



RETAIL AD RATES

FREQUENCY:	Open	3x (10% Off)	6x (15% Off)	12x (20% Off)	26x (30% Off)	52x (40% Off)
Full page	\$22,000	\$19,800	\$18,700	\$17,600	\$15,400	\$13,200
1/2 page	12,000	10,800	10,200	9,600	8,400	7,200
1/3 page	8,000	7,200	6,800	6,400	5,600	4,800
1/6 page	3,500	3,150	2,975	2,800	2,450	2,100
1/12 page	2,000	1,800	1,700	1,600	1,400	1,200

PLAN TO BE A PART OF UPCOMING SPECIAL ISSUES:

2010

In Memoriam
 Wedding Issue
 Spring Getaways Travel/
 Higher Education
 Home & Design
 Spring Travel
 Peeps® Diorama Contest
 Spring Education Review
 Spring Home & Design
 Health Focus
 Spring Dining
 The Post Hunt
 Home & Design
 Education Issue
 Fall Travel
 Fall Home & Design
 Fall Dining
 Fall Education Review
 Home & Design
 Holiday Issue
 Dave Barry's Year-In-Review

ISSUE DATE

January 3, 2010
 February 7
 February 14

 February 21
 March 28
 April 4
 April 11
 April 25
 May 2
 May 23
 June 13
 July 4
 August 8
 September 12
 September 19
 October 17
 November 7
 November 14
 November 21
 December 26

SPACE DEADLINE

December 4, 2009
 January 8, 2010
 January 15

 January 22
 February 26
 March 5
 March 12
 March 26
 April 12
 April 23
 May 14
 June 4
 July 9
 August 13
 August 20
 September 17
 October 8
 October 15
 October 22
 November 26

For typical issues of The Magazine, space deadline is one month prior to issue date.
 Materials are due three weeks prior to issue date.



Washington Post Media

The Washington Post | washingtonpost.com | Express
 El Tiempo Latino | washingtonpostmobile

Powerful Reach. Powerful Results.

Effective September 27, 2009