



THE PRODUCT

Metro delivers the Best of Silicon Valley

The Metro marketing machine provides a direct connection to the dynamic, fast-paced Silicon Valley lifestyle and is regarded as the “go to” resource for insightful, up-to-the-minute coverage of local news, arts & entertainment information. For over 35 years, Metro has successfully brought the entire South Bay and its distinct neighborhoods together with one publication for a unique reader experience.

Metro leads the market with best-in-class design that is progressive, contemporary and engaging with more visual impact and a clean layout – producing a more effective advertising opportunity. The result is a more exciting read that influences the way people think, spend leisure time and shop throughout Silicon Valley.





LOCAL JOURNALISM

The insiders guide to local news and entertainment

Metro's passion for independent journalism provides credible reviews and editorial detailing local news, politics and an insider's view to high tech and social media. Readers will always get the definitive story with local reporters and editors staying true to the issues and keeping readers engaged and informed. Metro's unmatched coverage of dining, music, culture, nightlife, arts and community events sets it apart from all South Bay media with cutting edge opinion and reviews by trusted writers – each an expert in their field.





COMPETITIVE ADVANTAGE

Driving customers to local businesses

► Did you know
that nearly
56% of Metro
readers do
not see a daily
newspaper?

Media Audit 2010
MRI 2010

Metro specializes in driving customers to local businesses. In the hyper-competitive Silicon Valley market, it is imperative to be in front of desirable consumers every week as there are only so many potential customers each day who may be looking to buy a particular item or service. We'll help establish your brand and create demand for your business by developing high-conversion offers and campaigns that stand out from competitors. We offer cost-effective ways to generate new customers by targeting buyers from your local market.

Let our team of marketing experts show you examples of ideas that produce positive returns and keep customers coming back. Tap into Silicon Valley "influentials" who do the majority of word of mouth recommendations and utilize social media with their peer groups. Let them be your best advocates!





AUDIENCE

**80,000 READERS PER WEEK
300,000+ PER MONTH!**

PRIME SPENDING DEMOGRAPHICS

233,411 readers 21-54

57,100 readers 25-34

205,573 readers 18-49

96,297 readers are 50+

301,870 readers are 21+

HIGH HOUSEHOLD INCOME

160,332 readers earn \$75K+

119,378 readers earn \$100K+

54,475 readers earn \$150K+

119,507 readers have 100K+ liquid assets

EDUCATED READERS

113,265 readers have a college degree

91,504 readers have an advanced college degree

125,636 readers have some college



Media Audit 2016



SHOPPING

Metro readers lead key 'plan to buy' categories

97,999 readers plan to buy a car/van/truck/suv **↑ 21% INCREASE**

92,435 readers plan to buy a major household appliance **↑ 15% INCREASE**

43,893 readers shopped at a jewelry store in the last 4 weeks

31,632 readers bought video games in the last 4 weeks

133,130 readers bought women's clothing in the last 4 weeks

90,404 readers shopped for sporting goods in the last 4 weeks **↑ 23% INCREASE**

133,611 readers plan to buy a new bed or mattress in the next year

111,489 readers plan to buy new furniture in the next year

104,050 readers bought compact discs or downloaded music in the last 4 weeks

85,127 readers plan to buy a home in the next 2 years



METRO PUTS FREQUENT DINERS IN LOCAL RESTAURANTS!



SILICON VALLEY
RESTAURANT WEEK

► Did you know
that Metro
founded
Silicon Valley's
most successful
restaurant event
with more than
80 restaurants

58%

of readers
picked up
Metro to find
restaurants

Reach Silicon Valley's Most Frequent Diners

Each week, readers turn to Metro's dining section to find local restaurants and culinary adventures with editorial features, reviews and spotlights on the newest, hip and trendy eateries in the South Bay. Readers find new dining experiences and restaurants of all types gain new customers while inviting previous customers to come back. We get people in the South Bay to "Go Out to Eat!"

METRO'S DINING AUDIENCE HAS NEARLY DOUBLED OVER PREVIOUS YEARS!

101,000 readers dined in a restaurant 4+ times in the last two weeks — that's 8-10 times per month that consumers are spending in local restaurants.

Nearly **100,000** Metro readers drank wine 3+times in the last two weeks

Over **52,000** Metro readers drank beer 6+ times in the past two weeks



Media Audit 2016
*MRI 2010



MUSIC & NIGHTLIFE

Showcase your entertainment destination

The South Bay's club and music scene comes alive in the pages of Metro each week with the latest news on hip, groundbreaking artists and DJs. Readers can check out club listings, music reviews, artist features and the popular club photo gallery each issue so they stay ahead of the times and are always "in the know".

48% of Metro readers turn to the music section

127,792 readers went to bars or nightclubs in the past four weeks

135,989 readers went to a rock/pop concert

42,242 readers went to a country music concert



Media Audit 2010
MRI 2010



METRO READERS SUPPORT THE ARTS!

Comprehensive Silicon Valley arts and theater coverage



Metro's award-winning coverage highlights the local performing arts scene each week by promoting arts groups, museums, galleries, playhouses, ballet, opera, and literary events throughout the South Bay.

Metro delivers audiences in print and online who frequently purchase tickets to attend events and features a dedicated arts section with news, reviews, features and listings unmatched by any other local media.

Twice per year, Metro features expanded coverage with two special editions: Winter Arts in January and Fall Arts Guide in September.

63,030 Metro readers attended an Opera/Symphony/Theater performance in the last year

19,802 Metro readers are art patrons with advanced degrees earning 100k+ and have attended Opera & Symphony performances

42 % of Metro readers turn to the arts section

20% of Metro readers attended a classical music/opera performance



Media Audit 2016
MRI 2010



MOVIES

When it comes to going to the movies, Silicon Valley turns to Metro.

Each week, readers get in-depth reviews and analysis from long-time movie critic, Richard von Busack, that give a seasoned and knowledgeable opinion of the latest cinema releases ranging from huge budget blockbusters to small independent releases to thought-provoking documentaries.

67% of Metro readers look at the movie section

79% of readers went to the movies in the last year

88% of readers went to the movies in the last 6 months

199,045 readers attended a movie theater in the last 4 weeks



Media Audit 2010
MRI 2010



HEALTH & BEAUTY

A passion for style and well-being

The Silicon Valley culture and lifestyle of looking good and feeling great is an important reason why cosmetic and healthcare professionals get great results marketing to Metro's audience of health and image conscious readers.

18,889 readers plan cosmetic surgery or procedure in the next 12 months **↑ 70% INCREASE**

13,570 readers plan to have lasik eye surgery in the next 12 months

47,524 women 25-54 with \$75,000+ income are potential spa users **↑ 15% INCREASE**

108,044 readers exercised at a health club 12+ times in the last year **↑ 3% INCREASE**

47,524 of Metro readers went to a spa in the last 12 months

18% of readers participated in yoga in the past 12 months

87,788 readers plan to buy glasses/contact lenses



Media Audit 2016
MRI 2010



REAL ESTATE

A new section focusing on market trends, industry news, properties on the move and neighborhood features.

65% of Metro readers own homes

41% of Metro readers own homes valued \$500-999K

28,752 readers plan to buy a home in the next two years – now rent

42,417 readers plan to buy a home in the next two years

48,857 readers plan to remodel their house this year



Media Audit 2010
MRI 2010



EVENTS

Silicon Valley's premier event partner

For over 35 years, Metro has been at the forefront of launching and growing many of Silicon Valley's top events. If it's work doing you'll find it in *Metro*.

DEW ACTION SPORTS TOUR Media Partner / Sponsor

METRO FOUNTAIN BLUES FESTIVAL Title Sponsor

MUSIC IN THE PARK Founder/Presenting Sponsor

SILICON VALLEY RESTAURANT WEEK Founder / Producer

SAN JOSE JAZZ FESTIVAL Media Partner

CINEQUEST Media Sponsor

SAN JOSE GRAND PRIX Media Partner

DOWNTOWN SAN JOSE FARMERS MARKET Media Partner

SOFA STREET FAIR Media Partner

FIRST FRIDAYS Media Sponsor

CIRQUE DU SOLEIL Media Partner

BEST BUDDIES HEARST CASTLE CHALLENGE Founding Sponsor

STRIKEFORCE MMA/WWE Media Sponsor

SILICON VALLEY BEER WEEK Founder/Producer

G2SV MUSIC FESTIVAL Founder/Producer

DOWNTOWN ICE Media Sponsor

DOWNTOWN CITY DANCE Media Sponsor

SILICON VALLEY AUTO SHOW Media Sponsor





TRAVEL & LEISURE

Metro readers are going places

91,938 readers flew air travel 3+ times in the last year

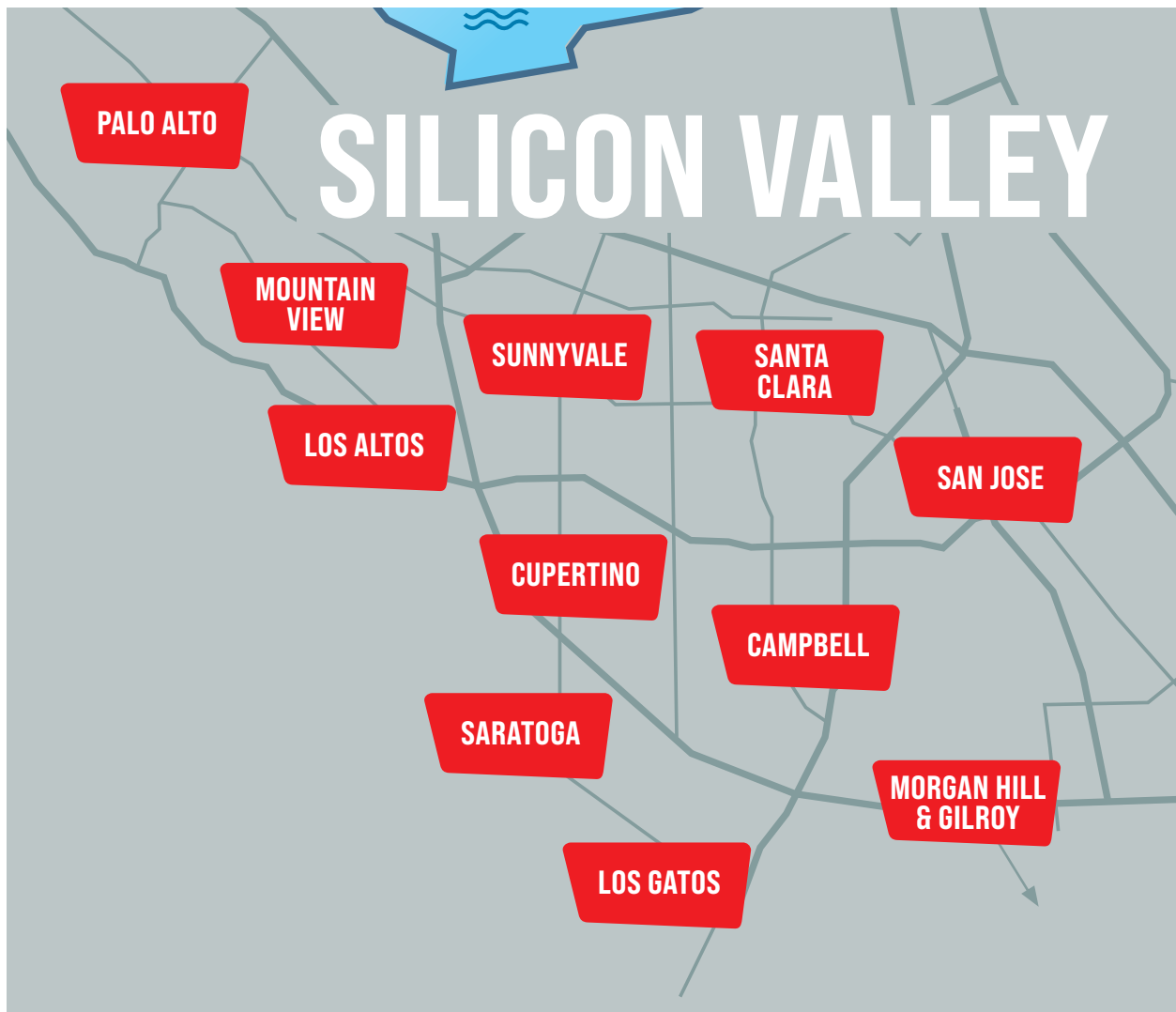
100,584 readers used a travel agent in the last year

134,889 readers plan to take an ocean cruise in the next 2-3 years

151,159 readers went to a major theme park in the last year

162,870 readers stayed in a hotel 10+ nights in the last year

171,375 readers visited a gambling casino in the last year



DISTRIBUTION

- Available where your customers live, work and play
- High traffic and in-demand distribution with Silicon Valley's highest pick-up rates
- Readership in Santa Clara, San Mateo and Alameda Counties

Awards we've won in the last five years include:

Society of Professional Journalists (investigative reporting)

California Newspaper Publishers Association (A&E coverage, investigative reporting, enterprise reporting, environmental reporting, best writing, A&E reporting, front page (design), illustrations, etc.)

Association of Alternative Newsmedia (public service reporting)