MY METRA MAGAZINE

Metra's Rider Magazine

About

My Metra magazine is Metra's quarterly rider publication. It is a full color, content-rich magazine that is distributed on Metra trains and stations, metra.com, Metra social media pages and sent to local Metra communities. Metra is projected to provide 37M rides in 2024.

Metra Rider Demographics

- 50% Male, 50% Female
- 92.3% of trips are work-related
- Residence of Riders
  - Chicago 16%
  - Suburban Cook 40%
  - Collar Counties 42%
  - Outside the Region 2%
- 41% have greater than $150K Household Income

2025 Advertising Rates

Full Page	$2,500
Half Page	$1,250
Quarter Page	$675

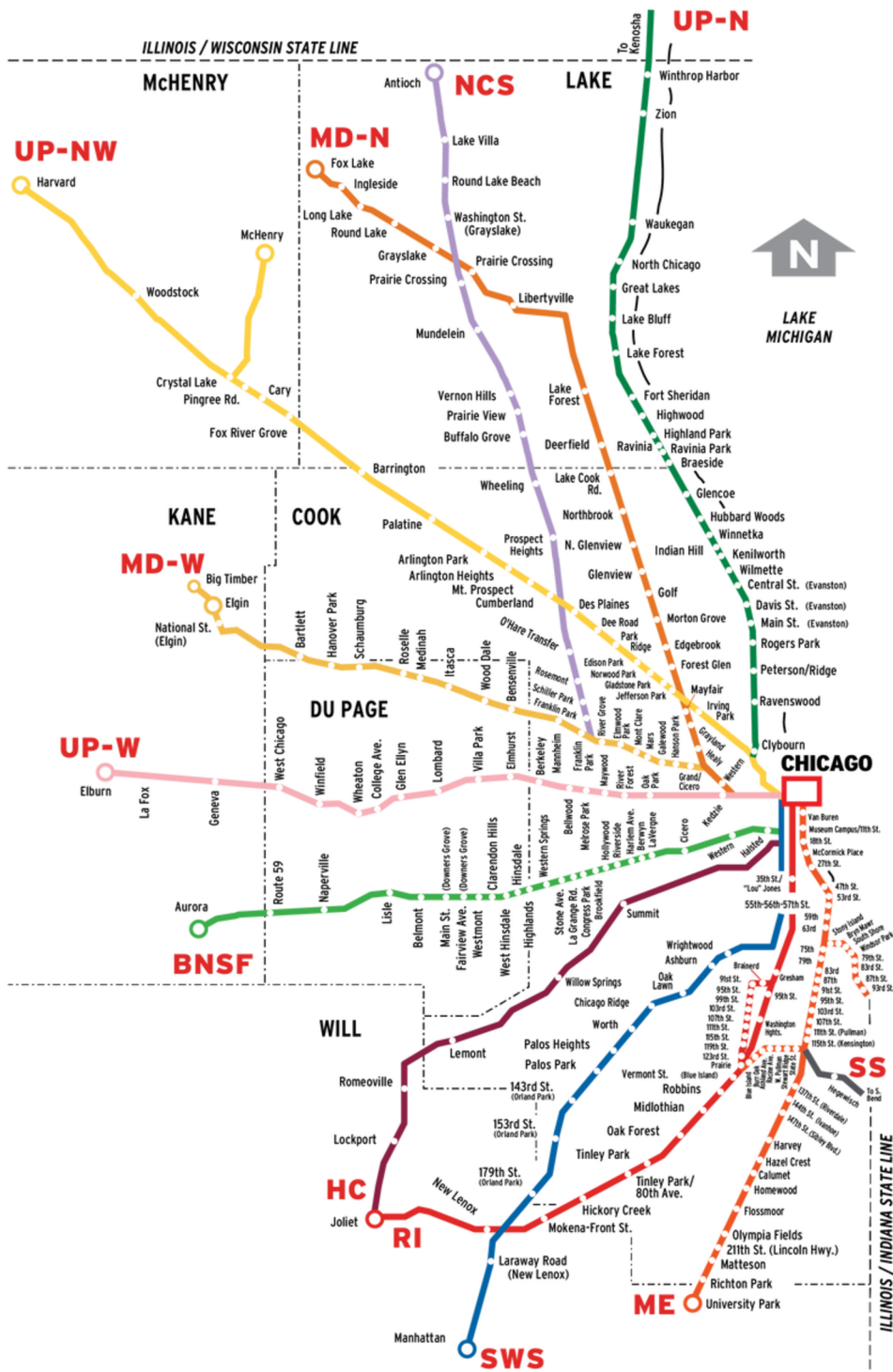## Distribution Stats

77K+
Circulation
per issue

11
Train Lines

See our publication online at:
metra.com/my-metra-magazine

Digital Stats Per Issue

22K Email Subscribers

3.2K Social Impressions

Issue	Ad Close Date
Q1 2025	January 10, 2025
Q2 2025	April 11, 2025
Q3 2025	July 22, 2025
Q4 2025	September 29, 2025

Please contact Elaine Teter for more information.

Specs

FULL PAGE
Trim Size: 8.5" w x 11" h
Safety Size: 8" w x 10.5" h (.5" in from trim)
Bleed size: 8.75" w x 11.25" h (.125" bleed)

QUARTER PAGE
Trim Size: 4.1875" w x 5.5" h
Safety Size: 3.6875" w x 5" h (.5" in from trim)
Bleed Size: 4.4375" w x 5.75" h (.125" bleed)

HALF PAGE
Trim Size: 8.5" w X 5.5" h
Safety Size: 8" w X 5" h (.5" in from trim)
Bleed Size: 8.75" w X 5.75" h (.125" bleed)

- All art should be at 300 dpi/ppi at 100% size.
- The following file types are accepted:
  - Adobe Acrobat
    - Save as X-1A or Press Quality format with fonts embedded.
  - Adobe Photoshop
    - JPG, TIFF, or PSD
    - PNG files at 300 ppi are accepted but not recommended.
  - Adobe Illustrator
    - AI or EPS files with fonts outlined and images embedded.
    - AI or EPS file with packaged links and fonts included.
  - Adobe InDesign
    - INDD or IDML files with packaged links and fonts included.
- Not accepted formats: PowerPoint, Word, Publisher, Excel, Freehand, Corel Draw, Paint, and Quark.
- All screen and printer fonts must be provided if fonts are not outlined.
- Fonts may be substituted if originals are not provided.
- If proofing errors are discovered, new art may need to be provided when text is outlined.