

Metro editions are published in 23 countries in over 100 major cities across Europe, North & South America and Asia. Metro has a unique global reach of 17 million daily readers.

Daily readership – 1 116 400
(Source: TNS Russia, NRS December 2015 - April 2016)

Circulation – 460 000 copies

RATE CARD

STANDART ADVERTISING

Effective as of February 1, 2016



Format	Dimensions, mm			Area, sq. sm	Price, EURO
	type 1	type 2	type 3		
1/60	41 x 33			13,53	895
2/60	41 x 69	85,5 x 33		28,29	1 331
3/60	41 x 105	130 x 33		43,05	1 912
4/60	85,5 x 69			58,99	2 420
6/60	85,5 x 105	130 x 69		89,78	3 449
8/60	85,5 x 140,5	174,5 x 69	41 x 284	120,13	4 513
9/60	130 x 105			136,50	5 034
10/60	85,5 x 176,5	218,5 x 69	41 x 356	150,91	5 530
12/60	263 x 69	130 x 140,5	174,5 x 105	181,47	6 570
15/60	130 x 176,5	218,5 x 105		229,45	8 131
16/60	85,5 x 284	174,5 x 140,5		242,82	8 579
18/60	263 x 105			276,15	9 547
20/60	174,5 x 176,5	218,5 x 140,5	85,5 x 356	307,99	10 491
24/60	263 x 140,5			369,51	12 451
25/60	218,5 x 176,5			385,65	12 983
30/60	130 x 356	263 x 176,5		462,80	15 391
60/60	263 x 356			936,28	29 923

DISCOUNTS & MARGINS:

Number of publications	Size			
	up to 8\60	from 8\60 to 20\60	from 20\60 to 30\60	from 30\60 to 60\60
1	0	7	12	20
2	5	12	17	25
3	10	17	22	30
4	15	22	27	35
5	20	27	32	40

MARGINS: pages NEWS, FINANCE – 25%, the last page – 100%

METRO AD FORMATS:

