



PRIVATE SCHOOLS

A SPECIAL ADVERTISING SECTION

In Washington, people care about education. Especially the education of their children. That's why Private Schools, our annual special advertising section, is a must-read for parents and an essential place to make your institution known.

Educate Washington on what sets you apart. What will your school or program instill that students can't get anywhere else? For any private school, test preparation program or other education-related concern, the opportunity to reach caring parents in this targeted special advertising section is an opportunity not to be missed.

Please see other side for additional details.

ISSUE DATE

April 11, 2010
November 7, 2010

SPACE DEADLINE

February 24
September 22

MATERIALS DUE

March 3
September 29

DIRECTORY LISTINGS INFO

March 3
September 29



Washington Post **Media**

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Powerful Reach. Powerful Results.

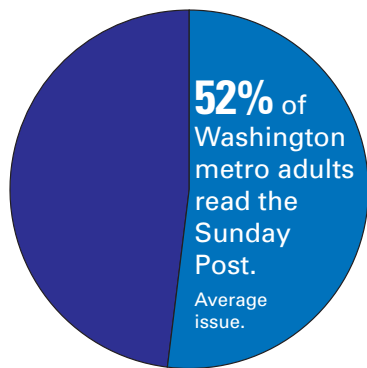


EDUCATE PARENTS ABOUT YOUR INSTITUTION

Private Schools is a unique opportunity to inform Washington Post Magazine readers about the educational solutions you provide.

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 education advertisers to reach a local audience with the interest and income to make informed choices.

OUR READERS



52% of metro Washington parents in households with \$100,000+ income and children ages 12-17 read the Sunday Washington Post.

45% of metro Washington parents of school-aged children* read the Sunday Washington Post.

*Ages 6-17

Source: Scarborough 2009, Release 2

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

Anne Bouchard
202-334-7003
boucharda@washpost.com

Anne Cynamon
202-334-5226
cynamona@washpost.com

Diane DuBois
202-334-5224
duboisdm@washpost.com

