

Metro (n)

1. A metropolitan area

Pulp (n)

1. A publication, such as a magazine or book, containing lurid subject matter.

Why Metro Pulp?

Since its 1988 debut, Metro Pulp has steadily grown and defined itself as Empire City's premiere independent newsweekly. Whether investigating corruption at City Hall or investigating an up-and-coming local rock act, Metro Pulp tackles stories with an attitude and flair unmatched in Empire City. The paper's readers represent the city's most lucrative demographics—tens of thousands of students and young and mid-level professionals readers pick up the Metro Pulp each week.

Metro Pulp (n)

1. The source of the most fearless news and arts reporting in Empire City, capturing all that's filthy and lurid in local arts, politics and culture.

Breaking News

Pulp was the first publication to report on the pay-to-play scandal in the mayor’s office that came to be known as “Casinogate.” It’s coverage of improprieties in the Empire City Division of Police’s narcotics unit led to the resignation of a lieutenant and two patrol officers. Besides covering local government, law enforcement and the schools, Metro Pulp also keeps tabs on the beloved Fourth Estate in its popular “Media Grapevine” column. Like no other paper in the Empire City area, Metro Pulp is not afraid to go after the sacred cows.

Intelligent Music Coverage

Untapped musical talent abounds in Empire City, and Metro Pulp offers the most CD and concert reviews, profiles and interviews of any publication. From independent rock to homegrown blues to underground hip-hop, the paper provides a backstage pass to all that is going on in the world of Empire City music. The annual “Pulp Festival” attracts thousands of music fans every year, and is one of the most highly regarded musical events in the region.

Film critics you can trust

Look no further when it comes to movies—Metro Pulp’s award-winning film section is miles ahead of its competition. For two years in a row, Metro Pulp’s Katrina Swenson has garnered the prestigious “Umberto” award given by the American Newspaper Critics’ Association for best film criticism in a 50,000-below publication. Local theaters report that Swenson’s picks can make or break how a film does locally.

Calendar to live by

Pulp provides the most extensive calendar listings in the Empire City regions. Whether you’re planning a trip to the Playhouse or simply hoping to catch your favorite authors as they breeze through town, MetroPulp’s calendar section is your one-stop itinerary shop.

Metro Pulp

Our Readers

College Students (18-24)	Young Professionals (25-34)	Professionals (35-44)
Active, young trendsetters who are still developing their sense of style and taste.	Independent, passionate individuals looking for upward mobility in their careers and lifestyles.	Mature, aware citizens who fill their households and lives with things that bring happiness and define their own style.
61% female 39% male	56% female 44% male	53% female 47% male
Mostly single	In and out of relationships	Mostly in dedicated relationships
Median Income \$22,158	Median Income \$40,860	Median Income \$45,774
20% of readership	40% of readership	28% of readership

Circulation: 40,000

Readership: 65,000

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Our Rates

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Ad run	1 wk	4 wks	8 wks	10 wks	13 wks	26 wks	52 wks
Discount	0%	5%	10%	15%	20%	30%	40%
Ad Size							
1/12 Page	\$165	\$155	\$145	\$135	\$130	\$115	\$100
1/8 Page	\$255	\$240	\$225	\$215	\$205	\$180	\$155
1/4 Page	\$505	\$480	\$455	\$430	\$405	\$355	\$305
1/2 Page	\$970	\$920	\$870	\$825	\$775	\$680	\$580
Full Page	\$1,860	\$1,775	\$1,670	\$1,580	\$1,490	\$1,305	\$1,115