

Engage Busy **COMMUTERS** outside **METRO TRAIN STATIONS** in Major Markets



The Network

In partnership with Encompass Media Group, our **Metro Commuter Network™** field team will deliver up to 900,000+ samples per day outside of New York City's Grand Central Station and 26 other commuter rail market cities nationally (Northeast skew with 65% rail commuter volume). Busy commuters will engage with your brand during rush hour (morning or afternoon), samples hand-delivered by dedicated brand ambassadors wearing custom-branded shirts. If your brand aims to target urban professionals, the Metro Commuter Network is the ideal *platform* to drive trial among these mid-upscale consumers.



Key Demographics

- Gender: 53% Female / 47% Male
- Ages: 16-24: 11.2% | 25-34: 30.8% | 35-44: 22.1% | 45-54: 17.9% | 55+: 18%
- Median HH Income: \$65,000+ (23.5% with a HH income of \$100,000+)
- Education: college / university degree



Locations/Reach

- Up to 900,000+ samples per day in top 27 rail commuter markets
- Heavily skewed to Northeast (64.7% New York, Southern CT, Northern NJ, Philadelphia; 8.5% Boston / Worcester / Providence; and 12.9% Chicago)



Signage and Research

- Custom branded t-shirts and bags
- Optional dedicated consumer core and conversion dual research with post cards

Investment *Pricing does not include shipping**

Sample Quantity	Cost / Sample
100,000 – 250,000	48 - 54¢ / sample
250,001 – 500,000	46 - 48¢ / sample
500,001 – 1,000,000	44 - 46¢ / sample
1,000,001 – 1,500,000	42 - 44¢ / sample
> 1,500,000	Inquire

Product Sample Distribution

Hand-distributed at check-in or activities

**Staging & shipping quoted upon request (please provide all specs and actual samples) or client can ship directly to regional warehouses. Research and easel cards with tear pads optional (quoted separately). Branded apparel quoted separately.*

the **samplingstore™**

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Top 27 Commuter Rail Systems & Riderships

Rank	System	Major cities served	Annual Riders	Avg Weekday Riders
1	MTA Long Island Rail Road	New York	70,342,700	253,800
2	MTA Metro-North Railroad	New York / Stamford / New Haven	52,197,600	189,500
3	NJ Transit Rail	New York / Newark / Trenton / Philadelphia	45,838,200	140,666
4	Metra	Chicago	23,726,400	116,200
5	MBTA Commuter Rail	Boston / Worcester / Providence	19,000,800	81,800
6	SEPTA Regional Rail	Philadelphia / Trenton / Wilmington	15,907,400	44,491
7	Denver RTD: A, B, N, G Lines	Denver	7,935,900	19,850
8	Caltrain	San Francisco / San Jose	4,717,900	16,000
9	Metrolink	Los Angeles / Anaheim / Riverside / Irvine	4,134,500	15,400
10	Tri-Rail	Miami / Fort Lauderdale	3,395,800	13,000
11	UTA FrontRunner ^[17]	Salt Lake City	3,168,300	12,300
12	MARC Train	Baltimore / Washington, D.C.	2,815,900	11,800
13	NICTD South Shore Line	Chicago / South Bend	1,406,400	4,600
14	Sounder Commuter Rail	Seattle / Tacoma	1,208,500	5,100
15	eBART	Contra Costa County, California	1,205,400	4,400
16	Virginia Railway Express	Washington, D.C.	1,172,700	6,200
17	Trinity Railway Express	Dallas / Fort Worth	1,089,800	3,800
18	SunRail	Orlando	919,600	4,300
19	Keystone Service	Philadelphia / Harrisburg	889,900	3,200
20	NCTD Coaster	San Diego / Oceanside	735,100	2,000
21	Capitol Corridor	San Jose / Oakland / Sacramento	674,039	1,847
22	TexRail	Fort Worth	556,300	1,700
23	Sonoma–Marin Area Rail Transit	San Rafael / Santa Rosa	474,500	2,100
24	Capital MetroRail	Austin	466,800	1,500
25	Downeaster	Boston / Brunswick, Maine	444,812	1,219
26	New Mexico Rail Runner Express	Albuquerque / Santa Fe	439,200	1,800
27	Altamont Corridor Express	San Jose / Stockton	389,100	1,900
			265,253,551	960,473

Source: 2022 American Public Transportation Association (APTA) Ridership statistics