

YOUR LIFE • YOUR COMMUNITY • YOUR MAGAZINE

Bethesda

MAGAZINE

THE NAME SAYS IT ALL

- *Bethesda Magazine* is a magazine for the people who live in and around Bethesda...
- A magazine that covers topics that are interesting, important and relevant to Bethesda-area residents...
- A magazine that helps give residents a sense of place. A feeling of community. The realization of just how unique Bethesda is...
- A magazine that finally gives Bethesda-area businesses a targeted and cost-effective way to reach potential customers...

Bethesda Magazine. Your magazine.

A MAGAZINE WITH A PURPOSE

Bethesda Magazine covers both sides of life in the Bethesda area. The “good life”—and how to find more of it...and the problems that threaten the good life—and what can be done about them. Lively, informative and entertaining, *Bethesda Magazine* gives readers new ways to enjoy their lives, to get more out of their lives and to understand the issues that complicate their way of life. Beautifully written and designed, *Bethesda Magazine* appeals to readers because it’s all about them...and how they live.

A DISCERNING READERSHIP

- *Bethesda Magazine* is published six times a year for the affluent and active readers who live their lives—and spend their money—in the Bethesda area.
- 30,000 copies of each issue are distributed in Bethesda, Chevy Chase, Potomac, Glen Echo, Cabin John, Silver Spring, Rockville, Kensington and Gaithersburg.
 - 20,000 are delivered directly to people’s homes to paid subscribers and potential subscribers.
 - 10,000 are made available on newsstands and in highly trafficked public places, such as restaurants, real estate agencies and hotels.



INSIDE BETHESDA MAGAZINE

Restaurants: *Bethesda Magazine* provides more restaurant coverage than any other area magazine, including reviews, profiles of chefs and behind-the-scenes accounts of leading restaurants.

Real Estate: *Bethesda Magazine* goes to the frontlines of one of the country’s hottest real estate markets.

Home Design and Décor: *Bethesda Magazine* reveals the area’s most beautiful and interesting homes, uncovering the top designers, architects and decorating ideas.

Health and Fitness: How area residents stay healthy, fit and attractive.

Community: Education, sprawl, traffic, pressure on kids, *Bethesda Magazine* probes the issues that matter most.

Arts and Entertainment: *Bethesda Magazine* takes you inside the area’s rich and vibrant arts and entertainment scene.

Travel: Bethesda-area residents share their stories of travel and adventure.

Giving Back: *Bethesda Magazine* explores ways in which individuals and families can volunteer time to help the community.

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www.bethesdamagazine.com