

rates



FW



Retail rates

All rates include full color. Net rates, effective 01.01.13

| | Open | 3x | 5x |
|--------------|---------|---------|--------|
| Full page | \$11.3k | \$10.5k | \$9k |
| Half page | \$7.4k | \$6.6k | \$5.1k |
| Quarter page | \$4.5k | \$3.6k | \$2.6k |
| Eighth page | \$2.5k | \$2k | \$1.4k |

Premium position charges*

| | |
|---------------|-----|
| Back page | 20% |
| Page 2 | 20% |
| Any specified | 10% |

* Availability is limited and based on frequency commitment.

The design of an ad is an essential part of the environment and style of FW. Therefore, FW reserves final approval rights on the design, photography and language used in advertisements. All artwork must be approved by FW before final production begins.

Orders cannot be killed after deadline; a 25% kill fee will be charged.

Distribution

FW is distributed to nearly 100,000 subscribers of The Washington Post. Additional copies are delivered to more than 80 luxury hotels, boutiques and salons.

For more information, please contact your Washington Post Account Manager or our FW Account Managers, Anne Cynamon and Diane DuBois.

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