



LIVING WITH STYLE

AN AFFORDABLE DESIGN SHOWROOM FOR YOUR PRODUCTS

Reach your top prospects in "Living with Style,"* a boutique ad page in Washington's best-read magazine. The Washington Post Magazine is The Post's flagship editorial product. It presents ground-breaking journalism, lifestyle features and commentary in a high-quality, four-color environment, and it has a readership of nearly 1.4 million adults. That makes it the perfect place for you to advertise your products and services.

Publishes approximately once a month

The Washington Post Magazine
The immediacy of a newspaper
The perspective of a magazine

The “Living with Style”* boutique page contains 4 exquisite quarter-page, 4-color ads. You can use the space to feature a single product or enhance your brand image. You can showcase your home decor items or any other products. It’s an excellent opportunity for you to run a full-run, four-color ad in The Magazine at an affordable rate.

Washington Post Magazine readers are well-educated, affluent and in their prime income-earning—and spending—years.

An overwhelming majority own their own homes. And, with an average household income of \$125,900, our readers have the money to spend on your products and services.

- 56% have household incomes over \$75,000; 38% make over \$100,000
- 44% are college graduates; 20% have post-graduate degrees
- 61% are between the ages of 25-64
- 76% own their own homes
- 41% own homes valued over \$250,000



They’re interested in your products and services—and Magazine ads get responses.

More than half of all readers have saved an ad, article or issue for future reference. Nearly a fourth (24%) saved an ad for future reference. More than one in five (21%) bought or shopped for products or services advertised in The Magazine.

The “Living with Style” Page

Publishes	Issue Name	Space Reservations Due	Materials Due
March 5	The House Issue	February 3	February 10
March 26	Spring Travel	February 24	March 3
April 23	Spring Home & Design	March 24	March 31
May 21	Museums	April 21	April 28
June 18	Father’s Day	May 19	May 26
July 9	Summer Reading	June 9	June 16
August 20	Real Estate Feature	July 21	July 28
September 24	Fall Home & Design	August 24	September 1
October 15	Annual Dining Guide	September 15	September 22
November 23	Holiday Issue, Thanksgiving Day	October 24	October 31
December 3	20th Anniversary Issue	November 3	November 10

Showcase your home products on the “Living with Style” boutique page in Washington’s best-read magazine. To place your ad, or for more information, contact:

- Kathy Mansolf 202-334-6092
- Kim Lilly 202-334-6953
- Martha Cairnie 202-334-6315
- Rhonda McNeal 202-334-7525
- Diane M. DuBois 202-334-5224
- Teri Parker 202-334-5226

The Washington Post Magazine

* Section name subject to change depending on the advertisers participating.
 Sources: The Washington Post Magazine Reader Survey, conducted by Scarborough Research, 2003; 2002 Washington Insert and Direct Mail Study, Scarborough Research; Scarborough 2005, Release 2.