



They're among the most passionate restaurant-goers around. So you can be sure readers of The Washington Post Magazine will savor our special **2007 RAMMY Silver Anniversary Awards** section, publishing May 20, 2007 in conjunction with the Restaurant Association Metropolitan Washington (RAMW). Feature your advertising here and reach an upscale audience made for your message.

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

May 20, 2007

**2007 RAMMY
SILVER ANNIVERSARY**

Our readers will study the nominations, then vote for their favorites. We'll review the exciting top picks in the following categories: Neighborhood Gathering Place, Hottest Restaurant Bar Scene, Restaurant Power Spot and Favorite Restaurant. Then, our readers can submit their votes via a pull-out card within the section or vote online at washingtonpost.com. The Restaurant Awards Gala will take place on June 17, 2007 at the Marriott Wardman Park.



Magazine readers devour restaurant news. With an average household income of \$130,000, they have the means to indulge in restaurant dining. Because 66% are employed, they have the motivation.

- In an average month, 86% of our readers dine at a “sit-down” restaurant.
- More than six in ten dine in “sit-down” restaurants 3+ times a month.

Our readers check The Magazine for news on which restaurants to choose. Our weekly Dining column is one of their favorite features.

Plus, nearly four in ten Magazine readers went to a restaurant as a result of reading ads and editorial in The Magazine. Don't miss this opportunity to feature your restaurant in the Restaurant Awards Gala special section.

Reach your customers ... in the 2007 Silver Anniversary of the Restaurant Awards Gala special section. Be seen in Washington's

best-read magazine, the one readers look to for dining advice: The Washington Post Magazine. For more information, please call your Washington Post Account Manager or Magazine Account Managers Diane DuBois, 202-334-5224 or Teri Parker, 202-334-5226. Or contact us via www.washingtonpostads.com.

Issue Date:

Sunday, May 20, 2007

Closing:

Wednesday, April 11, 2007

Materials:

Friday, April 20, 2007

Four-Color and Black & White Rates:

Ad Size	Open Rate	5-Issues	10-Issues	15-Issues
Full-Page	\$12,875	\$11,330	\$10,815	\$10,300
2/3 Page	\$10,300	\$9,075	\$8,650	\$8,250
1/2 Page	\$7,725	\$6,800	\$6,500	\$6,180
1/3 Page	\$5,150	\$4,535	\$4,325	\$4,120
1/6 Page	\$3,225	\$2,835	\$2,705	\$2,575
1/12 Page	\$1,615	\$1,415	\$1,355	\$1,290
1/24 Page (4-color)	\$475	\$430	\$415	\$400
1/24 Page (B&W)	\$375	\$330	\$315	\$300

The Washington Post Magazine

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