



Lawson Muncaster
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Metro International

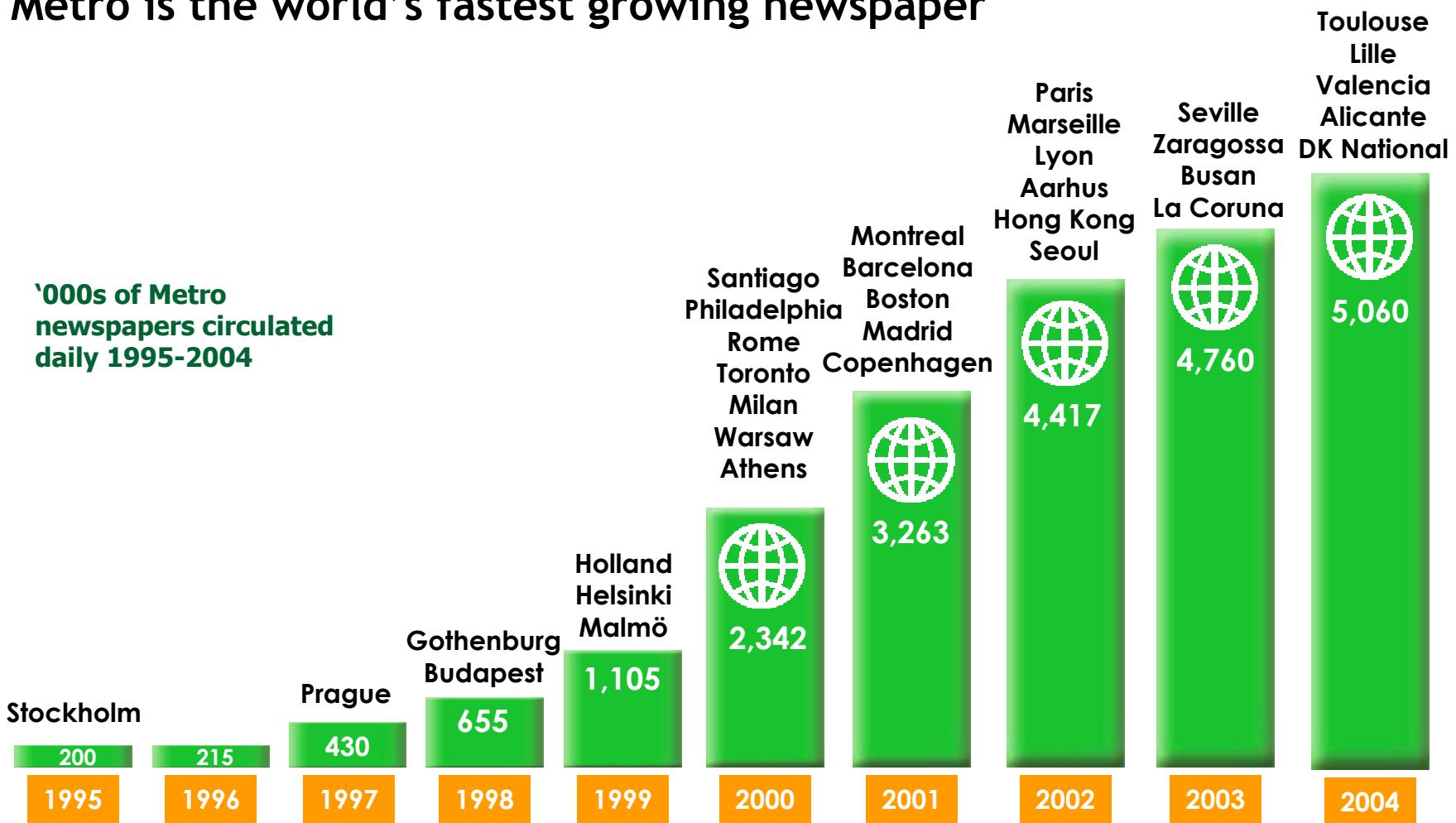
The World's largest international Newspaper

- **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

'000s of Metro
newspapers circulated
daily 1995-2004





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

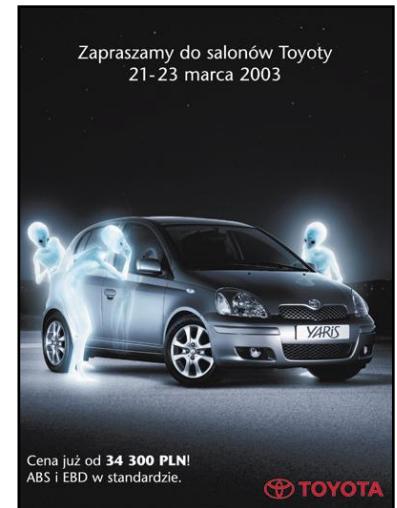
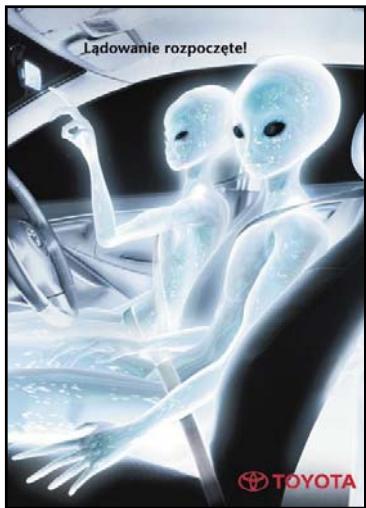
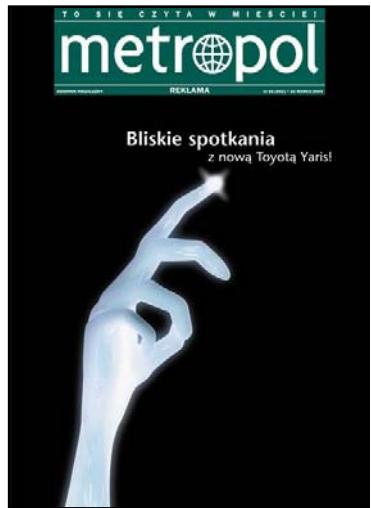
Greece

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)