



# HEALTH MINI-SERIES

## A FOCUS ON HEART DISEASE, OBESITY/WEIGHT LOSS AND CANCER.

The Washington Post Magazine reports on three of today’s most important health issues in a year-long advertorial miniseries focused on the latest in prevention and care.

**Educate Washington on your role in research, treatment and technology.** Washington is a market that spends on health and contributes to research organizations. Washington Post Magazine readers are an audience that values health information and reporting. That makes our Health Mini-Series a perfect opportunity—through your ad, plus related advertorial content and online components—to make your hospital or health service’s leadership in heart, obesity and cancer care known.

*Please see other side for additional details.*

HEALTH TOPIC	ISSUE DATE	SPACE DEADLINE
Heart Disease	February 28	January 15
Obesity/Weight Loss	May 2	March 24
Cancer	TBD	TBD



### Washington Post Media

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

Powerful Reach. Powerful Results.

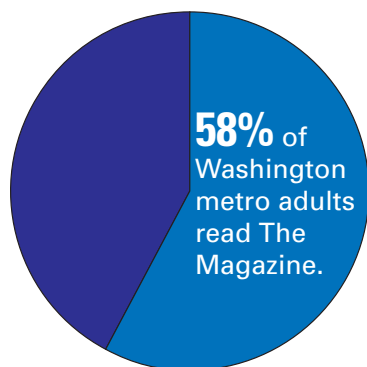


## A SERIES FEATURING YOUR LEADERSHIP

Our Health Mini-Series will provide a unique opportunity to inform Washington Post Magazine readers about the research, treatments and technologies that differentiate your hospital or health service in cardiac, obesity/weight loss and cancer care.

With a fresh, new design and a new focus on people and things close to home, The Washington Post Magazine is the perfect venue for health advertisers to reach a local audience with the interest and income to make informed choices.

### OUR READERS



**51%** of metro adults in households where any member has received cardiac care services read The Magazine.

**51%** of metro adults who give to health or medical causes read The Magazine

**46%** of metro adults in households where any member has received cancer/oncology services read The Magazine

**45%** of metro adults in households where any member has participated in a fee-based weight-loss program read The Magazine

Average Sunday issue

### OUR MARKET

**Washington, D.C. is No. 2** among the top 10 DMAs in proportion of adults who gave money to health care or medical organizations

Source: Scarborough 2009, Release 1

**Contact your Account Manager** or one of us to reserve your space today:

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