

DC Metro Magazine

Summer 2009

Dear Reston Town Center Merchant:

DC Metro Magazine, Washington's bimonthly capital area visitor guide, has teamed up with Meyers Public Relations to offer the merchants of Reston Town Center an incredible advertising opportunity.

Beginning in the August-September issue, an eye-catching **double page spread**, complete with a **Reston Town Center map** and **editorial** highlighting the numerous reasons why the Center is the perfect destination, will appear. With our special discounted rate, you reach over 350,000 visitors to the Washington area *each month!*

DC Metro Magazine's readers are an affluent, adventurous, and educated market, a market that not only has money to spend, but is spending money despite the economy. In fact, DC Metro Magazine readers spend over \$36 million dining out each month, over \$22 million shopping each month, and over \$16 million on entertainment each month.

Consider these statistics:

84% of our readers shop outside of their hotel

72% will purchase a gift

60% of travelers say they prefer to dine in restaurants outside their hotel

50,000 copies of every DC Metro Magazine edition are distributed to over 160 area hotels, both tourist and business class, in the Northern Virginia suburbs, the Pentagon and Dulles Airport information centers, Amtrak stations in Alexandria and Lorton, 8 visitor information centers, over 4,000 long-term corporate apartments, and in retail and dining locations.

Reserve your spot today! Call John or Terri at 703-455-9223, or email us at info@dcmetromagazine.com.

Sincerely,

John Parisi
Editor