



Connect with baseball fans

when excitement is at its peak.

Baseball 2010

A Special Sports Section
in The Washington Post

Wednesday, March 31

The Pitch

If you're looking to reach baseball fans, The Washington Post is the place to be. An average daily issue of The Post reaches 45 percent of Washington metro adults who attended a major league game in the past year.

Baseball 2010 Preview Section

Your message will be seen repeatedly in this useful guide that fans keep — and refer back to — throughout the season. The Baseball Preview covers both the Washington Nationals and the Baltimore Orioles, and contains:

- Insight from The Post's renowned baseball writers and columnists
- Extensive Nationals and Orioles coverage
- A round-up of all Major League teams
- Rosters
- Complete game and broadcast schedules
- Players, teams and storylines to keep an eye on in 2010

Deadlines

Publishes: *Wednesday, March 31*

Space Reservations: *Wednesday, March 24*

Materials Due: *Friday, March 26*

To place your ad, or for more information, contact your Washington Post Account Manager or a Washington Post Sports Marketing Representative.

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The Stats

A scouting report of Washington baseball fans.

- 794,000 Washington metro market adults attended a Major League Baseball game in the past year — 23% of adults in the market.
- 60% of MLB game attendees are men, 40% are women.
- 67% of MLB game attendees are age 25-54.
- 21% of MLB game attendees are age 25-34.
- More than six in ten (62%) MLB game attendees are in \$100,000+ income households.
- More than one in five (21%) are in \$150,000+ income households.

45% of these fans read The Washington Post daily.

Source: Scarborough 2009, Release 2