

Metro editions are published in 18 countries in over 65 major cities across Europe, North & South America and Asia

Daily readership – 668 000

Source: Mediascope, NRS-Moscow, December 2019 – April 2020

RATE CARD

STANDART ADVERTISING

Effective as of May 18, 2020



Format	Dimensions, mm			Price, USD
	type 1	type 2	type 3	
1/60	41,3 x 29,2			608,68
2/60	41,3 x 61,5	85,6 x 29,2		912,83
3/60	41,3 x 93,7	130 x 29,2		1 303,38
4/60	85,6 x 61,5			1 658,77
6/60	85,6 x 93,7	130 x 61,5		2 368,98
8/60	85,6 x 126,1	174,3 x 61,5		3 095,17
9/60	130 x 93,7			3 446,77
10/60	85,6 x 158,45	218,65 x 61,5	41,3 x 320	3 790,34
12/60	263 x 61,5	130 x 126,1	174,3 x 93,7	4 500,83
15/60	130 x 158,45	218,65 x 93,7		5 566,62
18/60	263 x 93,7			6 537,23
20/60	174,3 x 158,45	218,65 x 126,1	85,6 x 320	7 185,05
24/60	263 x 126,1			8 526,83
25/60	218,65 x 158,45			8 889,60
30/60	130 x 320	263 x 158,45		10 539,78
60/60	263 x 320			20 495,35

*The maximum size for a page with horoscope is 20/60

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:

41,3	85,6	130	174,3	218,65	263	
☐	☐	☐	☐	☐	☐	320
☐	☐	☐	☐	☐	☐	287,65
☐	☐	☐	☐	☐	☐	255,35
☐	☐	☐	☐	☐	☐	223,05
☐	☐	☐	☐	☐	☐	190,75
☐	☐	☐	☐	☐	☐	158,45
☐	☐	☐	☐	☐	☐	126,1
☐	☐	☐	☐	☐	☐	93,7
☐	☐	☐	☐	☐	☐	61,5
☐	☐	☐	☐	☐	☐	29,2