



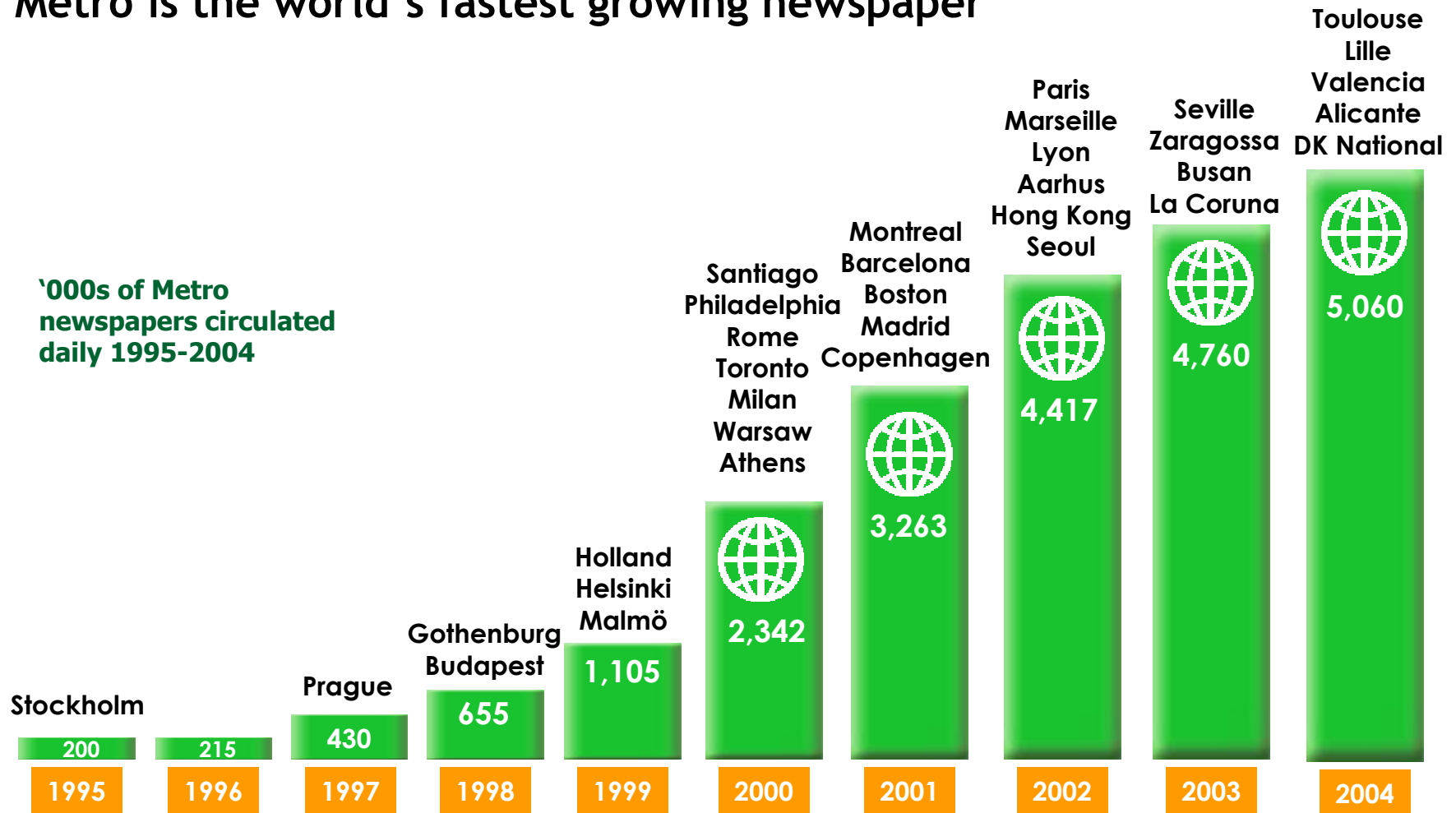
Lawson Muncaster
VP Global Sales,
Metro International

The World's largest international Newspaper

- 35 editions in 16 countries in 14 languages
- Started in 1995, Listed in 2000
- Turnover 2003: US\$204m (+43%)
 - EBIT breakeven at group level
- 12.8 million readers a day
- 5 million copies printed a day



Metro is the world's fastest growing newspaper





World's largest global newspaper
34 editions in **16** countries and in **15** languages

- A **consistent readership profile** across its 16 country network
 - 18-45 year old
 - Professional
 - Active
 - Urban
- An increasingly **homogeneous** group.



- **Metro readers share common experiences and aspirations**, (while older relations are more prone to align themselves with their particular national culture)
- Metro readers display **similarities in work, leisure and lifestyle patterns**
- 25 year old reader in Paris has more in common with a 25 year old reader in Hong Kong than he has with a 55 year old neighbour in Paris

- Metro employs a **standardised** and repeatable editorial formula across the world
- Essential **balance between local and international content**
- Typical mix: 70% local +30% international = **Glocal**
- **Over 400 journalists** employed to provide content





Holland

Spain

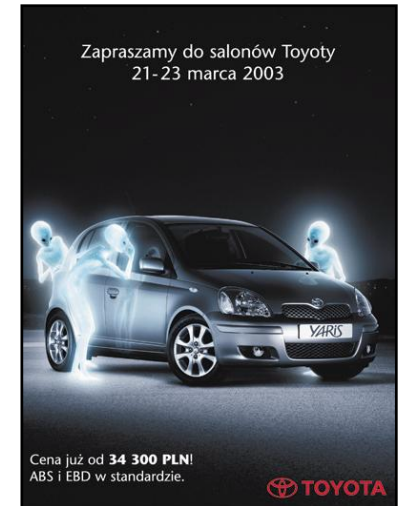
Greece

Italy

UK

- Metro offers blend of **local, national and international** advertising opportunities
- Ads can be bought at **city level, nationally, pan regionally or internationally**

Toyota used the wrap to tie in with their TV creative. This double impact technique led to huge numbers of visitors to showrooms



Toyota Yaris launch
Barcelona, Madrid & Warsaw

Other wrap examples:

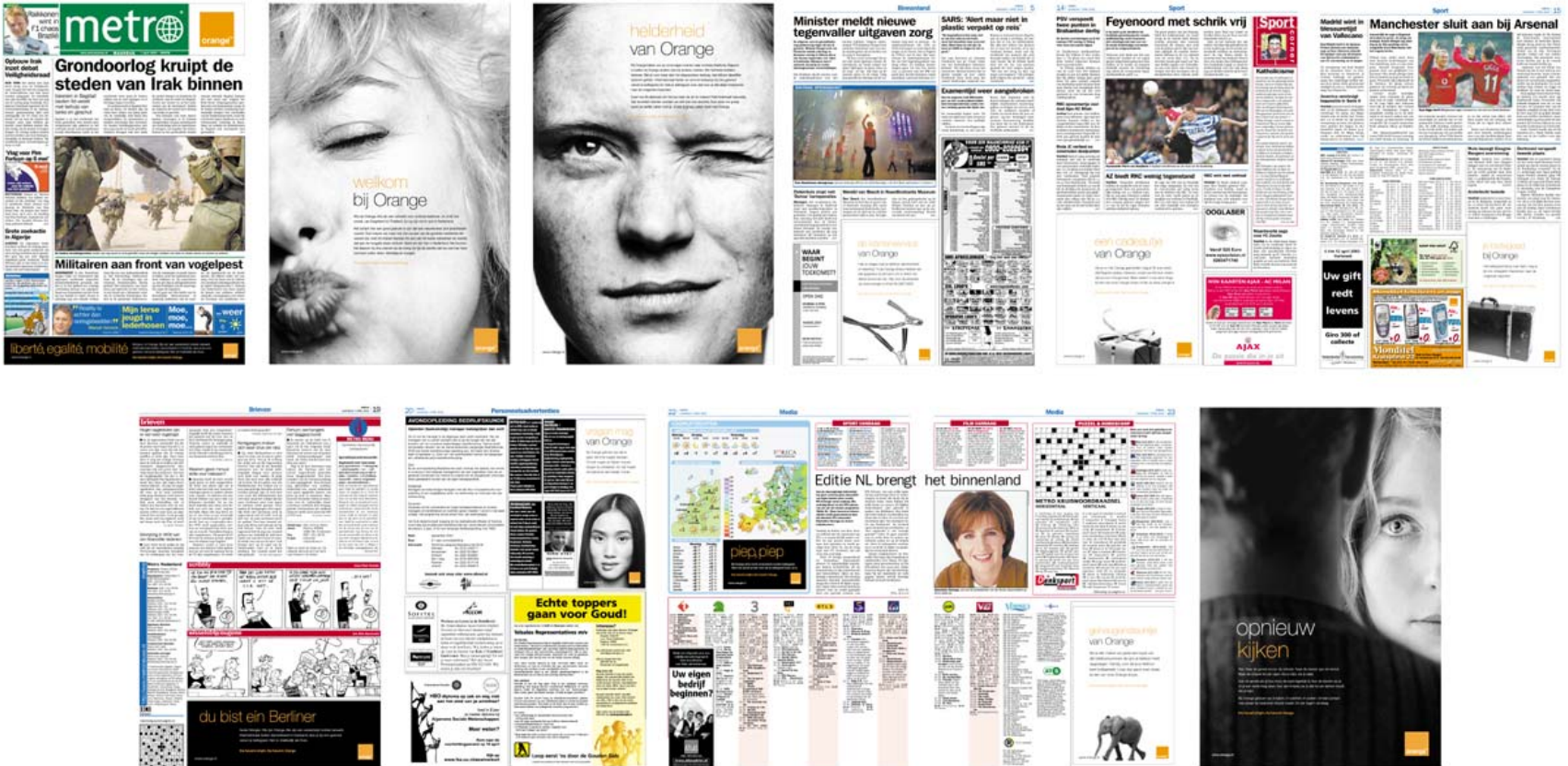


adidas
Milan March 2003



Roberto Cavalli
Milan Oct 2003

Put it all together: Newspaper dominator



Hawkers have also been used to carry arrows, umbrellas, balloons or simply to wear posters on their chest



Image: Denmark -
"This hawker has a great
offer for every reader"
(cell phone operator)



Image: Italy
- Nokia NGage launch
(fliers, poster on chest)