

metro®



We are by far the largest newspaper in Sweden. Metro is distributed in big cities where young, modern, urban metropolitans live. We offer a comprehensive platform where it's possible to implement sales driven campaigns, build brand awareness and get messages across.

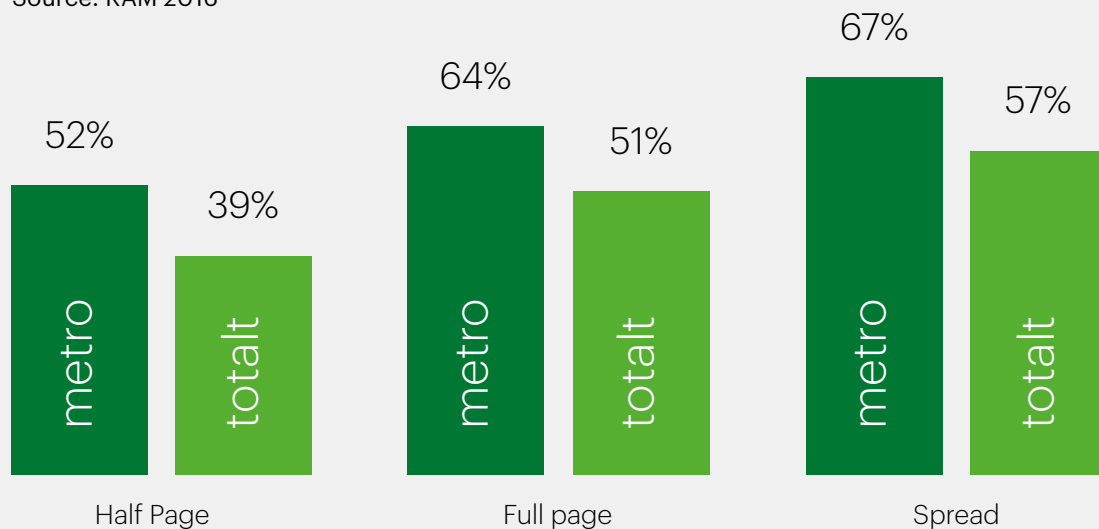
52%

OF METRO'S READERS
ARE 16-49 YEARS OLD

Source: Orvesto Konsument 2016:1

Higher observation value than other newspapers

Source: RAM 2016



Information

PUBLICATION INFO

Metro is a weekday publication (not public holidays). Metro will also be issued on Saturday 12/12 and 19/12/2015. The newspaper takes a summer break from 8/7-9/8.

EDITIONS

Metro has three separate editions: Stockholm, Gothenburg and Skåne, with all three together called Metropol.

EDITORIAL TREND PAGES

Monday: Education, Health&Beauty, Travel
Tuesday: Jobs, Style, DIY
Wednesday: Fashion, Sex&Life
Thursday: Jobs, Motor, Food
Friday: Home, Sport/Esport, Metro Music

MATERIAL INFO

Pre-prepared material, digital PDF delivery to TU's standards, www.dagspress.se (only in Swedish). Ad material must be delivered in the exact purchased format, no register marks or bleeds.

Images and colours must be CMYK. No compressed images. Name the file: Advertiser's name and insertion date. Metro is printed with 85 line screen frequency. For black&white separation, max tone is 93%. Max ink coverage for 4-colour printing is 240%. Dot gain 27%. Colours follow European scale.

Unprepared material

Material in the form of text, drawings, images, logos etc for ads on a text page to be produced by Metro must be received by the newspaper no later than 12 noon, three working days before insertion date.

Unprepared material to be produced for the headline markets must be received by the newspaper no later than 12 noon, two working days before insertion date. For special theme 3 pm, three working days before insertion date.

ADDRESSES

Metro Stockholm

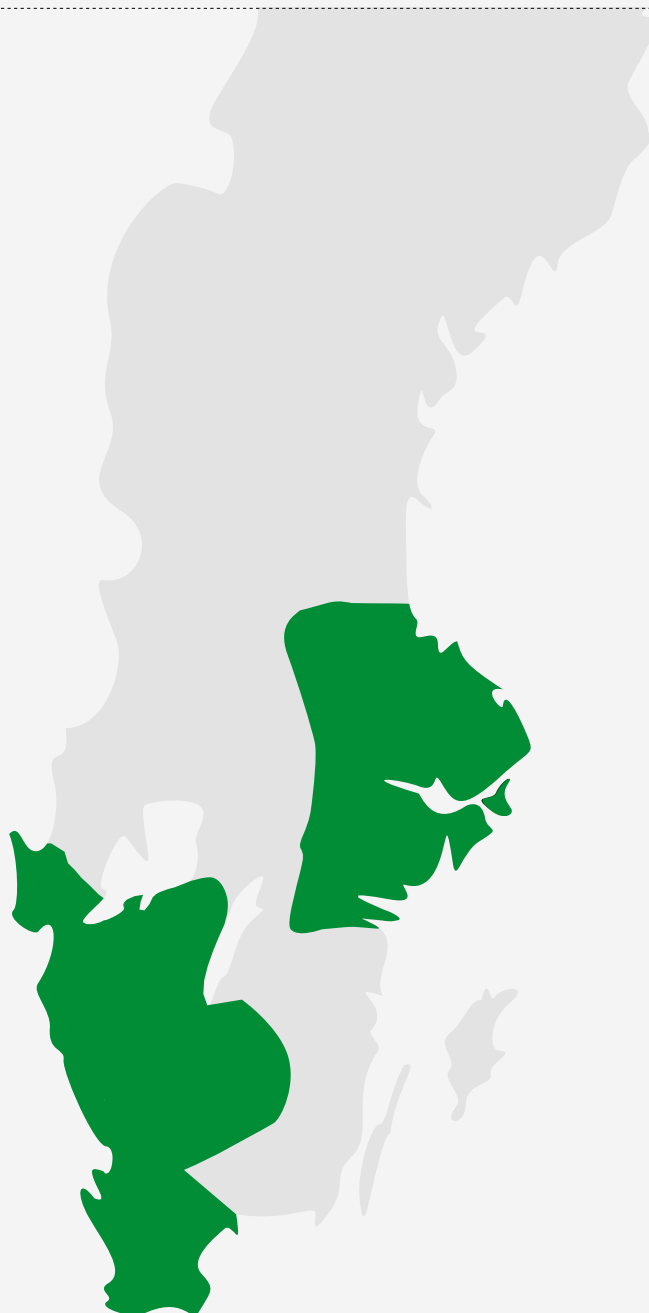
Street address: Regeringsgatan 105
Postal address: Box 7130
103 87 Stockholm
Tel. switchboard: +46 8 402 99 00

Metro Gothenburg

Street address: Larmgatan 22
Postal address: Box 11275
404 26 Göteborg
Tel. switchboard: +46 31 743 81 00

Metro Skåne

Street address: Hyllie Stationsväg 42
Postal address: Box 87
218 24 Bunkeflostrand
Tel. switchboard: +46 40 660 07 50



Booking & Delivery

BOOKING ON TEXT PAGE

Bookings for pre-prepared material must be made by 12 noon, two working days before insertion date. Ads to be produced by Metro must be booked by 12 noon, three working days before insertion date. Metropol bookings take precedence.

contact by phone

Stockholm+ 46 8 402 99 00

Gothenburg+46 31 743 81 00

Skåne +46 40 660 07 50

BOOKINGS ON HEADLINE PAGE

Bookings for pre-prepared material and ads to be produced by Metro must be made by 12 noon, two working days before insertion date

STOCKHOLM:

bokningstockholm@metro.se

Jobs: +46 8-402 99 60

Education: +46 8-402 99 39

Entertainment: +46 8-402 20 98,
+46 70 422 99 88

Travel: +46 8 402 20 90

GOTHENBURG:

bokninggotteborg@metro.se

Entertainment & Travel:

+46 31 743 81 20

Education: +46 31 743 81 12

Jobs: +46 31 402 99 60

SKÅNE:

saljsupport_skane@metro.se

Property: +46 40 660 07 81

Motor: +46 40 660 07 63

Jobs: +46 40 402 99 60

Entertainment & travel:

+46 40 660 07 58

DELIVERY OF PRE-PREPARED DIGITAL MATERIAL

Web www.metro.se/annons
User ID: Anonymous
Password: Lämna fältet tomt
Directory: chose edition
/metropol
/sthlm
/gbg
/malmo

Pre-prepared material must be received by Metro no later than 12 noon, two working days before insertion date.

Questions about digital material or material to be produced by Metro: Phone +46 8 402 99 70. For more detailed information about ad material see www.dagspress.se (only in swedish).

DELIVERY OF MATERIAL FOR AD PRODUCTION

Material in the form of text, images etc for production of ads for text page should be e-mailed to: metromanus@annonsdax.se

Street address:

Annonsdax AB
Palmfeltsvägen 1C, 7 tr.
Tel +46 8 555 006 22

postal address:

Annonsdax AB
Box 7029
121 07 Stockholm Globen

Material for stick-on

Pre-prepared digital material should be e-mailed to: annons@metro.se

Pre-prepared original in PDF format should reach Metro at least 14 working days before publication date

Formats

TEXT FIXED FORMATS

Tabloid 6 columns (mm) width height

Footer on front cover	254	50
Spread	530	370
1/2 spread	530	182
Full page	254	370
1/2 page, horizontal	254	182
1/2 page, vertical	125	370
1/4 page, horizontal	254	90
1/4 page, vertical	125	182
2x182	82	182
2x120	82	120
3x90	125	90
3x60	125	60
letter to the editor page	125	370
Cartoon page	254	182
Weather page	254	90
Large skybox	58	105
Small skybox	58	49
Weather box/Sudoku	63	63

CREATIVE FORMATS

Tabloid 6 columns (mm) width height

Wrap	530+254	370
Round [diameter]	120	120
Creative footer front cover	See format overview	
Belly Band	530	90

6-column - text page - column mm

no.	1	2	3	4	5	6
mm	39	82	125	168	211	254

HEADLINE FIXED FORMATS

Tabloid 7 columns (mm) width height

Full page	254	360
1/2 page, horizontal	254	180
1/2 page, vertical	107	360
1/4 page, horizontal	254	90
1/4 page, vertical	107	180

7-column - headline page - column mm

no.	1	2	3	4	5	6	7
mm	34	71	107	144	181	217	254

Text page

UNSPECIFIED POSITION	FORMAT MM	METROPOL	STOCKHOLM	GOTHENBURG	SKÅNE
Spmm, text		212 kr	113 kr	53 kr	46 kr
Spread	530x370 mm	734 823 kr	396 490 kr	179 862 kr	158 471 kr
Full Page	254x370 mm	386 749 kr	208 679 kr	94 664 kr	83 406 kr
1/2 page	254x182/125x370 mm	212 712 kr	114 773 kr	52 065 kr	45 873 kr
1/4 page	254x90/125x182 mm	108 290 kr	58 430 kr	26 506 kr	23 354 kr
2x182	82x182 mm	77 168 kr	41 132 kr	19 292 kr	16 744:-
3x90	125x90 mm	57 240 kr	30 510 kr	14 310 kr	12 420:-
2x120	82x120 mm	50 880 kr	27 120 kr	12 720 kr	11 040:-
3x60	125x60 mm	38 160 kr	20 340 kr	9 540 kr	8 280:-

SPECIFIED	FORMAT MM	METROPOL	STOCKHOLM	GOTHENBURG	SKÅNE
Column mm specific position		261:-	139:-	65:-	57:-
Panorama	530x370 mm	1 029 465:-	555 471:-	251 981:-	222 014:-
True spread	530x370 mm	949 024:-	512 067:-	232 291:-	204 666:-
Specific spread	530x370 mm	903 832:-	487 683:-	221 230:-	194 920:-
1/2 spread	530x182 mm	570 024:-	303 576:-	141 960:-	124 488:-
Full page page 3	254x370 mm	589 552:-	-	-	-
Full page page 5*	254x370 mm	550 428:-	296 995:-	134 727 :-	118 705:-
Full page page 7	254x370 mm	538 637:-	290 633:-	131 841:-	116 162:-
Full page page 9*	254x370 mm	514 715:-	277 726:-	125 986:-	111 003:-
Back cover	254x370 mm	564 866:-	304 786:-	138 262:-	121 819:-
Full page	254x370 mm	475 701:-	256 675:-	116 437:-	102 589:-
1/2 page page 5*	254x182 mm	281 036:-	151 639:-	68 789:-	60 608:-
1/2 page page 9*	254x182 mm	267 850:-	144 524:-	65 561:-	57 764:-
1/2 page	254x182/125x370 mm	261 636:-	141 171:-	64 040:-	56 424:-
1/4 page	254x90/125x182 mm	133 196:-	71 869:-	32 602:-	28 725:-
Footer on front cover	254x50 mm	211 410:-	112 590:-	52 650:-	46 170:-
Large skybox	58x105 mm	159 086:-	84 724:-	39 619:-	34 743:-
Small skybox	58x49 mm	86 326:-	45 974:-	21 499:-	18 853:-
letter to the editor page	125x370 mm	261 636:-	141 171:-	64 040:-	56 424:-
Weather page	254x90 mm	140 940:-	75 060:-	35 100:-	30 780:-
Cartoon page	254x182 mm	261 636:-	141 171:-	64 040:-	56 424:-
Weather box/Sudoku	63x63 mm	24 860:-	13 240:-	6 191:-	5 429:-

CREATIVE POSITIONS

Wrap	530x370 + 254x370 mm	2 051 280:-	1 092 240:-	512 820:-	446 220:-
Creative footer front cover	254x50 + 58x80 mm	341 880:-	182 040:-	85 470:-	74 370:-
Round	120 mm i diameter	196 504:-	104 632:-	49 126:-	42 746:-
Belly belt	530x90 mm	299 376:-	159 408:-	74 844:-	65 124:-
Pyramid	530x265x370 mm	667 982:-			
Triangle	530x370/2 mm	667 982:-			
U-shape	530x80x370 mm	567 785:-			

Other formats on request

IMPACT

4 pages	254x370 mm x 4	1 285 469:-	684 470:-	321 367:-	279 631:-
8 pages	254x370 mm x 8	2 029 400:-	1 080 589:-	507 350:-	441 460:-
12 pages	254x370 mm x 12	-	1 389 329:-	652 307:-	567 592:-

STICK-ON

Stick-on	Ring oss för format	-	Begär offert	Begär offert	Begär offert
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SAMPLING

3 hour shift	Pris per person	Begär offert	1 900:-	1 900:-	1 900:-
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*If p5 is sold as a Full page, p9 will be a 1/2 page and vice versa.

For further information visit: www.metrobusiness.se

Headline and job ads

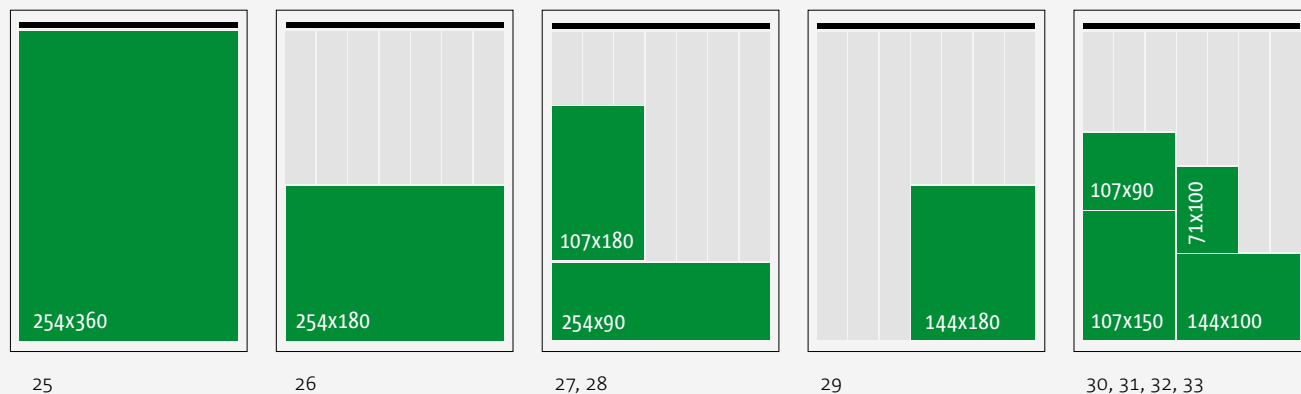
HEADLINED ADS

PRICE/COLUMN MM	STOCKHOLM	GOTHENBURG	SKÅNE
MOTOR, BOATS	43:-	22:-	18:-
ENTERTAINMENT	35:-	26:-	21:-
TRAVEL	56:-	32:-	26:-
EDUCATION	67:-	32:-	28:-

JOB ADS

	FORMAT MM	STOCKHOLM	GOTHENBURG	SKÅNE
Column mm, text		100:-	49:-	41:-
Full page	254x360 mm	252 000:-	123 480:-	103 320:-
1/2 page	254x180 mm	126 000:-	61 740:-	51 660:-
3x360	107x360 mm	108 000:-	52 920:-	44 280:-
4x180	144x180 mm	72 000:-	35 280:-	29 520:-
1/4 page	254x90 mm	63 000:-	30 870:-	25 830:-
3x180	107x180 mm	54 000:-	26 460:-	22 140:-
3x150	107x150 mm	45 000:-	22 050:-	18 450:-
4x100	144x100 mm	40 000:-	19 600:-	16 400:-
3x90	107x90 mm	27 000:-	13 230:-	11 070:-
2x100	71x100 mm	20 000:-	9 800:-	8 200:-

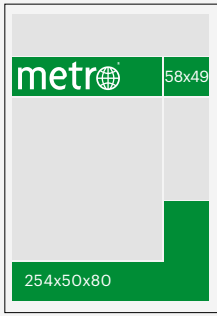
Ad formats overview: Headline and job ads



HEADLINE AND JOB MARKET

- 25. Full page 7x360
- 26. 1/2 page 7x180
- 27-28. 1/4 page 7x90/3x180
- 29. 4x180
- 30. 4x100
- 31. 3x150
- 32. 3x90
- 33. 2x100

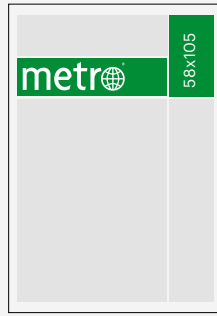
Ad formats overview: text page



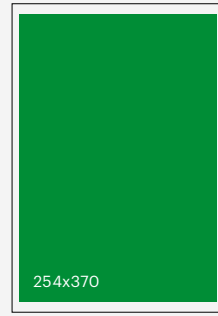
1,2



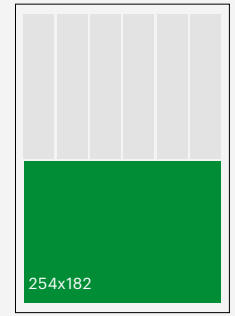
3



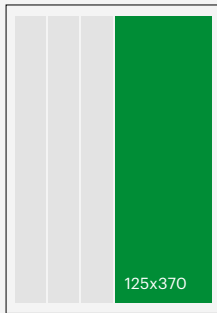
4



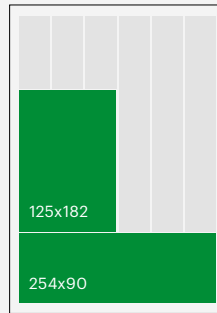
5



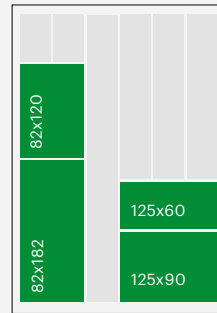
6



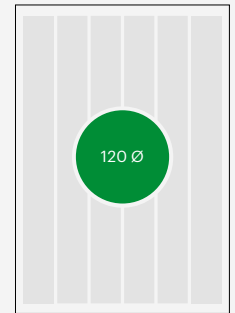
7



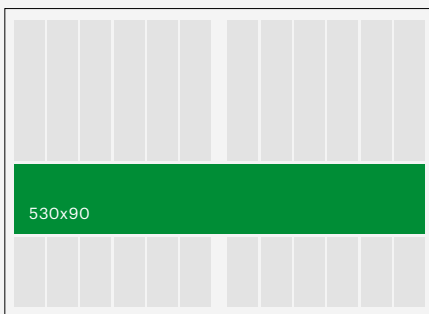
8, 9



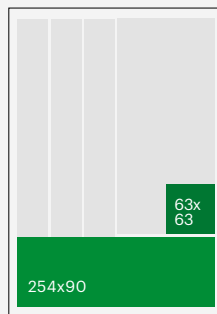
10, 11, 12, 13



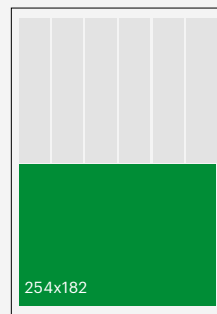
14



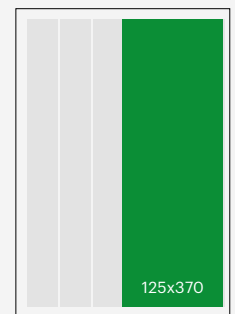
15



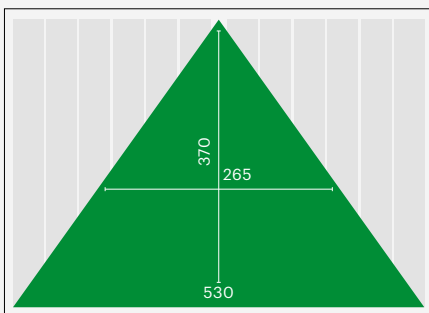
16, 17



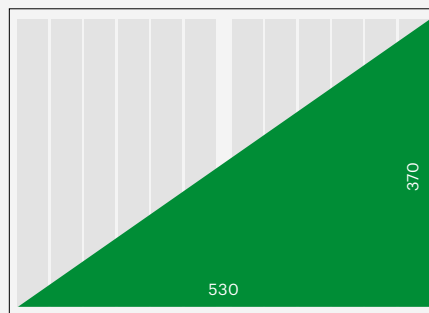
18



19

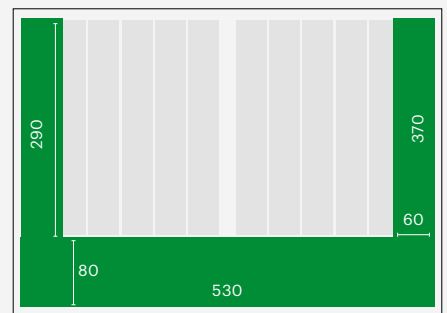


20



21

22



TEXT ADS

1. Small skybox
2. Creative footer
3. Footer
4. Large skybox
5. Full page
6. 1/2 page, horizontal

7. 1/2 page, vertical
- 8, 9. 1/4 page, vertical/horizontal
10. 2x120
11. 2x182
12. 3x60

13. 3x90
14. Round
15. Belly belt
16. Weather box/Sudoku
17. Weather page
18. Cartoon page

19. Letter to the editor page
20. Pyramid
21. Triangle
22. U-shape