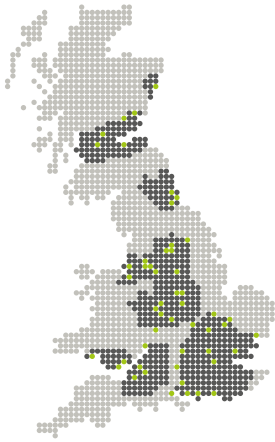


# PRE METRO Sport

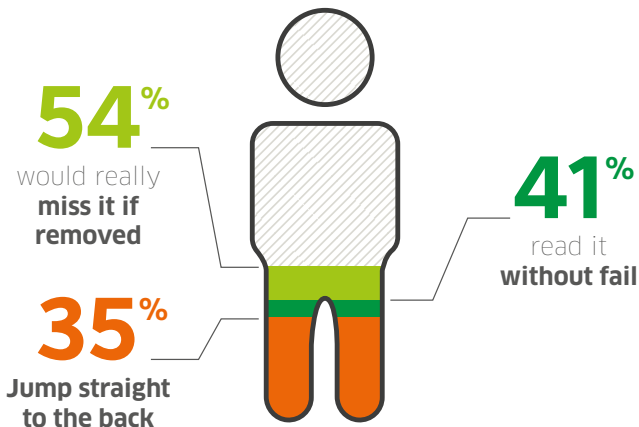


## READERSHIP

4.7 million each month → 3.8 million men



## IT'S A DESTINATION

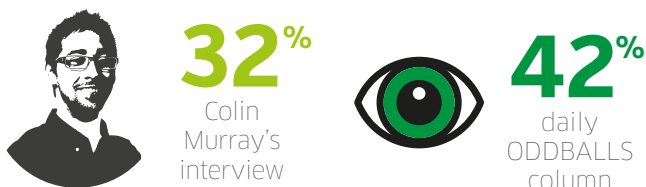


## HIGHLY RATED

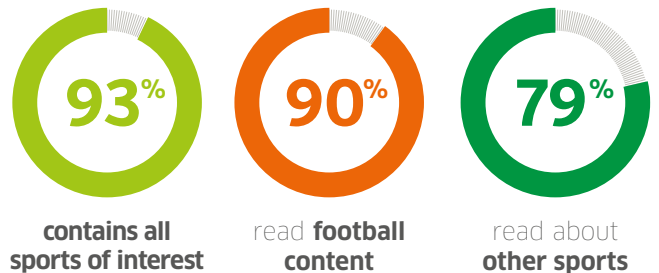


61% don't feel another title covers sport better

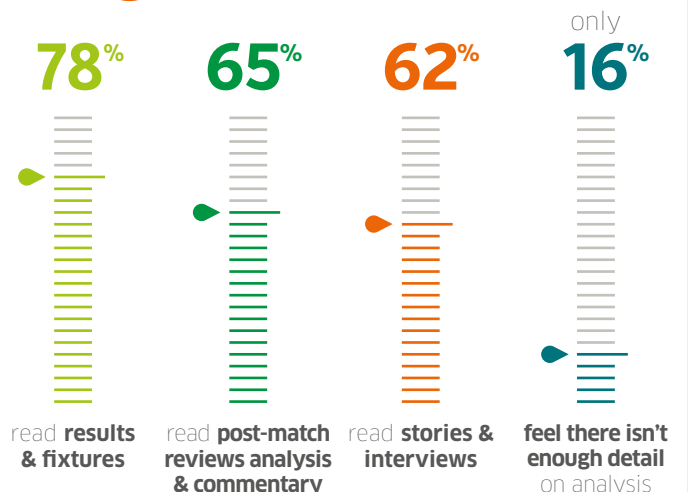
## UNIQUE CONTENT ENJOYED



## THE RIGHT SPORTS COVERED



## GOOD COVERAGE



## IN THEIR OWN WORDS

"Sport is a major interest so it's one of the first sections I read"

"I like to get my information in a condensed format. I like it to be factually based and I feel the coverage in Metro gives me all the information I need to be informed"

"Once I have read this section I do not feel the need to do any further reading on the subject. Everything you want and need to know about sport is in this section"