

metroactive  
marketing™

surrounding  
the affluent  
audience

print magazine  
+  
digital magazine  
+  
website  
+  
social media  
+  
events  
=  
engagement,  
trust & loyalty

## print & digital magazines

**235,000+ affluent and influential readers**

**Digital Magazine** on [www.tampabaymetro.com](http://www.tampabaymetro.com)

*Tampa Bay METRO Magazine* has broadened the potential market for an advertiser by publishing a digital 'flip-book' version of each issue online. This is a digital replica (with a few added whistles) of the print edition — giving online visitors an opportunity to 'flip' through the magazine and view ALL of its contents, thus providing double exposure for advertisers. Viewers have the ability to print and email pages of interest.

## internet marketing

**30,000+ viewers/issue | 1,000,000+ hits/issue**

**[www.tampabaymetro.com](http://www.tampabaymetro.com)** broadens the potential market for an advertiser by reaching a younger, digitally engaged segment of our demographic. Popular content searches include: party pictures, dining guide, and calendar of events.

**Web Banner Ads** on [www.tampabaymetro.com](http://www.tampabaymetro.com)

Advertisers with a print schedule of at least \$5,000 will receive a 150 x 75 pixel web banner on the web site.

## social media & events

**it's viral...infectious...interactive...fun**

**Social Media** extending Metro's reach and influence *METRO's* "Hot List" promotes upcoming events via email blasts. *METRO* hosts a Facebook page and numerous blogs covering interests like travel, cuisine, fashion and events.

**METRO Event Promotions and METROMixer Events**

Special events and *METROMixers*, organized and promoted by *METRO*, are additional methods for advertising partners to reach and socially engage with a targeted audience.

**Comprehensive Online Events Calendar**

Thousands of charity, social, sporting, and arts & entertainment events are listed online [www.tampabaymetro.com/events.html](http://www.tampabaymetro.com/events.html).

TAMPA BAY  
**METRO**

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marketing™

Metro Life Media, Inc.  
main | 813.835.7700 fax | 813.835.7700  
[www.tampabaymetro.com](http://www.tampabaymetro.com)  
3404 S. Omar Ave., Tampa, Florida 33629