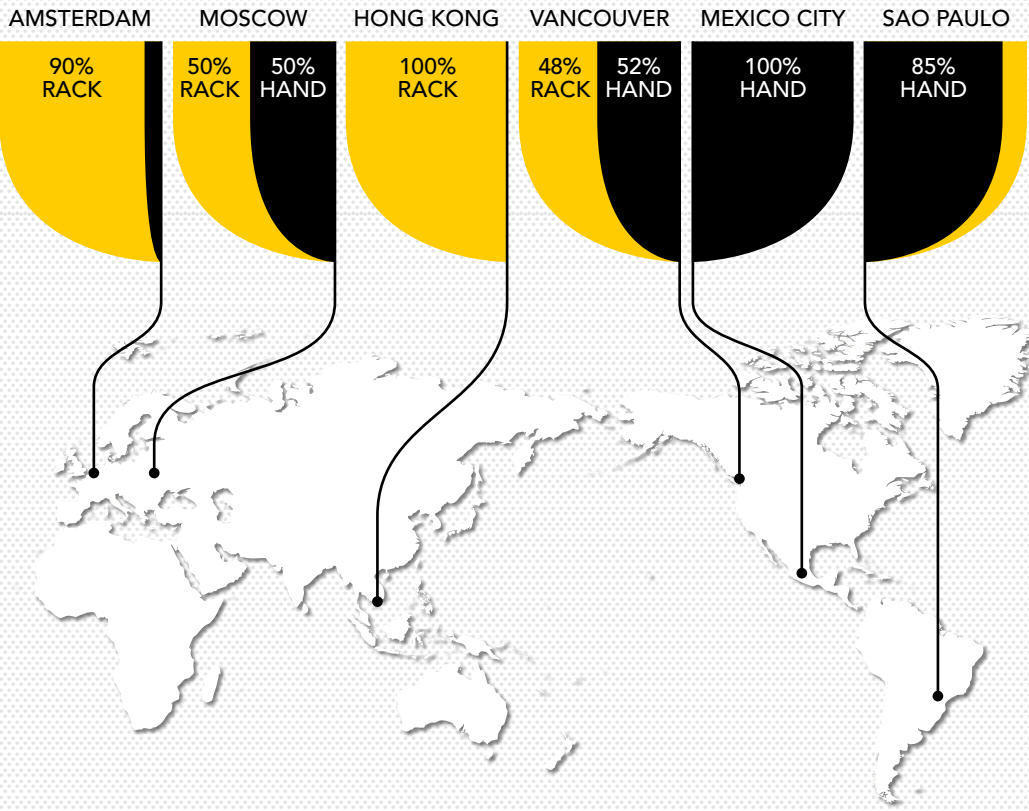
BESPOKE DISTRIBUTION

Metro can also be given out at different times of the day to get your brand into hands at the right time.



HAND Vs RACK: WE KNOW HOW TO REACH OUR READERS

METRO'S UNIQUE MODEL OF DISTRIBUTION
REACHES THE RIGHT PEOPLE, AT THE RIGHT TIME,
IN THE RIGHT LOCATION



METROPOLITAN PANEL: AD ACCOUNTABILITY

The Metropolitan Panel is a dedicated online research panel of 35,000+ 'Metropolitans': young, active and affluent Metro readers living in some of the most exciting cities around the world.

It was set up to investigate the mindset and lifestyle of this growing global target. Multiple channel recruitment is used to ensure the panel is representative of the metropolitan population. Metropolitans are kept highly engaged through the opportunity to contribute to the creation of editorial pieces and to see their opinions published in-print and online.

Furthermore, the panel provides a robust research platform for advertisers and media agencies to communicate with metropolitans: from insight generation to strategy planning, from concept testing to campaign evaluation. The panel not only helps advertisers develop communication strategies tailored for metropolitans across multiple markets, but also delivers feedback within 4 weeks.

For more information, please contact:
EDUARDA TAVEIRA
HEAD OF CONSUMER INSIGHT
eduarda.taveira@metro.lu

THE PANEL GIVES METRO UP-TO-DATE INSIGHT ON
ADVERT TESTING, ADVERTISING CAMPAIGN RECALL
AND AWARENESS, AS WELL AS CONTENT GENERATION

35,000+

METRO READERS MAKE UP THE
METROPOLITAN PANEL

WHICH COUNTRIES HAVE THE PANEL?

The Metropolitan Panel is currently present in thirteen countries:

CANADA
CHILE
DENMARK
FRANCE
GREECE
HONG KONG
HUNGARY
ITALY
MEXICO
NETHERLANDS
PORTUGAL
SWEDEN
USA

(Expansion plans include Russia & Brazil)

THE METROPOLITAN SURVEY: HOW IT CAN BE USED FOR YOUR BRAND

A community of readers completing monthly surveys allow us to measure the effectiveness of your campaigns in Metro around the world.



METRO ONLINE & MOBILE

Metro's online properties allow new ways to interact with urbanites on the move in metropolitan areas across the globe.

Metro reaches over 10 million unique users in digital channels every month with content and services specifically tailored to our target audience. We inform, entertain and engage people in conversation throughout their working day.

We now provide the most flexible and powerful catalogue of advertising solutions in our 15 year history. Rich media takeovers, sponsored custom solutions, integrated advertorials and cutting edge mobile advertising. Add the opportunity to combine with our print solutions and there is, quite simply, no match.

Metro's latest interactive offering includes:

- 24 hour news updates
- Greater interactivity for Metro web users
- Targeted display and rich-media advertising served from a central platform
- An editorial dashboard enabling editors to monitor and respond to user-activity in real-time
- The latest news content prioritised on the basis of user-interest



SECURING AND BUILDING METRO'S BUSINESS FOR TOMORROW, BY PROVIDING DIGITAL SERVICES ESSENTIAL TO URBANITES ON THE MOVE



EXTENDING BEYOND PRINT

Our online properties allow the clients that we work with to target regional and global online audiences. The activity compliments and contributes to our in-paper offerings by delivering longevity whilst encouraging further engagement and interaction with our readers.

EXTENDING THE METRO MOMENT TO DIGITAL

THROUGHOUT THE DAY, AROUND THE GLOBE, METRO READERS CAN ACCESS US VIA MOBILE OR ONLINE



METRO PHOTO CHALLENGE

INTERACTION WITH READERS:

UTILISING THE STRENGTH OF OUR PRINT, DIGITAL AND MOBILE PLATFORMS WE ARE ABLE TO DELIVER CAMPAIGNS THAT ARE TRULY MULTI-PLATFORM

1 SEE FULL CASE STUDY ON PAGE 41

KENYA'S STYLE

BLOGGING AND NEWS:

BRINGING TRULY INTERNATIONAL FASHION COVERAGE THAT NO STYLE CONSCIOUS METRO READER CAN LIVE WITHOUT

2 SEE www.kenyasstyle.com

METRO ON STAGE

SOCIAL MEDIA ON STAGE:

WITH THE KNOWLEDGE OF OUR READERS' USAGE OF DIGITAL AND SOCIAL NETWORKING SITES, WE ENABLE UNSIGNED ARTISTS TO BE HEARD

3 SEE FULL CASE STUDY ON PAGE 40

METRO GLOBAL SALES TEAM

Metro International established a Global Sales team to sell and co-ordinate international advertising campaigns across Metro's newspapers worldwide.

Global Sales' unique selling point is the ability for agencies and clients to cost effectively reach out to multiple markets through one point of contact. Our model is based on creativity which provides our clients with accountable cut-through advertising in a very crowded media market place.

To support the sales team we have an award winning creative and production team. Their role is to drive and implement proactive and live business across the group. We don't only think within the confines of the newspaper. We strive to showcase each campaign across multiple platforms – be it outdoor, online, events, mobile or in-store.

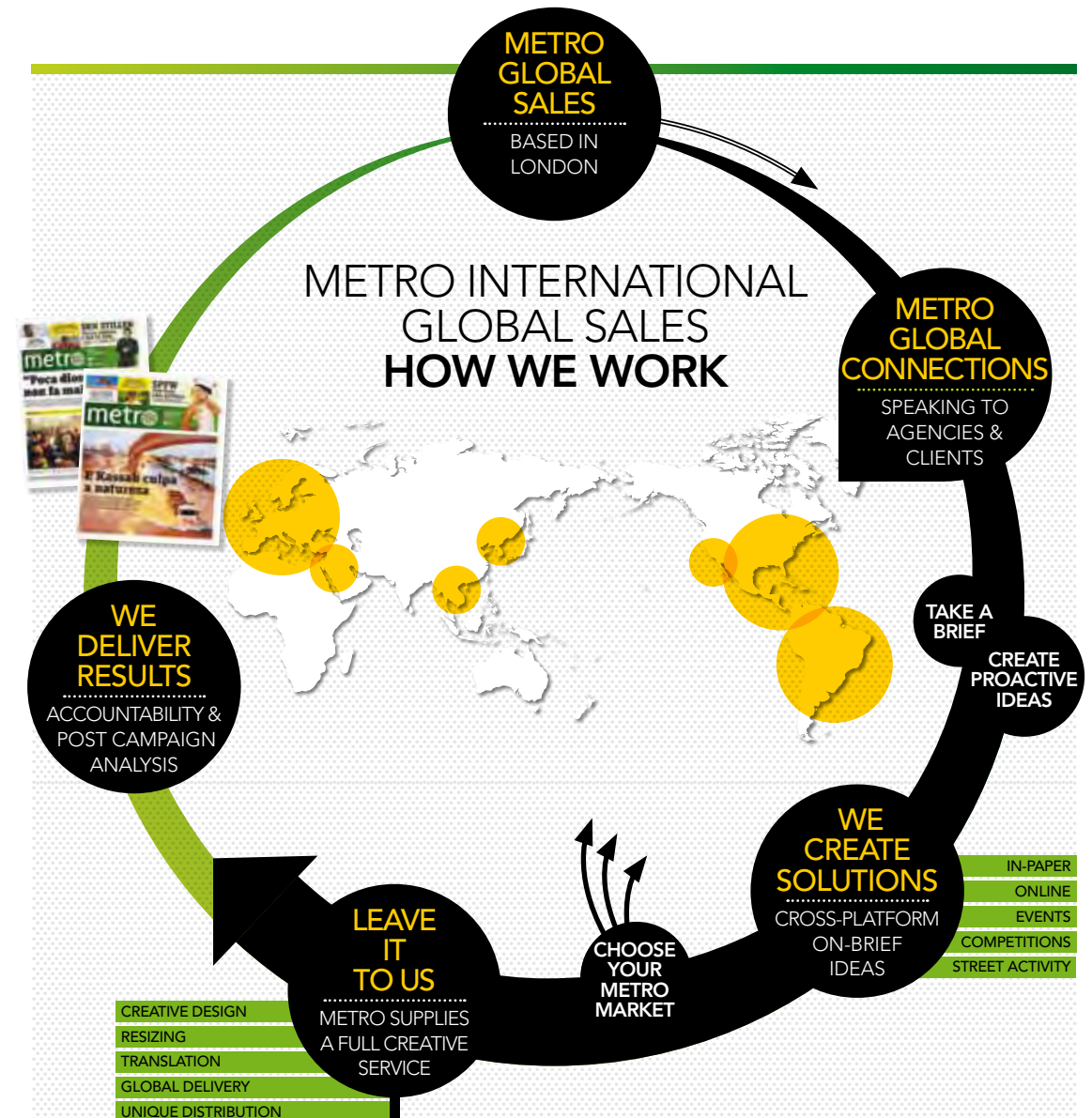
KEY BENEFITS OF BUYING CENTRALLY



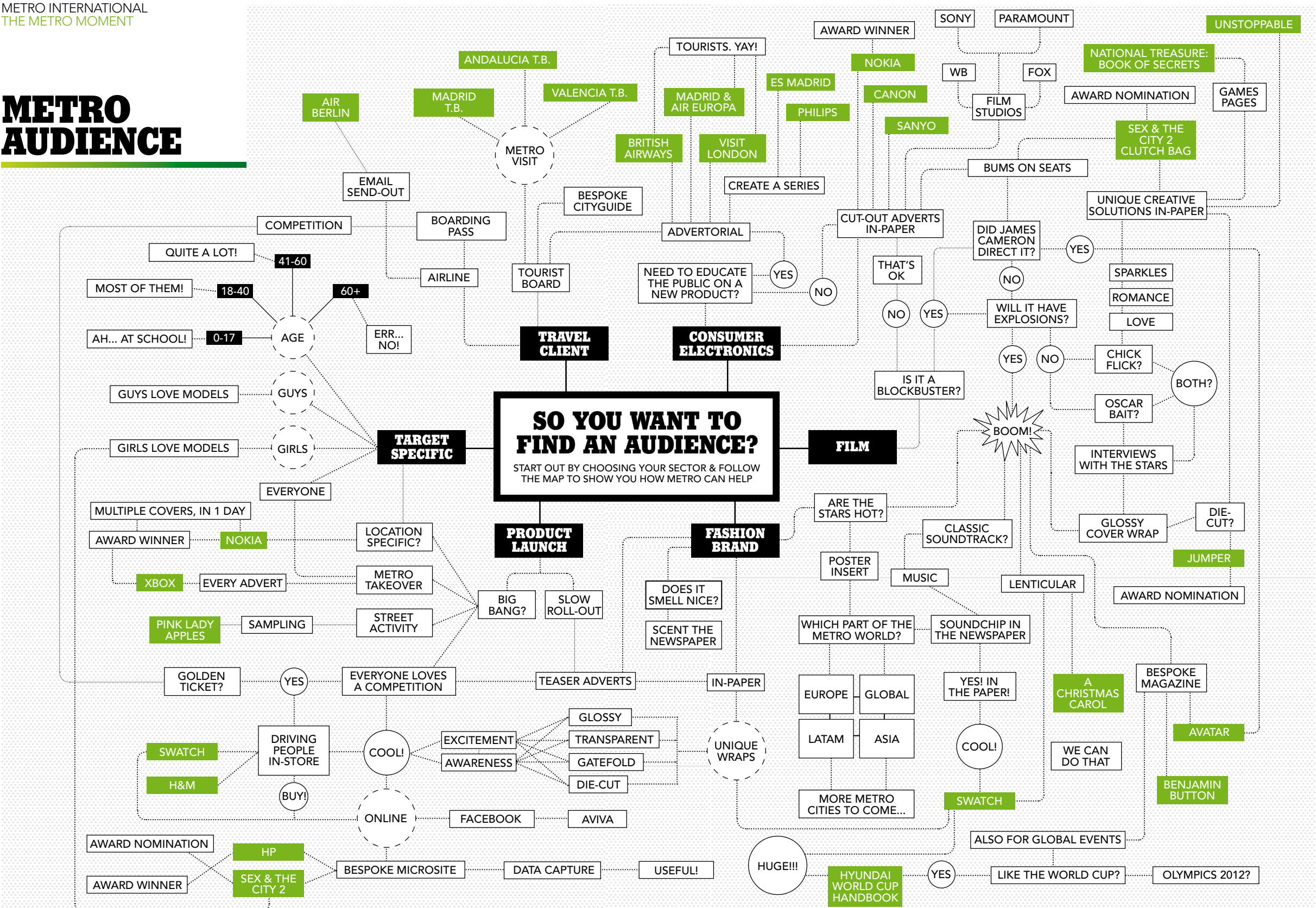
ADDED VALUE BENEFITS:
In-paper, cross media, pre & post campaign analysis and pan regional discount

"METRO HAVE CONSISTENTLY DELIVERED GREAT RESULTS FOR 20TH CENTURY FOX OVER THE YEARS. WITH VARIED RELEASE DATES AND HIGHLY LOCALISED (AND OFTEN LAST MINUTE) CREATIVE – IT IS NEVER EASY, BUT METRO HAVE PROVEN TIME AND AGAIN TO BE A SAFE PAIR OF HANDS AND A VALUED PARTNER."

20TH CENTURY FOX INTERNATIONAL



METRO AUDIENCE



METRO AWARDS

You only get a second to attract readers' attention. Metro International loves generating campaign ideas and our in-house creative teams imaginative approach has won the industry's most prestigious awards.

Beyond page stopping press advertising, we think outside the box and originate everything from store card design to microsites. All the senses are covered, fragrances can be sampled with perfumed tip-ons or sound chips inserted between the pages. The right product gets the right solution. It's an approach that's award winning: Metro International was awarded 'Newspaper of the Year' at the Valencia Festival of Media.



METRO'S CREATIVE APPROACH TO EACH BRIEF HAS
RESULTED IN ACCOLADES FROM AROUND THE GLOBE



CASE STUDIES

A SELECTION OF OUR BEST CREATIVE
EXECUTIONS BY METRO'S GLOBAL
SALES DEPARTMENT.

AIR BERLIN	28
AVATAR	29
AVIVA	30
BENJAMIN BUTTON	31
DIESEL	32
ES MADRID	33
FUTURE DAILY	34
H&M	35
HP	36
HYUNDAI	37
JUMPER	38
KOREAN AIR	39
METRO ON STAGE	40
METRO PHOTO CHALLENGE	41
METRO VISIT	42
NOKIA	43
SANYO	44
SEX AND THE CITY 2	45
UNSTOPPABLE	46
WATCHMEN	47
XBOX	48
YSL	49

CASE STUDIES AIR BERLIN

READER OFFER
FRANCE

For the launch of a new route from Paris to Germany, Air Berlin teamed up with Metro International for a bespoke campaign.

A special 2 for 1 offer, exclusively created for readers of Metro France was promoted through co-branded advertisements designed by Metro International's creative team. To add further weight to the campaign and drive readers directly to the Air Berlin website (by means of a simple click) a promotional email was dispatched to Metro's extensive database of over 120,000 Club Metro members in France.

RESULTS: A very successful two tiered call-to-action campaign was delivered within a very short lead time.

120,000

Club Metro members
received the promotional
email containing the
2 for 1 offer

26%

of recipients of the
2 for 1 email, clicked through
to the Air Berlin website
(Source: Club Metro)



CASE STUDIES AVATAR

20TH CENTURY FOX INTERNATIONAL

NETHERLANDS / RUSSIA / SWEDEN / SPAIN / MEXICO / BRAZIL / BELGIUM / SOUTH KOREA

For the high profile launch of 20th Century Fox's AVATAR, Metro's team were given a very specific task: to deliver a big, bold and impactful campaign that communicated a more in-depth story, going one step further than the poster.

Working closely with 20th Century Fox, Metro produced and distributed a limited edition 12 page AVATAR glossy booklet. This was distributed across 8 countries in Europe, South America and Asia. This was supported with front and back cover in-paper activity.

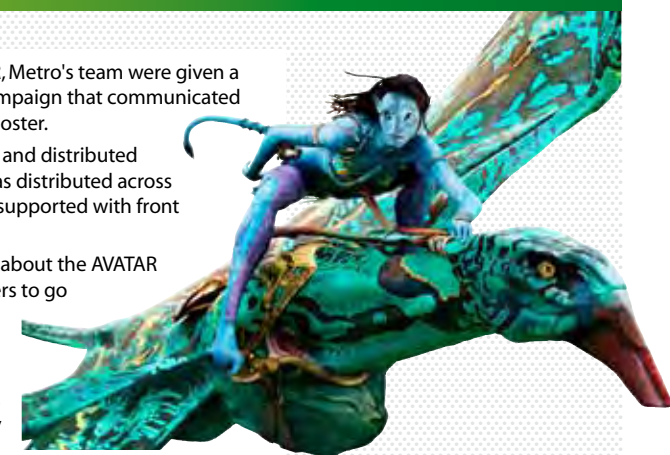
RESULTS: By delivering a much deeper communication about the AVATAR story directly into readers hands, Metro motivated readers to go and see the movie.

510,000

copies of the glossy Avatar
booklet were distributed with
Metro around the world

2.7billion

was the final box office figure
in US\$ for Avatar, making it by
far, the most successful film
in history



CASE STUDIES
AVIVA

YOU ARE THE BIG PICTURE
FRANCE / POLAND / UK

Aviva wanted to significantly increase their awareness among the general public and reflect their tagline 'No One Recognises You Better Than Aviva'. The aim was to place customers at the heart of Aviva's business.

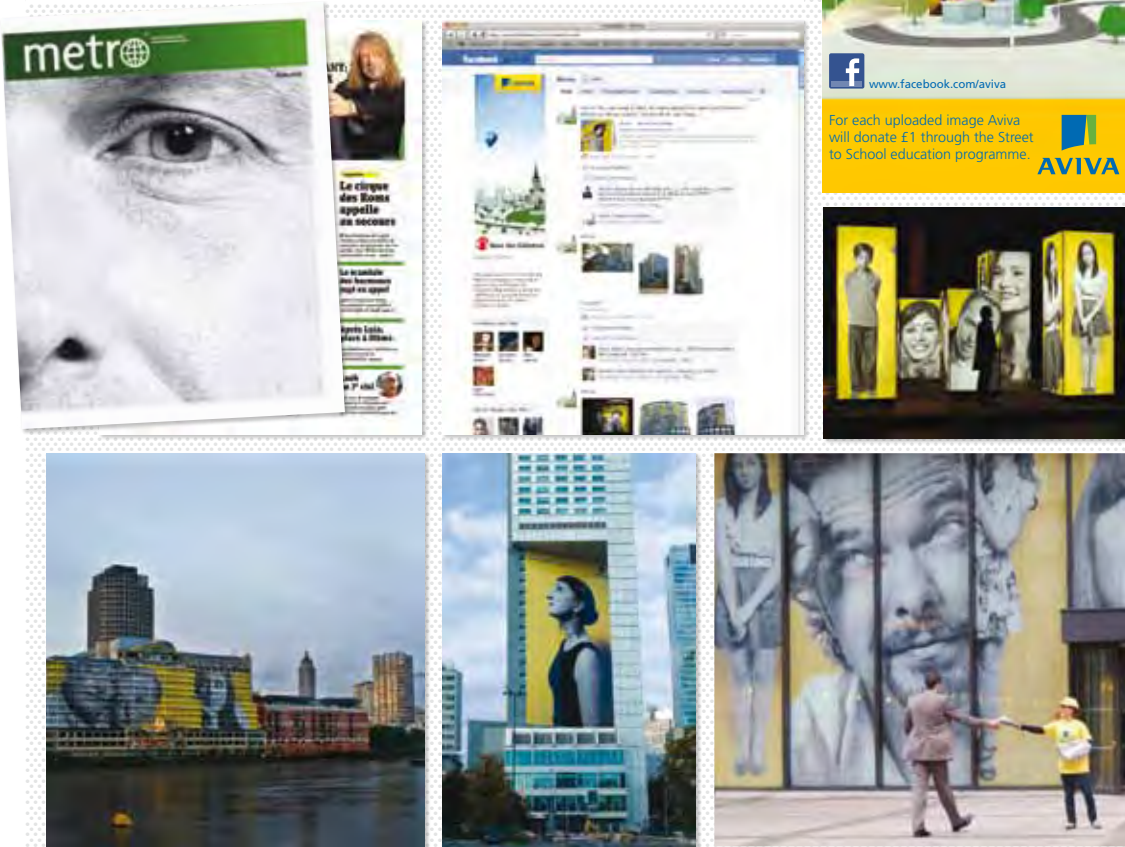
Metro ran 4 page cover wraps with different creatives in each city and also designed 5 bespoke vertical half page adverts. To maximize the impact, street promoters distributed copies in targeted areas of the 3 cities: London, Paris and Warsaw. Metro readers were asked to enter a competition to upload their favourite photos onto the Aviva and Facebook websites, giving them the chance to win their image projected onto buildings in the 3 cities.

RESULTS: An integrated campaign that helped deliver great results.

30,000+
people uploaded their photos via the Aviva and Facebook sites. These images were projected onto buildings across Europe

94%
of the respondents who read the newspaper remembered seeing the 'Be the big picture' Aviva advert

40%
of readers said they would like to find out more about Aviva after seeing the advertising campaign
(Source: Metropolitan Panel)



Be the big picture!

Upload your favourite photo via www.facebook.com/aviva and join thousands of Londoners in having your image projected on buildings around the world.

The 3 easy simple steps to getting projected...

- 1 Visit www.facebook.com/aviva
- 2 Choose a favourite photo of yourself from your facebook collection to upload directly.
- 3 If you are one of the lucky thousands to be projected you will be sent a time to watch your moment of fame as it happens.

Or simply visit www.youarethebigpicture.com and enter via the official website.



CASE STUDIES
BENJAMIN BUTTON

WARNER BROS. PICTURES INTERNATIONAL
FRANCE / ITALY / UK

Warner Bros. Pictures International wanted to generate awareness and excitement for the release of 'The Curious Case of Benjamin Button.'

Warner Bros. teamed up with Metro's in-house creative team to design a bespoke limited edition, glossy booklet that would provide Metro readers with an insight into the story, stars: Brad Pitt and Cate Blanchett, the director and the characters of the film. The booklet was hand distributed in France, Italy and the UK on the days of the film's release. The in-paper formats supported the distribution and raised awareness of the movie.

RESULTS: A high quality creative solution in keeping with all of the production values of the movie, made the booklet highly relevant to the desired target audience.

82%
of Metro readers said that this form of advertising had a positive effect on the movie

63%
of Metro readers were interested to find out more about the movie

65%
of respondents said they would like to now go and see the movie
(Source: Metropolitan Panel)



CASE STUDIES DIESEL

UNDERWEAR RANGE

FRANCE / NETHERLANDS / ITALY / DENMARK / SWEDEN

Metro was briefed to help Diesel launch a new underwear collection by focusing on style conscious shoppers across Europe.

To reflect the cool, trendy, urban branding for which Diesel is well known, Metro's in-house design team created a luxurious glossy cover wrap. The wrap was produced on a limited run in each city, which included: Stockholm, Milan, Copenhagen, Paris and Amsterdam. To ensure that only fashion conscious urbanites got their hands on this limited edition cover wrap, Metro assigned hand distributors to designated locations. Fashionable shopping districts and popular hangouts became key target areas for this special operation.

RESULTS: A hard-to-reach audience was accessed via a targeted campaign that ensured the core brand values of Diesel were maintained.

Design

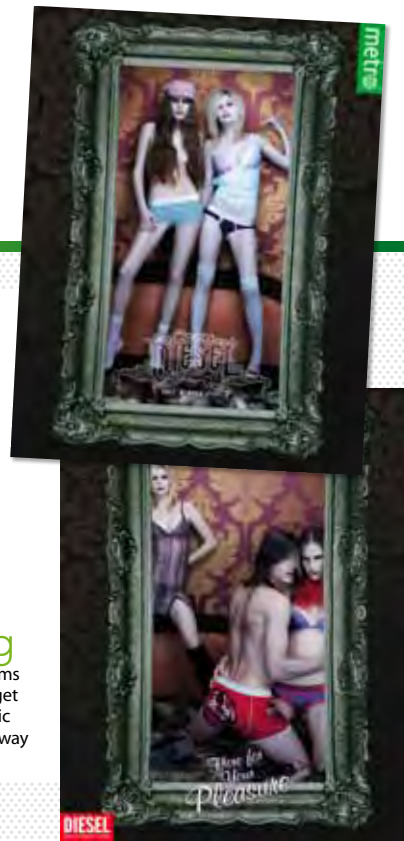
Metro's in-house creative team specifically produced this design layout for Diesel for this one-off wrap

10,000

copies of the Diesel glossy cover wrap were distributed in each city

Targeting

Special operation teams allowed Metro to target specific demographic audiences in a unique way



CASE STUDIES ES MADRID

MADRID TOURISM BOARD

USA

Madrid Tourism and Air Europa approached Metro International to create a campaign to promote the Spanish capital as a vibrant destination as well as to highlight the launch of Air Europa's new route from New York to Madrid.

Metro's creative publishing unit wrote a series of beautifully designed advertorial features focusing on various aspects of Madrid: Fashion, Art, Nightlife, Food & Drink. As part of the strategy to dominate awareness amongst the Big Apple's commuters, the advertorials appeared on double page spreads throughout one week. Hand promoters in targeted areas wore colour coded branded clothing which co-ordinated with that day's advertorial. The clothing displayed a message encouraging New Yorkers to enter an online contest to win a free trip to Madrid.

RESULTS: A highly visible and vibrant campaign that successfully increased awareness.

8,000+

Metro readers entered the competition to win the trip to Madrid after seeing the in-paper creative

95%

of Metro readers recalled the advertising campaign
(Source: Metro Life Panel)

72%

of Metro readers said they were likely to consider Madrid as a holiday destination as a result of the campaign



CASE STUDIES
FUTURE DAILY

18 YEARS IN THE FUTURE
AVAILABLE IN ALL MARKETS

The multi-award winning Future Daily concept was born in Hong Kong where the Metro team recruited readers to contribute news articles for a newspaper set 18 years in the future.

With self-expression as the only incentive, Metro received over a thousand user generated articles on its advanced online interactive platform. During 3 months, over 1000 stories were written on subjects as diverse as: the rebirth of Michael Jackson to the success of iPets. The submissions were then voted on by a further 38,000 people, with over 200,000 visiting the website. The stories included: local, national and international news in addition to finance, health, sports, lifestyle and entertainment. The final Future Daily newspaper was a huge success with readers and won a number of awards at the Spikes Asia 2010 Advertising Awards, namely Gold for Best Integrated and Digital Campaigns.

RESULTS: Due to the success of the campaign, Metro will roll this idea out globally.

Winner
of the Spike Award
Gold - Future Daily
(Best Integrated Campaign)

Winner
of the Spike Award
Gold - Future Daily
(Best Use Of Digital Media)

38,000
votes were registered over the
course of the campaign

HEADLINE READS:
Victoria Harbour filled in
to link Kowloon and Hong
Kong Island



EXAMPLES OF
FUTURE DAILY
ARTICLES

Apple releases a
new iPét in stores

50,000 fans from
around the world
witness Michael
Jackson's rebirth

The President of
the United States
comes out as gay



FUTURE ADVERTISING
Advertisers including
Coca Cola created special
one-off adverts for the
Future Daily 2028 issue



CASE STUDIES
H&M

GUEST DESIGNER SERIES
FRANCE / ITALY / SWEDEN / DENMARK / USA / SPAIN / NETHERLANDS

H&M chose Metro International to promote the brand and to drive readers into stores. This ongoing partnership has over the years created a rich and unique history of successful campaigns across the world. These have included glossy cover wraps, take-overs and gatefolds.

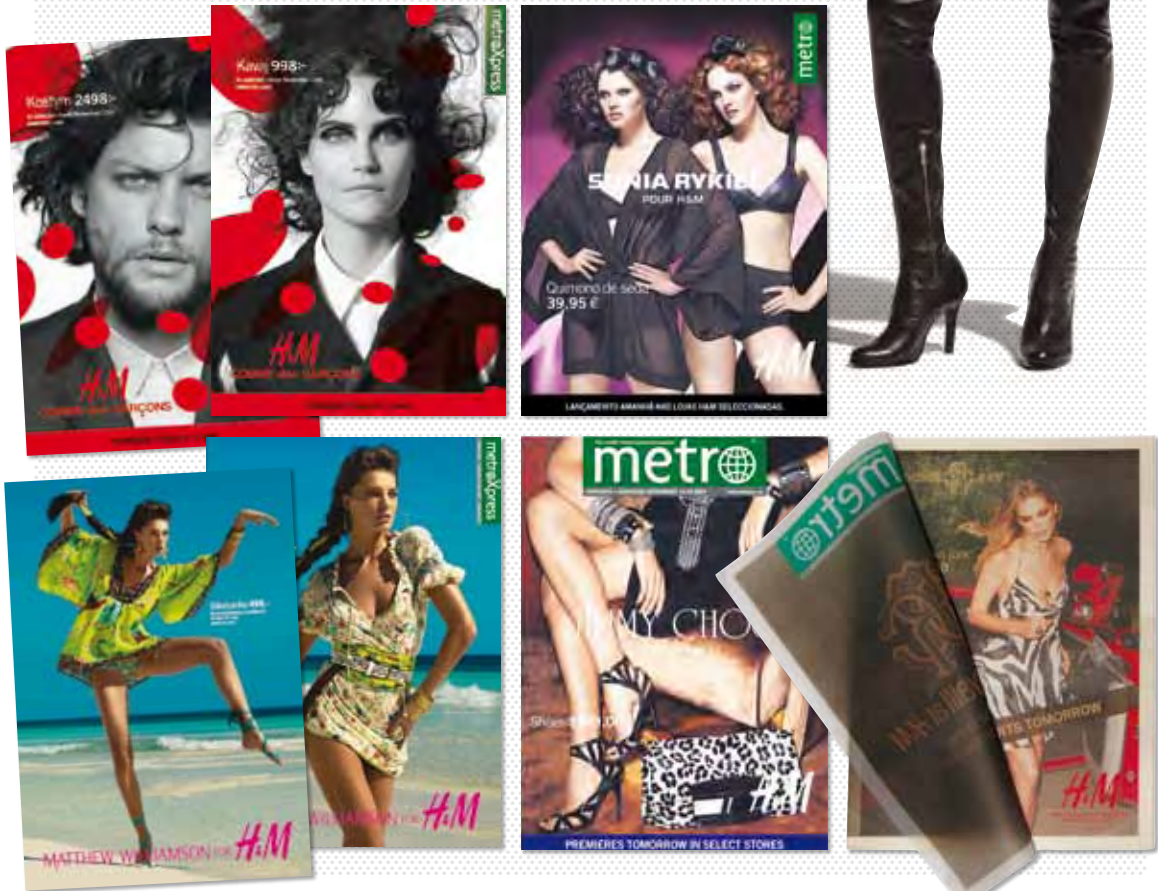
Metro's ability to reach and engage with young metropolitans has driven thousands of consumers into H&M stores and has proven that an effective campaign delivers results. Each global concept was tailor-made and adapted locally to deliver impactful and cost effective solutions in each H&M market.

RESULTS: Impactful formats coupled with huge reach deliver results for H&M time and time again.

5
Global guest designer
campaigns

Gatefold
cover wrap was used
for the launch of the
Commes des Garçons range

Transparent
cover wrap was executed for
the launch of the
Roberto Cavalli campaign



CASE STUDIES

HP

WHAT DO YOU HAVE TO SAY?

FRANCE / ITALY / SPAIN

The brief was to promote HP's printers as a tool to release reader creativity. HP also wanted to incorporate their tagline 'What Do You Have To Say?'

Metro's solution was to run a competition for Metro readers to design their own cover of Metro. The competition encouraged readers to be creative around the topic, 'What Do You Have To Say About Your City?' The campaign recruited people to enter a 360 degree campaign incorporating: print, outdoor poster sites, an advanced microsite (www.metro-hp.com) and viral applications through Facebook. The winning cover designs were seen by millions of people.

RESULTS: The campaign won the M&M award for 'Best Contribution by a Media Owner' and generated some impressive results.

80,000
unique visitors to the
bespoke HP microsite

63,000
votes were cast by
1,480 registered Metro
readers who responded to
the campaign

60%
of Metro readers thought
HP was more appealing as
a result of the campaign
(Source: Metropolitan Panel)



CASE STUDIES

HYUNDAI

2010 FIFA WORLD CUP HANDBOOK

FRANCE / ITALY / NETHERLANDS / UK / SPAIN

To celebrate the launch of the 2010 FIFA World Cup in South Africa, Metro International and Hyundai teamed up to produce a 44 page glossy World Cup handbook.

Packed full of information about every group, team and player, the handbook was designed, produced and distributed by the Metro International team.

The handbook's content and design was tailored according to each national team and translated into 5 different languages. 2.25 million copies were distributed across France, Italy, Netherlands, Spain and the UK, in the week leading up to the launch of the tournament.

In-paper colour pages in each market ensured that Hyundai's World Cup goodwill message was seen by 12million Metro readers, not just those that received a copy of the handbook.

RESULTS: Metro delivered a high quality, relevant product into the hands of millions of football fans' during the build up to the world's biggest footballing event.

25%
of readers said they would
compare Hyundai's prices with
competitive brands

17%
of respondents said they
would make enquiries at a
dealership

13%
of Metro readers said they
intended to book a test drive
(Source: Metropolitan Panel)



CASE STUDIES JUMPER

20TH CENTURY FOX INTERNATIONAL

RUSSIA / SWEDEN / BELGIUM / UK / FRANCE / ITALY / SPAIN / NETHERLANDS

The challenge set by 20th Century Fox International for the launch of their new action adventure movie 'Jumper' was to communicate the idea of movement in a static newspaper medium.

Metro International used an innovative and creative format which was the first of its kind to be executed in any newspaper in the world. The execution comprised of a double layered cover wrap, with a die-cut hole in the outer page. The main character appeared on the front cover, in Egypt and when the page was turned he was transported to the inside page and a different location. This special format gave the illusion that he was 'jumping' from one location to another.

RESULTS: A 'media first' creative for newspapers, that delivered huge impact to millions of readers in one day.

80%
of readers said the advertisements had a positive impact on the film

Over 50%
of Metro readers said they would find out more about the film and go to see it in theatres

Awareness
of the film doubled after the campaign and interest in seeing the film rose by 50%
(Source: Metropolitan Panel)



CASE STUDIES KOREAN AIR

40TH ANNIVERSARY

FRANCE / ITALY

Korean Air teamed up with Metro International to celebrate their 40th anniversary, whilst promoting their worldwide destinations to business travellers.

Metro International's in-house creative team created a bespoke newspaper sleeve designed to look like a Korean Air ticket wallet. Front page activity and an in-paper cut-out advert in the business section of the newspaper ran on the same day, ensuring that readers instantly made the connection when they read the front cover and the business section. 25,000 copies of the special wallet ran in Paris and Milan, with the in-paper activity running nationally in Italy and in the Paris edition. Metro International used its distribution network to ensure professionals in the business areas of Milan and Paris received the wallets.

RESULTS: Great success, exposing the Korean Air brand purely to business people.

95%
of Metro readers recalled seeing the activity and 9 out of 10 readers said they would like to see more adverts like this

75%
of Metro readers that saw the campaign considered the wallet format to have a positive impact on the brand

50%
of respondents said they would check Korean Air for airfares on their website
(Source: Metropolitan Panel)



CASE STUDIES

METRO ON STAGE

GLOBAL MUSIC COMPETITION

SWEDEN / RUSSIA

Apple Premium Reseller (APR) was searching for a project and a media partner that could both drive customers in-store and communicate that Apple have the best software programs for making music.

Metro created a music voting competition for unsigned artists to get their music heard. The competition was promoted in-paper, online, via mobile and in Apple stores asking people to vote for the best contribution/song either online or in their local APR store. Artists could receive advice on how to produce and improve their song quality by using Apple software. Those who voted in-store had the chance to win an iPod. The final event was at a music venue in Stockholm, where the 3 finalists performed and the winner was revealed in front of both the crowd and the Apple client.

RESULTS: A massive campaign in 30 Apple Premium Reseller stores that was successfully promoted and co-ordinated in Sweden and Russia.



70%
brand awareness among
Metro readers 15-39
years old

(Source: Metropolitan Panel)

1,834
artists/songs entered the
competition. The microsite
generated 675,000 page views
with 50,000 downloads
on Web TV

30,000
unique visitors to the microsite
from 40 countries with
100,000 plays on the top 20 list
and 60,000 votes in
one month



CASE STUDIES

METRO PHOTO CHALLENGE

GLOBAL PHOTOGRAPHY COMPETITION

ALL METRO MARKETS

The Metro Global Photo Challenge brings together 25 Metro countries across 4 continents in a contest to find the best amateur photo of the year. The competition has grown since its first launch in 2003. It has become the world's largest digital photography competition.

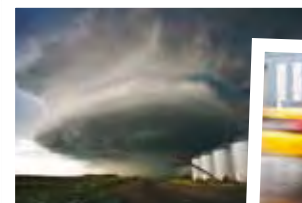
Last year, over 55,000 photographs were submitted from around the world. Over 4 million page views were registered during the competition with a global audience of over 50 million. www.metrophotochallenge.com

RESULTS: A continuing success year after year and still growing in both popularity and awareness.

152,000+
photo entries were uploaded
onto the website with over
205,000 user comments

784,000+
unique visitors to the website
from 192 countries around
the world

8,100,000+
website page views were
logged with the average user
spending over 6 minutes,
30 seconds on the site



CASE STUDIES
METRO VISIT

BESPOKE TRAVEL PAGES
AVAILABLE IN ALL MARKETS

The daily commute to work lends itself perfectly to daydreaming about holiday destinations. With this in mind, Metro International created a new product called 'Metro Visit' to help clients satisfy our readers' thirst for travel editorial.

Working together with the client, bespoke content is created by Metro's expert writers and designers. The content is packaged as a stand-alone section in the middle of the newspaper, which can be pulled out and kept by the reader. Metro has already successfully worked together with Spanish regional tourist boards such as Andalusia, Madrid and Valencia to create custom-made Metro Visits in Sweden, Canada, Italy and New York.

METRO VISIT: Offers a tailored solution for travel clients who wish to mix sponsorship with relevant editorial content.

4, 8 or 12

The number of pages that Metro Visit can encompass in any market

Flexible

Clients can choose the type of advertising formats within their Metro Visit

Localised

Metro Visit can be published in individual cities as well as nationally



CASE STUDIES
NOKIA

MAPPING
NETHERLANDS / MEXICO / BRAZIL

Nokia wanted to bring the idea of navigation to life, so they turned to Metro for inspiration.

Metro devised a campaign which radically altered our distribution in major cities for one day, by creating the world's first geo-targeted wrap. On the same day, multiple maps covered the Metro paper, pin-pointing the exact location where readers had picked up their copy. This gave readers the impression that Nokia maps knew exactly where they were. 96 different wraps were distributed to Metro readers giving huge awareness of the GPS technology offered by Nokia.

The second idea: Using a location map and placing it into the image of the Nokia phone, which in turn related to an article within the editorial content, meant we created a strong interactive advertisement and editorial feature.

RESULTS: This two part campaign, resulted in Metro International winning an M&M Award for the 'Best Contribution by an International Media Owner'.

89%

advertising recall by Metro readers

Winner

M&M award
'Best Contribution by a Media Owner'

17%

of respondents had an increase in intention to purchase the handset
(Source: Metropolitan Panel)



CASE STUDIES SANYO

XACTI

FRANCE / CANADA / HONG KONG / SOUTH KOREA / UK

For the launch of the new Sanyo Xacti dual camera/camcorder, Metro International and Sanyo teamed up to produce a campaign which utilised newspaper and online platforms across 5 countries: Canada, Hong Kong, South Korea, France and the UK.

High profile front page adverts in addition to half page advertorials launched the campaign and drove readers to a bespoke online microsite, which housed a competition to win \$10,000! Readers were encouraged to vote for their favourite online star in categories ranging from extreme sports to music. Multiple, small cut-out adverts featuring the product and competition appeared in the newspaper over the course of a month, with the addition of online formats to reinforce the campaign.

RESULTS: Sanyo's fully integrated campaign was a great success, encouraging readers to participate by voting for their favourite videos online.

88%
of the respondents
remembered seeing the advert
and 48% correctly identified it
as being Sanyo Xacti

Recall
of Sanyo Xacti grew
by 11% after the
Metro campaign

45% growth
in recognition of the
Sanyo Xacti product after
the campaign
(Source: Metropolitan Panel)



CASE STUDIES SEX AND THE CITY 2

WARNER BROS. PICTURES INTERNATIONAL

FRANCE / RUSSIA / ITALY / SPAIN / UK

Metro International created a fun and unique way to promote the new Warner Bros. Sex and the City 2 film.

A bespoke newspaper cover wrap was designed and produced to look like a gold clutch bag. This was distributed by hand in 5 markets: France, Italy, Spain, Russia and the UK. Our unique distribution model allowed us to distribute 120,000 of the special edition bags to only the core SATC2 audience - 18-40 year old women, who were targeted in carefully selected fashion and shopping districts.

An online competition was integrated into the campaign offering readers the chance to win a trip to the premiere of the film. The movie was also featured on Metro's Global Fashion Style Blog.

RESULTS: A huge success - with great resonance among the core target audience.

Women
aged 18-40 only, were given
the Metro clutch bag, the core
Sex and the City target
audience

80%
of clutch bag recipients
thought the execution had
an extremely positive effect

50%
of respondents said they would
book tickets to the movie
having seen the campaign
(Source: Metropolitan Panel)



CASE STUDIES

UNSTOPPABLE

20TH CENTURY FOX INTERNATIONAL

FRANCE / RUSSIA / SWEDEN / SPAIN / UK / NETHERLANDS / BELGIUM

For the launch of their blockbuster action adventure movie UNSTOPPABLE, 20th Century Fox International tasked Metro International to devise a creative solution that would convey the momentum, speed and relentless aggression of a runaway train destroying everything in its path. No easy feat in a static medium.

The creative solution was ultimately created to stop readers in their tracks as the train looked like it was bursting through the newspaper, destroying the editorial on the page. Metro's creative team produced all the artwork to bring 20th Century Fox's vision to life, creating huge impact as readers turned the page. The campaign ran across 7 European countries.

RESULTS: A creative and impactful success, with a unique way of using the newspaper format.

Creative

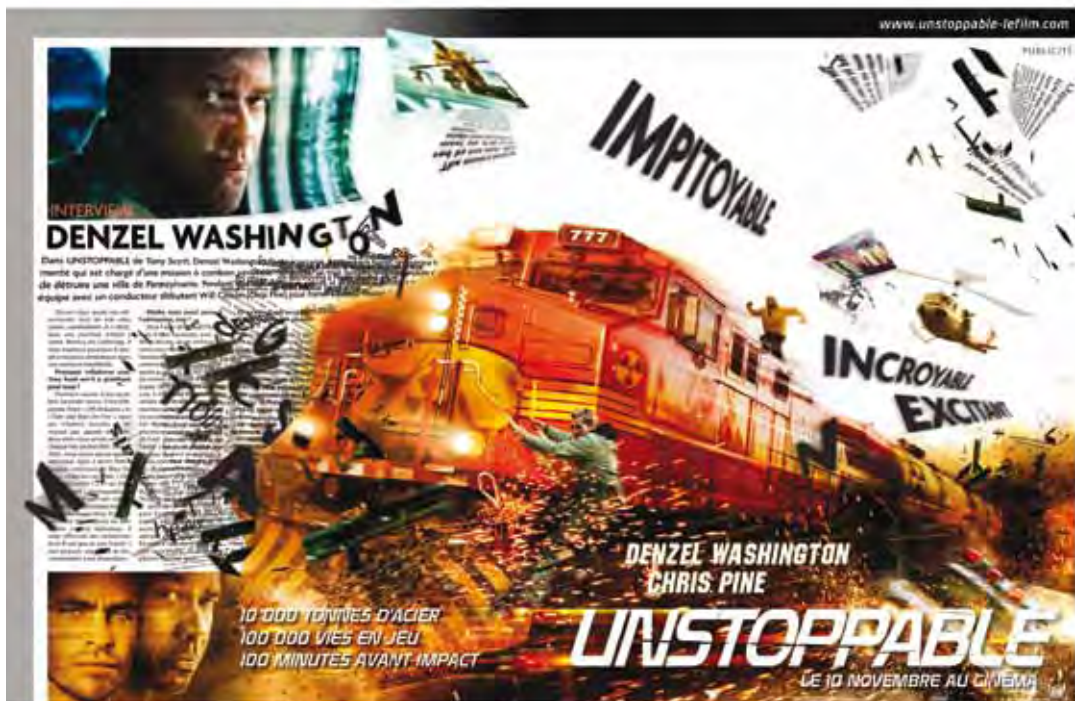
Metro International can provide a full service to all clients which includes creative execution across all formats and platforms

Bespoke

tailored solutions created to reflect brands' key communication strategies no matter how bold

Impactful

execution, demonstrating the momentum and speed of the film



CASE STUDIES

WATCHMEN

PARAMOUNT PICTURES INTERNATIONAL

FRANCE / ITALY / UK

Paramount Pictures international wanted to build excitement and awareness amongst Metro readers around the world for the much anticipated comic book film 'Watchmen'.

A cover wrap was designed to look like Watchmen's 'New Frontiersman' newspaper, announcing the plotline and characters of the film. This in-paper activity was supported by specially designed Watchmen branded distribution racks and Watchmen stickers were also given out with the Metro newspaper. As well as targeting a new audience, the advert served to educate Metro readers about the film.

RESULTS: Watchmen's opening weekend in the US grossed an amazing \$55 million and the film went on to make over \$185 million globally.

69%

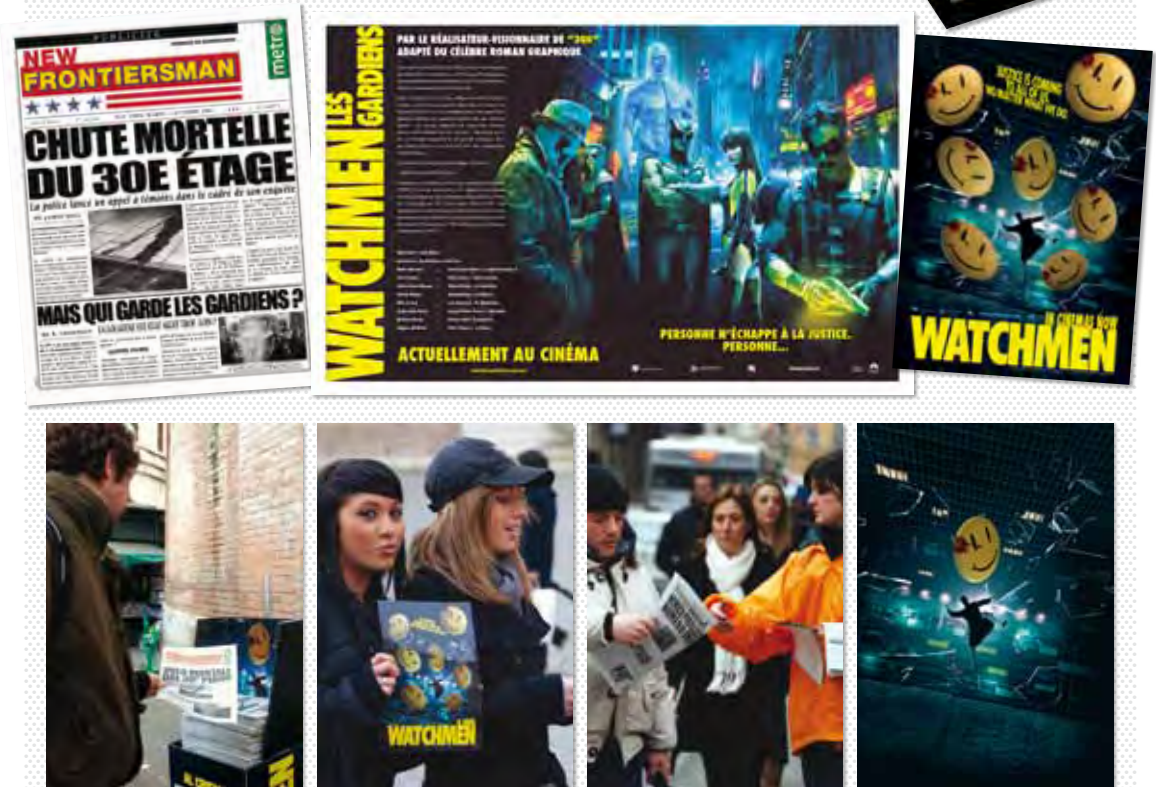
of readers said the advertisements had a positive impact on the film
(Source: Metropolitan Panel results)

31%

of Metro readers had not heard of the film prior to seeing the advertisement

10,000

Watchmen stickers were hand distributed and 50 bespoke racks were placed in each market (Paris, Rome and Milan)



CASE STUDIES

XBOX

METRO DOMINATOR

FRANCE / ITALY / UK / DENMARK / FINLAND

Xbox wanted to dominate Metro newspapers with their pre-Christmas campaign to demonstrate the scope of their 'Next Generation' games, as well as educate Metro readers about Next Generation.

On 17th November Xbox launched a dominator campaign with Metro. Xbox took over every advert in the French, Finnish, Danish, Italian and the UK newspapers. Either a new Xbox game or an educational advert was showcased within the takeover.

RESULTS: 100% ownership of the day by Xbox 360 - it doesn't get much bolder than that.



3,170,000

copies of the Metro Xbox dominator were distributed simultaneously in 5 markets around the world

Winner

of the M&M award for 'Best Print Campaign'

Over 55 ads

by Xbox were included in the dominator per edition, including cut-outs and DPS adverts



CASE STUDIES

YSL MANIFESTO

YVES SAINT LAURENT

FRANCE

Metro was chosen to help launch the Yves Saint Laurent Manifesto collection, (featuring Gisele Bündchen) based on its ability to target a specific demographic group.

A teaser campaign was conducted prior to the launch day which involved special chalked messages on pavements. These declared the launch date of Manifesto by YSL. On the day itself, Metro was tasked with distributing a specially produced newspaper containing a photo shoot of Gisele Bündchen in addition to a back page advertisement. To enhance the campaign, Metro employed female models, branded in YSL clothing who handed out the newspaper in targeted areas of Paris.

RESULTS: This was a high end collaboration that ensured YSL gained the desired exposure for the launch of its Manifesto campaign.

60,000

copies of the YSL Manifesto newspaper were distributed on the streets of Paris
(Source: Metropolitan Panel)

Female

readers were specifically targeted by our hand distributors

Branded

hand distributors ensured the campaign was visible on the streets as well as in the newspaper

