

## THE TALK OF THE NATION'S CAPITAL

A place for power and politics, *CAPITOL FILE* chronicles and celebrates the most influential players, cultural connoisseurs, fashion sophisticates, and philanthropic leaders in Washington. As the ultimate source for stories of substance and beautiful photography, *CAPITOL FILE* delivers the latest news in art, beauty, business, culture, dining, entertainment, fashion, interior design, jewelry, politics, real estate, sports, and travel. With a unique distribution strategy to reach the most dynamic, discriminating consumers around the beltway (which includes Maryland and Virginia), *CAPITOL FILE* offers six fact-filled issues per year, with exciting features on what makes the Washington area the most powerful, talked about community in the world.

# DISTRIBUTION

Six times a year, 50,000 copies of *CAPITOL FILE* (ABC-audited) are printed and distributed\* throughout Washington DC, Virginia and Maryland, targeting affluent residents with the highest disposable income and spending power in the market.

**EXCLUSIVE HOME DELIVERY {31%}**: *CAPITOL FILE* is mailed to the home residences, townhouses, and condominiums of qualified, high-net-worth individuals throughout Washington, DC, Virginia, and Maryland.

**TARGETED RETAILERS, RESTAURANTS, AND SPAS {25%}**: *CAPITOL FILE* distribution focuses on readers who frequent the finest establishments, boutiques, health clubs, private clubs, resorts, restaurants, salons, and spas, including the spas and gyms of the Ritz-Carlton Hotels in Washington and Virginia.

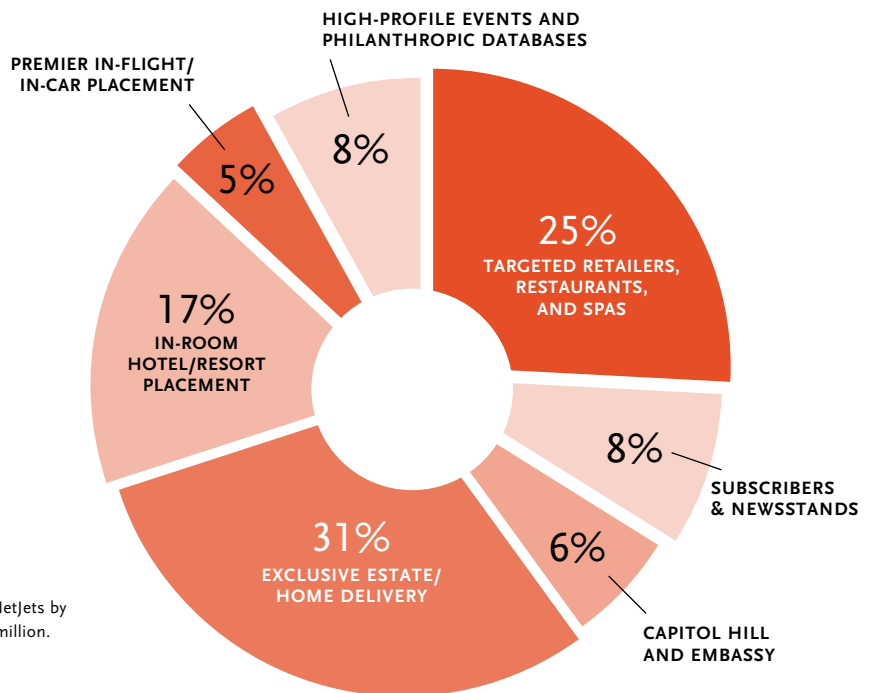
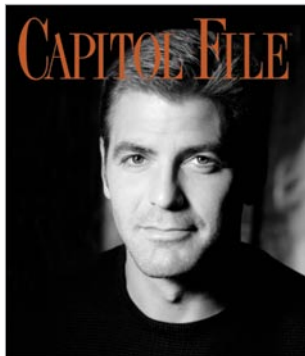
**IN-ROOM HOTEL/RESORT PLACEMENT {17%}**: *CAPITOL FILE* is available both in-room and/or at the concierge desks of the most prestigious hotels in the Washington DC area. These include but are not limited to: Capital Hilton, Donovan House, Fairfax at Embassy Row, Fairmont Washington, Four Seasons Hotel, Gaylord National Hotel, Georgetown Inn, Goodstone Inn, Grand Hyatt Washington, Hay-Adams, Henley Park Hotel, Hotel George, Hotel Lombardy, Hotel Monaco, Hotel Palomar, Hyatt Regency Reston, Lorien Hotel & Spa, Madison, Mandarin Oriental, Morrison-Clark Historic Inn and Restaurant, Morrison House Hotel, Mansion on O Street, Omni Shoreham Hotel, Park Hyatt Washington, Red Fox Inn, Renaissance Washington DC, Ritz-Carlton Tysons Corner, Ritz-Carlton Georgetown, St. Gregory, the St. Regis, Westin Arlington Gateway, Westin Grand, Westin National Harbor, Westin Tyson's Corner, and the Willard InterContinental.

**SUBSCRIBERS AND NEWSSTANDS {8%}**: *CAPITOL FILE* can be found at upscale newsstands, retailers, and bookstores (Barnes & Noble, Borders, and B.Dalton) throughout Washington, DC. The newsstand price is \$6.99 per copy. Subscriptions are sold at the premium price of \$42 per year.

**HIGH-PROFILE EVENTS AND PHILANTHROPIC DATABASES {8%}**: *CAPITOL FILE* provides direct access to the hottest, most high-profile events, including charity galas, fashion shows, film and music festivals, movie premieres, and sporting events. These include but are not limited to: the Creative Coalition, Shakespeare Theatre Company's Will on the Hill, the National Hospice Foundation Gala, the Leukemia Ball to benefit the Leukemia & Lymphoma Society, Youth AIDS Gala, Knock-Out Abuse Gala, and the NFL Players Gala to Benefit Special Olympics.

**CAPITOL HILL AND EMBASSY {6%}**: *CAPITOL FILE* is distributed to the embassies, consulates, and government buildings in Washington, DC.

**PREMIER IN-FLIGHT/IN-CAR PLACEMENT {5%}**: *CAPITOL FILE* is distributed in private planes, airports, and in the vehicles of the most prominent executive car and limousine services. This includes our unique partnership with NetJets\*\* and executive car and limousine services that include Commonwealth Worldwide, Dav El, EmpireCLS, and Reston Limousine.



\*Distribution subject to change based on readers' and markets' needs.

\*\*60% of all private planes are purchased or leased through NetJets by consumers who have an average net worth of more than \$25 million.

# READERSHIP

## DEMOGRAPHICS

### HOUSEHOLD INCOME

|        |     |
|--------|-----|
| \$200+ | 95% |
| \$250+ | 63% |

|        |     |
|--------|-----|
| FEMALE | 51% |
| MALE   | 49% |

### AGE

|       |     |
|-------|-----|
| 18-24 | 1%  |
| 25-34 | 13% |
| 35-44 | 22% |
| 45-54 | 28% |
| 55+   | 36% |

|         |     |
|---------|-----|
| MARRIED | 78% |
|---------|-----|

### HOME VALUE

|                  |     |
|------------------|-----|
| OVER \$1 MILLION | 73% |
|------------------|-----|

### LIQUID ASSETS

|                  |     |
|------------------|-----|
| OVER \$1 MILLION | 88% |
| OVER \$2 MILLION | 75% |



## BUYING POWER

### PERCENTAGE OF CAPITOL FILE READERS WHO:

|   |     |
|---|-----|
| PURCHASED FINE JEWELRY AND WATCHES IN THE PAST YEAR | 60% |
| PURCHASE HEALTH/BEAUTY PRODUCTS                     | 66% |

### COMPARED TO THE GENERAL POPULATION, CAPITOL FILE READERS ARE:

**2X MORE LIKELY** TO CONTRIBUTE TO CHARITABLE ORGANIZATIONS

**2X MORE LIKELY** TO OWN A SECOND HOME

**3X MORE LIKELY** TO DRIVE A PRESTIGE LUXURY VEHICLE

(AUDI, ASTON MARTIN, BENTLEY, BMW, CADILLAC, FERRARI, INFINITI, JAGUAR, LAND ROVER, LEXUS, MASERATI, MERCEDES-BENZ, PORSCHE)

## READER LIFESTYLE

### PERCENTAGE OF CAPITOL FILE READERS WHO:

|   |     |
|---|-----|
| DINE OUT MORE THAN ONE TIME PER WEEK                | 79% |
| DRINK LUXURY SPIRITS, PREMIUM BEERS, IMPORTED WINES | 74% |
| ATTEND CULTURAL PERFORMANCES                        | 71% |
| FREQUENTLY TRAVEL INTERNATIONALLY                   | 78% |
| EXERCISE MORE THAN TWO TIMES PER WEEK               | 79% |

### COMPARED TO THE GENERAL POPULATION, CAPITOL FILE READERS ARE:

**2X MORE LIKELY** TO SPEND MORE THAN \$3,000 ON DOMESTIC TRAVEL

**75% MORE LIKELY** TO SPEND MONEY ON SPAS AND OTHER PERSONAL SERVICES

Statistical information gathered from Claritas, part of the Nielsen Company, a world-leading demographic research information and media company. Claritas ensures access to consumers with household incomes in excess of \$200,000 and liquid assets of more than \$750,000. PRIZM NE 2008. Demographic information is based on the direct mail program.

*“Capitol File is a fun read that shines a bright light on the Washington scene.”*

— GEORGE STEPHANOPOULOS, CHIEF CORRESPONDENT FOR ABC NEWS/ ANCHOR, ABC'S THIS WEEK

# CALENDAR

| ISSUE                            | SPACE RESERVATION | MATERIALS          | AVAILABLE                      |
|----------------------------------|-------------------|--------------------|--------------------------------|
| 1 <b>SPRING (SPRING FASHION)</b> | January 13, 2010  | January 27, 2010   | February 22 - April 18, 2010   |
| 2 <b>MAY/JUNE</b>                | March 10, 2010    | March 24, 2010     | April 19 - June 17, 2010       |
| 3 <b>SUMMER</b>                  | May 5, 2010       | May 26, 2010       | June 18 - August 22, 2010      |
| 4 <b>FALL (FALL FASHION)</b>     | July 14, 2010     | July 28, 2010      | August 23 - October 10, 2010   |
| 5 <b>OCT/NOV (MENS)</b>          | September 1, 2010 | September 15, 2010 | October 11 - November 30, 2010 |
| 6 <b>DECEMBER/JANUARY</b>        | October 20, 2010  | November 3, 2010   | December 1 - February 21, 2011 |

## RATES

PRINTED AND DISTRIBUTED: 50,000  
ABC-AUDITED

| AD SIZE        | 1X       | 3X       | 6X       |
|----------------|----------|----------|----------|
| FULL           | \$17,500 | \$15,750 | \$14,175 |
| SPREAD         | \$33,250 | \$29,925 | \$26,900 |
| HALF PAGE      | \$10,500 | \$9,450  | \$8,505  |
| QUARTER PAGE   | \$7,000  | \$6,300  | \$5,670  |
| COVER 2/PAGE 1 | \$40,250 |          |          |
| COVER 3        | \$21,000 |          |          |
| COVER 4        | \$23,900 |          |          |

- All rates are net
- Premium positions +15%
- For Niche Network Corporate Rates, contact your representative
- Calendar, availability, and rates subject to change based on reader and market needs

# WHERE YOU CAN FIND US... (and more)

|                                      |  |                                     |
|--------------------------------------|--|-------------------------------------|
| Adeler Jewelers                      | Landmark Aviation                          | Vida                                |
| Aidan Design LLC                     | Lorien Hotel Spa                           | Volo Aviation                       |
| Barlow Building                      | Mandarin Oriental Spa                      | Washington Design Center            |
| Barneys Co-Op Chevy Chase Collection | Marc Fleisher, Long & Foster               | Washington Redskins Concierge Level |
| Bentley Bethesda                     | Mark McFadden, Coldwell Banker             | Weichert Realtors                   |
| Bloomingtons (Chevy Chase & McLean)  | Market Salamander                          | Westin Hotels Spa                   |
| Blu Water Day Spa                    | Maserati of Washington                     | The Woodward Building               |
| Bogarts Salon                        | Mazza Gallerie                             |                                     |
| Bulgari Chevy Chase Collection       | Neiman Marcus Private Club                 |                                     |
| Café Milano                          | OYA  |                                     |
| Carlyle Club                         | Panache Restaurant DC                      |                                     |
| The Collection at Chevy Chase        | Panache Restaurant Tysons, VA              |                                     |
| Circe Spa                            | Ralph Lauren                               |                                     |
| Cultura                              | Red Door Spa (at Willard InterContinental) |                                     |
| David Yurman                         | Relish                                     |                                     |
| Dean & Deluca                        | Reston Limousine                           |                                     |
| Dessange Tysons                      | Ritz Spa (Tysons)                          |                                     |
| Dior                                 | RMA LIMO                                   |                                     |
| Dulles Aviation                      | Saks Fifth Avenue Private Club             |                                     |
| Dulles Town Center                   | Salon Bleu                                 |                                     |
| Erwin Gomez Salon                    | Salon Nordine                              |                                     |
| Fair Oaks Mall                       | Sette Bello                                |                                     |
| Gaylord Hotel                        | SomaFIT                                    |                                     |
| George's Salon                       | Sothebys Tutt, Taylor & Rankin             |                                     |
| Georgetown Club                      | The Palm Restaurant                        |                                     |
| Great Falls Distinctive Interiors    | The Woodward Building                      |                                     |
| Hannelores                           | Teatism                                    |                                     |
| HBL (Mercedes and Aston Martin)      | Tiny Jewel Box                             |                                     |
| Hela Spa Chevy Chase Collection      | Toka Salon                                 |                                     |
| Hillwood Museum                      | Tysons Galleria Luxury Lounge              |                                     |
| The Jamieson                         | Urban Chic                                 |                                     |
| Juicy Couture                        | Urban Pace-EYA                             |                                     |