

Pinpoint affluent elites.

76% of subscribers are college educated

FREQUENCY: Sundays by subscription

AUDIENCE: Affluent adults | Highly educated | Political minded

Target a highly desirable clientele.

Reach Minnesota's elite with the **Washington Post National Weekly**. Each Sunday, readers enjoy top coverage of **politics, business news, national and international events**, and informed commentary, along with lifestyle and arts features. Your message gets marquee placement with **exclusive exposure** and limited ad inventory, allowing you to gain high recognition among this premier audience.

Elevate your brand and your business with this exclusive opportunity:

- 4-color, premium print tabloid sits atop Sunday's home delivery for first-read access
- Full-page, full-color ads reinforce leadership status and command maximum attention
- **Limited advertising opportunities** per edition: 2 full-page ads and 2 inserts



Place your ad now. Call 612.673.7009 or visit [StarTribune.com/advertise](https://www.startribune.com/advertise)



The Washington Post

DEADLINES

Space Commitment	Materials Due	Page Ready/Final Corrections
Monday 12 Noon (6 days prior to publication)	Tuesday 5pm (5 days prior to publication)	Wednesday (4 days prior to publication)

AD SIZES AND PRICING

Print	Dimensions	Color	1x	6x
Back Page	5 col (9.47") x 10.25"	4-color	\$675	\$550
Inside Page (pg 2)	5 col (9.47") x 10.25"	4-color	\$500	\$400
Print & Deliver Insert	8.5" x 11"	4-color	\$1,800*	Ask your representative

*Includes printing 20k inserts and distribution within The Washington Post National Weekly

This product pairs well with household geo-fencing targeted to the same distribution as The Washington Post.