



WEDDINGS

A SPECIAL ADVERTISING SECTION

Imagine our readers planning the perfect wedding without first-rate ideas and information. Never! **Weddings**, a very special advertising section within The Washington Post Magazine, is devoted to inspiring and guiding Washington brides. This resource will help make their day dazzling. Join us for the excitement.

February 11, 2007

Valentine's Day Issue

June 17, 2007

September 2, 2007

Wedding Issue

The Washington Post Magazine

The immediacy of a newspaper
The perspective of a magazine



Tell Washington's wedding planners what you have to offer. Our readers want it all — unique invitations, fabulous flowers, gorgeous gowns, regal receptions and a whole lot more. That's what Weddings will provide — great ideas for a once-in-a-lifetime event. From engagement to honeymoon, this section will guide our readers on what to do when. For advertisers, it's a golden opportunity to inspire them with your sensational wedding services and merchandise.

Reach people who will spare no expense for an unforgettable day. Magazine readers have the income to spend on our advertisers' products and services. With an average household income of \$127,200, Magazine readers have the means to create memories that will last a lifetime. And with 54% of our readers ages 25-54, and 58% being female, you'll reach a market of

women and their parents who may be thinking "wedding" right now.

Capture this audience as we captivate their imaginations.

Weddings will capture stories of area weddings. And, our weekly editorial features, "Date Lab," "Making It," "Save & Splurge," "Party Animal" and more, are sure to contribute to the festive spirit of the entire issue.

Put your ad where it will be referred to time and again.

One in five subscribing readers bought or shopped for products or services advertised in The Magazine; 52% have saved an issue or article, and 24% have saved an ad for future reference.

Say, "I do want to be part of Weddings." Join the party, in a unique and complementary environment, in Washington's best-read magazine. Call your Magazine Account Manager Diane DuBois, 202-334-5224, or Teri Parker, 202-334-5226. Or contact us via www.washingtonpostads.com.



Valentine's Day Issue

Sunday, February 11, 2007
Closing: Friday, January 12, 2007
Weddings Advertorial Section
Closing: Wednesday, January 3, 2007

June 17th Issue

Closing: Friday, May 18, 2007
Weddings Advertorial Section
Closing: Wednesday, May 9, 2007

Wedding Issue

Sunday, September 2, 2007
Closing: Friday, August 3, 2007
Weddings Advertorial Section
Closing: Wednesday, July 25, 2007

Rates:

2007 Full Run and VIP Advertorial Rates Apply
Minimum Ad Size: 1/6 page

The Washington Post Magazine

Source: Scarborough 2006, Release 1; The Washington Post Magazine Reader Survey, conducted by Scarborough Research, 2003. Editorial subject to change.