



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 provided over 23.7M rides in 2022.

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



2024 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
Winter 2024	January 12, 2024
Spring 2024	March 29, 2024
Summer 2024	June 21, 2024
Autumn 2024	September 13, 2024

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: 5.5" w x 4.25" h

Safety Size: 5" w x 3.75" h (.5" in from trim)

Bleed Size: 5.75" w x 4.5" 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.