



ADVERTISING SPECIALTY PRODUCTS

HERE'S HOW TO GET NOTICED.

Put your ad in The Washington Post Magazine behind a card, in front of a gate or inside an envelope. It's sure to get noticed. In fact, response-demanding special product advertising incites our 1.2 million affluent readers to act now.

THEY'LL OPEN YOU FIRST.

Involving, eye-catching ads demand attention.

GATEFOLDS

A powerful gatefold, in combination with a back cover ad, is dramatic, effective and makes an exciting promotional giveaway, too.



BIND-IN/BLOW-IN CARDS

A postage-paid bind-in or blow-in card makes reader response easy.



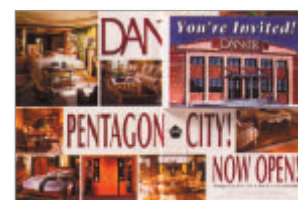
FRENCH GATES

Spectacular French gates — right off The Magazine's cover — just can't be missed.



CENTERSPREAD BIND-IN CARDS

To add extra impact to your center-spread ad, couple it with a response-generating bind-in card.





DARE TO BE DIFFERENT.

Inspire our readers in the magazine they're involved with every Sunday —
The Washington Post Magazine.

THEY'LL GIVE YOU A TRY.

Why not sample your product right inside The Magazine?

SCENT STRIPS

A scent strip helps to bring the sweet smell of success to your business.



PACQUETTES

There's nothing like the real thing. If your sample product can fit in our pages, why not put it there?



CD INSERT

What better way to show and tell everything about your company than with an insertion of your own CD?



INK-JET MESSAGING

You can talk to our readers — personalized by zone — via ink-jet messaging.

Contact your Account Manager or one of us for more information or to reserve your space today:

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Powerful Reach. Powerful Results.