

Exercise 4.1: Can Metros Succeed?

First, take a brief readership survey. ([link to Metro Content Survey](#)). Then answer the two questions below. Can you build a readership plan for a large-city metro?

1. Can you describe content that a large metro can publish in a print “bundle” that will create sustained consumer demand?
2. Is there unique and differentiated content metros can use to build a digital portfolio that consumers will pay for?