THE WALL STREET JOURNAL.
Own
A SPECIAL ADVERTISING SUPPLEMENT

Washington, D.C.

Own provides brokers, agents, developers and destination properties the ideal platform to showcase their distinctive properties in the Washington-Baltimore region. With two issues dedicated to this region, Own gives advertisers the outlet to reach a targeted Journal audience in this important feeder market.

CIRCULATION

Washington-Baltimore: **82,000**

WASHINGTON-BALTIMORE:

Average age: **57**

Average HHI: **$310,300**

Individual employment income: **$246,200**

% own their residence: **95%**

% seasonal/weekend homes: **33%**

Value of main residence: **$1,405,000**

Plan to acquire a property within the next five years: **38%**

SPECIAL ADVERTORIAL CONTENT FOCUSED ON REAL ESTATE

PRICING PACKAGES

	Regular Rate	Charter Rate
Front Cover Package *Includes Front Cover, Table of Contents, Two Page Spread, Full Page Run of Book & Inclusion in Advertorial Feature**	**$16,900**	**$10,200**
Back Cover Package *Includes Back Cover, Two Page Spread, Full Page Run of Book & Inclusion in Advertorial Feature**	**$13,520**	**$8,400**
Front Inside Cover Package *Includes Front Inside Cover Spread, Full Page Run of Book & Inclusion in Advertorial Feature**	**$10,400**	**$7,300**
Inside Back Cover Package *Includes Inside Back Cover Spread, Full Page Run of Book & Inclusion in Advertorial Feature**	**$10,400**	**$7,300**
Buy 1 Page, Get 2nd Page in Same Issue for Half Price	**$6,240**	**$5,550**
Full Page	**$4,160**	**$3,700**

BONUS DISTRIBUTION AT SELECT WALL STREET JOURNAL EVENTS

**Participation in an advertorial package requires an additional 30 day lead time*

For more information please contact Dean Grant at 212-597-5693 or dean.grant@wsj.com.

Source: 2010 Wall Street Journal Subscriber Study; 12/10 ABC Statement

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DOWJONES
A NEWS CORPORATION COMPANY

Headline

Subhead. Guardian Sans Thin 22 pt

SECTION HEADER: GUARDIAN SANS MEDIUM 13PT

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SECTION HEADER

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Source line: Guardian Sans 6pt Regular

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