

EW

FW

Washington D.C. boasts an international glamour, with world class retail alongside exclusive boutiques.

Fashion Washington covers everything from luxe jewelry lines, trunk shows and store openings to profiles of style-world insiders and star-studded parties. On FW's colorful pages, you not only see the latest haute couture, new clothes and accessories, you also read about the fascinating cast of characters — designers, shop owners and famous faces — contributing to Washington's fashion scene.



fashionwashington.com



Ad specifications

Standard ad sizes

Full page 11.25" x 30"
 Half page 11.25" x 15.75"
 Quarter page 5.62" x 15.75"
 Eighth page 5.62" x 7.875"

Not independent guidelines

Max density: 25% coverage — 200%
 Dot gain: 0.25%
 DTP: 300 dpi
 CMYK paper
 Laser at 1200 dpi
 Photos at 300 dpi

Line rules and font type

Lines that are 4 points and thinner and small type should be reproduced using one color only. These elements should never be printed in a 2- or 4-color halftone or image.

Rich black

When a rich, solid black area is required, the recommended values for this area would be:

Black — 30%
 Cyan — 40%
 Magenta — 0%
 Yellow — 0%

Photos

Advertisers are strongly encouraged to link DTP-compliant proofs for color matching.

Ad specifications, schedule, rates and distribution information can also be found at fashionwashington.com.

Retail rates

All rates include full color. Retail rates, effective 06.01.09

	2x	2x	6x	12x
Full page	\$1.10	\$22.50	\$67.50	\$135
Half page	\$0.55	\$11.25	\$33.75	\$67.50
Quarter page	\$0.28	\$5.62	\$16.88	\$33.75
Eighth page	\$0.14	\$2.81	\$8.44	\$16.88

Production position charges*

Black and white	10%
Page 2	10%
Key specified	10%

* Available to be involved based on historical experience.

The design of an advertisement is part of the environment and style of FW. The above FW reserves the right to adjust the design, photography and layout used in advertisements. All content must be approved by FW before final production begins.

Orders cannot be filled after deadline + 20% fill fee will be charged.

Distribution

FW is distributed to 90,000 of The Washington Post's most affluent home subscribers. Additional copies are delivered to more than 50 luxury hotels, boutiques and salons.

For more information, please contact your Washington Post Account Manager or FW Account Manager, Kate Eggenroten.

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FW



Cover stories

MONTHLY, ON-LOCATION, ON-MODEL, COVER STORIES SHOWCASE HOT YET APPROACHABLE HIGH-END STYLES.

Features

Features spotlight on fashion-focused books, style-driven travel guides, profiles of new boutiques and how-to features, such as how to buy a rough-cut diamond or how to store a fur.

Lush Life

A roundup of hot, new and notable items each month, illustrated with photos. Topics range from runway news to an upcoming fashion show, from a cooling line of couture just as from Japan to a new fashion documentary.



Style Setter

Q&A with a personality who's been making noise on the Washington fashion radar — a local design talent, an ambassador known for dressing well, a high-end boutique owner, or someone with a national reputation.



Sharp-Dressed Man

An occasional column to ensure fair representation for the gentlemen. This is a photo-driven piece spotlighting a trend or feature in menswear.



Obsessed by Dress

A monthly advice column for readers to write in with their style questions. He asks which skirt to wear with his new three-piece suit. She asks what body types can carry off a retro full skirt.

Q

Piece Talk

This short, photo-driven section shows and tells readers how to wear and pair new, sometimes hard-to-grasp styles.



Scene Stealers

Who has been where in Washington society lately? And who are they wearing? Our photographer snaps shots of the best- and wildest-dressed attendees at high-profile events, and the subjects confide details about their outfits.

FW

fashionwashington.com



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Powerful Reach. Powerful Results.