



ARLINGTON ALEXANDRIA

A SPECIAL ADVERTISING SECTION

From Old Town to Ballston to Pentagon City, Arlington and Alexandria offer some of the best places to shop and dine. The **Arlington/Alexandria** special advertorial section of The Washington Post Magazine offers a great opportunity to reach your best potential customers — shoppers and restaurant diners in your area.

September 2, 2007

The Washington Post Magazine

The immediacy of a newspaper
The perspective of a magazine



Be a visible member of your community. Make sure your business is featured in this section that promotes your community. The section will cover all the things that make Arlington and Alexandria so enticing to live, work and go out in.

Reach your best prospects. Washington Post Magazine readers are affluent (average household income is \$130,000), hard working (66% are employed), and professionals (43% are professionals/managers). They shop frequently for all kinds of products and dine out regularly.

Among Washington Post Magazine readers in Arlington and Alexandria:

- 87% dine in “sit down” restaurants in a 30-day period.
- One in three (33%) visit “upscale” restaurants in a one-month period, nearly double the number of adults in the metro market overall (25%).
- One in five visit coffeehouses/coffee bars in a one-month period.
- Six in ten visit five or more shopping centers in a three-month period.

What’s more, Arlington/Alexandria is a Zip Select section. That means The Magazine will be delivered to 100,000 key households in Arlington and Alexandria. Readers in these Zip codes are among your best potential customers, and this section will reach them specifically.

Get twice the impact. When you advertise in this section, you’ll double your impact on our readers. That’s because your business will receive advertorial coverage in addition to your ad.

Issue Date:

Sunday, September 9, 2007

Closing:

Wednesday, August 1, 2007

Ads to be set:

Friday, August 3, 2007

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. One in five 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 selling environment — in Washington’s best-read magazine.

- Retailers: please call Iqrama Muhammad at 202-334-5385 or Megan Granito at 202-334-9269.
- Restaurants: please call Dalia E. Smith at 202-334-6272 or Sheena Robbins at 202-334-6818.
- Real Estate: please call Dreana Casto at 202-334-6088.

Or call Magazine Account Managers Diane DuBois at 202-334-5224 or Teri Parker at 202-334-5226. Or contact us via www.washingtonpostads.com.

Rates:

	Color	B&W
Full Page	\$3,810	\$3,095
2/3 Page	3,010	2,295
1/2 Page	2,535	1,820
1/3 Page	2,000	1,285
1/6 Page	1,420	705
1/12 Page	n/a	425

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