



SPAS & RESORTS

A SPECIAL ADVERTISING SECTION

Give the Gift of Relaxation

The Washington Post Magazine Spa & Resort Promotion

The Washington Post is pleased to present this exciting reader contest in conjunction with the Spas & Resorts special section. This promotion will drive readers to a contest Web site where they can enter to win a variety of exciting spa-related prizes — just in time for the holidays!

The Gift of Relaxation Giveaway will kick off in the Spas & Resorts section on November 22, 2007 and run through December 7, 2007. Advertisers must purchase a minimum 1/3 page ad in the Spas & Resorts section to qualify for added-value benefits.

This is a fantastic opportunity to showcase your spa properties, services and products.

On Thursday, November 22, 2007 — Thanksgiving Day — The Washington Post Magazine will publish its annual **Holiday Issue** with the area's most complete guide to holiday entertaining, gifts, and travel. It's one of the biggest, and most popular, issues of the year. This year, a special **Spas and Resorts** advertising section within this issue will look at the latest spa travel trends. Take advantage of this opportunity to showcase your business in a special full-run section devoted to luxury spas and resorts around the region and the world.

Thursday, November 22, 2007

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



Showcase your spa or resort in a targeted special section. Reach holiday shoppers in a beautiful upscale environment — The Washington Post Magazine Holiday Issue — the area’s most complete guide to holiday shopping, travel and entertaining. Filled with unique gift ideas for all ages and interests — including spa treatments, luxury spa and resort travel options and much more — it’s the perfect place to advertise your business or services this holiday season.

It’s your best chance to reach consumers before the holiday shopping season begins. The issue will be distributed on Thanksgiving Day — a day that the mail doesn't get delivered and people have time to spend reading magazines and catalogs and planning their holiday shopping and travel.

Consider who you will reach:

- The Sunday Washington Post reaches more than six in ten (62%) of metro market adults who have taken a spa or fitness vacation in a 3-year period
- With an average household income of \$130,000, readers of The Washington Post Magazine have the means — and the motivation — to enjoy traveling to destinations near and far.
- Four out of five (80%) Magazine readers took an overnight domestic trip in the past 12 months. Among these domestic travelers, 70% took three or more domestic trips.

Thanksgiving Issue Date:

Thursday, November 22, 2007

Closing:

Wednesday, October 10, 2007

Materials due:

Friday, October 12, 2007

Retail Rates:

	B&W	Color
Full Page	\$13,419	\$17,446
2/3 Page	\$9,355	\$13,382
1/2 Page	\$7,376	\$11,403
1/3 Page	\$4,946	\$8,973
1/6 Page	\$2,688	\$4,783

Boutique Pages:

1/8 Page \$995
 No advertorial mention with Boutique ad.

You’ll be double featured with over three times the exposure.

In addition to your ad, we’ll interview your representative so that your spa or resort can be shared in the holiday issue. **Plus, we have increased the distribution to our full-run daily circulation of nearly one million copies. This is a bonus of over 600,000 copies.**

Be where you’re more likely to see results. Our readers rely on Post advertising far more than all other local newspapers, radio and TV combined. More than one in five (21%) Magazine readers bought or shopped for products or services advertised in The Magazine. Nearly six in ten readers have saved an ad, article or issue for future reference.

Take advantage of a targeted editorial environment — in Washington’s best-read magazine. For more information, call your Washington Post Account Manager, Magazine Account Managers Diane DuBois at 202-334-5224 or Teri Parker at 202-334-5226, or visit www.WashingtonPostAds.com.

The Washington Post Magazine

Sources: The Washington Post Magazine Reader Survey, conducted by Scarborough Research, 2003; Scarborough 2006, Release 2.