WASHINGTONIAN
THE MAGAZINE WASHINGTON LIVES BY
★
Founded in 1965

2019 MEDIA KIT
Washingtonian is the savvy, sophisticated magazine of the nation’s capital and its Maryland and Virginia suburbs. With lively prose, gorgeous pictures, a sense of humor and a deep knowledge of our city, the magazine explores food, fashion, politics, culture, shopping, real estate, wellness, parenting and more. Sections of the magazine include Capital Comment, a buzzy dose of news, gossip and personalities; Where & When, an authoritative—and useful—guide that picks out the can’t-miss events that otherwise get lost on the area’s culture and entertainment calendars; and Taste, the definitive guide to the vibrant local dining scene. The magazine’s award-winning feature stories celebrate the inspiring triumphs of the heroes of Washington the hometown—while also chronicling the sometimes hilarious misadventures of the boldface names who populate Washington the company town. And Washingtonian’s lists of best doctors, best restaurants, best getaways and best neighborhoods represent the simplest tools for getting the most out of this booming region.

Since its founding in 1965, Washingtonian has set the pace for anyone who wants to be a local—or just navigate the city like one—in a region that draws so many newcomers.

While other magazines have come and gone, Washingtonian has not only remained but has achieved unprecedented prestige within the journalism community.

*WASHINGTONIAN AWARDS*

The Society of Publication Designers: Gold Medal Winner, 2017
City/Regional Magazine Association Awards
  - General Excellence, 2016
  - Food or Dining Writing, 2015
  - Multiplatform Storytelling, 2014
  - General Excellence, 2013
  - Online Excellence, 2013
  - Profile Writing, 2013
  - Excellence in Writing, 2012
  - Profile Writing, 2012
  - Ancillary Publication, 2011
Livingston Award for National Reporting, 2013
FOLIO: Ozzie Award for Best Design, New Magazine, 2013
John Bartlow Martin Award for Public Interest Magazine Journalism
  (from the Medill School of Journalism)
Donald Robinson Memorial Award for Investigative Journalism
AUDIENCE
DEMOGRAPHICS

AVERAGE HOUSEHOLD INCOME
$230,200
$200,000+: 33.6%
$100,000+: 82.3%
$75,000+: 83.1%

AVERAGE HOUSEHOLD NET WORTH
$1.64 MILLION
$2 MILLION+: 24.9%
$1 MILLION+: 42.8%

MARITAL STATUS
31.5% NEVER MARRIED
55.6% MARRIED
12.9% DIVORCED/WIDOWED

SEX
30.7% MEN
69.3% WOMEN

AVERAGE VALUE OF INVESTMENT PORTFOLIO:
$1.14 MILLION
90% OF WASHINGTONIAN SUBSCRIBERS CURRENTLY OWN INVESTMENTS

TOTAL MONTHLY READERSHIP
465,141

PAID CIRCULATION
111,965

WHERE THEY LIVE
29.1% DC
40.6% VA
25.9% MD

WHERE THEY WORK
47.3% DC
30.9% VA
17.9% MD

AVERAGE TIME SPENT WITH EACH ISSUE
1.1 HOURS

AVERAGE ANNUAL CHARITABLE DONATION
$2,494

AVERAGE AGE
49
45% are between 25-49

*Source: The 2016 Washingtonian Reader Study, conducted by GfK MRI
## Audience

### Demographics

<table>
<thead>
<tr>
<th>HOME</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Own</td>
<td>70.3%</td>
</tr>
<tr>
<td>Rent</td>
<td>27.7%</td>
</tr>
</tbody>
</table>

### Average Home Value

- **$825,000**
- **$1 million+**: 19%
- **$750,000+**: 38.7%

### Own a Pet

43.2%

### Own 2+ Cars

66%

### Audience

#### Education

- Attended college: 99.3%
- Graduated from college: 91.3%
- Completed postgraduate: 56.1%

#### Occupation

- Managerial or higher: 40.2%
- Serve on a board: 14.1%

#### Readership Duplication

- Washington Post: 86%
- New York Times: 43.7%
- Politico: 20.6%
- Wall Street Journal: 19.1%
- The Atlantic: 17%
- Bethesda Magazine: 12.7%
- The Hill: 8.9%
- Arlington Magazine: 7%
- Washington Business Journal: 6.7%
- DC Magazine: 5.1%

*Source: The 2016 Washingtonian Reader Study, conducted by GfK MRI*
AUDIENCE
DEMOGRAPHICS

TRAVEL

96.3% TOOK A DOMESTIC TRIP WITHIN THE LAST 12 MONTHS
Averaging 6.4 domestic trips over the past 12 months

AVERAGE SPENT ON WEEKEND TRIPS
$1,703

74.1% HAVE TRAVELED OUTSIDE THE U.S. IN THE PAST 3 YEARS
Averaging 3.7 foreign trips over the past 3 years

50% USE WASHINGTONIAN FOR TRAVEL RECOMMENDATIONS

ACTIVITIES AND INTERESTS

Entertain at home ......................................................... 87.5%
Visit museums .......................................................... 84.1%
Attend live concerts/music performances ...................... 82.7%
Visit art galleries ....................................................... 71.2%
Travel to the beach .................................................... 69.9%
Watch live theatre ...................................................... 67.8%
Attend sporting events .................................................. 65.4%
Book at spas ............................................................. 41.6%
Attend charity galas/balls .............................................. 31.5%
Spend time at casinos .................................................. 21.7%

SPORTS & LEISURE ACTIVITIES

Exercising regularly ...................................................... 76.9%
Running/jogging ......................................................... 43.2%
Hiking/camping .......................................................... 40.1%
Yoga ............................................................... 28.3%
Cycling .............................................................. 27.8%
Golf ................................................................. 16.6%
Skiing ................................................................. 10.4%

*Source: The 2016 Washingtonian Reader Study, conducted by GfK MRI
Please note: Special deadlines apply for ads needing typesetting or design. Contact your sales representative for information regarding in-house digital design deadlines.

Special Rates: Available upon request for monthly magazine sections, including Real Estate, Marketplace, Home, Taste, Life & Travel, and Style, Beauty & Health.

Sponsored Sections: Washingtonian publishes special advertising sections throughout the year, including Faces of Washington, Advertorials, Professional Profiles, Eat and Drink Local, Camps and Private Schools, and more. Please contact 202-296-1246 or e-mail adinfo@washingtonian.com for more information or with any questions.

<table>
<thead>
<tr>
<th>Issue</th>
<th>Space Reservation</th>
<th>On Newsstands</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>November 26</td>
<td>December 20</td>
</tr>
<tr>
<td>February</td>
<td>December 27</td>
<td>January 24</td>
</tr>
<tr>
<td>March</td>
<td>January 25</td>
<td>February 21</td>
</tr>
<tr>
<td>April</td>
<td>February 25</td>
<td>March 21</td>
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<tr>
<td>May</td>
<td>March 25</td>
<td>April 18</td>
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<tr>
<td>June</td>
<td>April 25</td>
<td>May 23</td>
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<td>July</td>
<td>May 28</td>
<td>June 20</td>
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<td>August</td>
<td>June 25</td>
<td>July 18</td>
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<td>September</td>
<td>July 25</td>
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<td>October</td>
<td>August 26</td>
<td>September 19</td>
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<tr>
<td>November</td>
<td>September 25</td>
<td>October 24</td>
</tr>
<tr>
<td>December</td>
<td>October 25</td>
<td>November 21</td>
</tr>
</tbody>
</table>

*All rates are gross*
Discounts: 10% discount for spreads, in addition to earned frequency discounts. 5% discount for three consecutive full pages, in addition to earned frequency and spread discounts.

HOW TO SEND

E-MAIL completed Washingtonian advertising files to readyads@washingtonian.com.

FTP Contact your Washingtonian sales representative for instructions to place your ad on our FTP site.

MAIL COLOR PROOFS TO: Ann Marie Grills Washingtonian 1828 L Street NW, Suite 200 Washington, DC 20036

QUESTIONS: Cathy Dobos, Production Director 202-862-3505

PRODUCTION GUIDELINES

Please follow the advertising submission guidelines at: washingtonian.com/advertising-file-submission-guidelines

SPECS PRINT ADVERTISING

AD SIZES

<table>
<thead>
<tr>
<th>SIZE</th>
<th>INCHES</th>
<th>PICAS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page Non-Bleed</td>
<td>7 x 10</td>
<td>42p6 x 60</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>4.625 x 10</td>
<td>28 x 60</td>
</tr>
<tr>
<td>1/2 Page Vertical</td>
<td>4.625 x 7.375</td>
<td>28 x 45</td>
</tr>
<tr>
<td>1/2 Page Horizontal</td>
<td>7 x 4.875</td>
<td>42p6 x 29p6</td>
</tr>
<tr>
<td>1/3 Page Vertical</td>
<td>2.25 x 10</td>
<td>13p6 x 60</td>
</tr>
<tr>
<td>1/3 Page Square</td>
<td>4.625 x 4.875</td>
<td>28 x 29p6</td>
</tr>
<tr>
<td>1/6 Page Vertical</td>
<td>2.25 x 4.875</td>
<td>13p6 x 29p6</td>
</tr>
<tr>
<td>1/6 Page Horizontal</td>
<td>4.625 x 2.375</td>
<td>28 x 14p6</td>
</tr>
<tr>
<td>1/12 Page</td>
<td>2.25 x 2.375</td>
<td>13p6 x 14p6</td>
</tr>
</tbody>
</table>

Do not add a bleed allowance to fractional ads.

FULL PAGE BLEED

Document and Trim Size: 8.25 x 10.875
Bleed Size: (adds .125 all around) ….. 8.5 x 11.125

SPREAD BLEED

Document and Trim Size: 16.5 x 10.875
Bleed Size: (adds .125 all around) ….. 16.75 x 11.125

SAFETY MARGIN:

Keep all live matter at least .25” from head, foot, gutter, and outer trim.

WASHINGTONIAN 2019
WASHINGTONIAN.COM

AUDIENCE

Washingtonian.com is the region’s premier lifestyle destination that helps area residents and visitors alike make the most out of their time in the nation’s capital and beyond. New content is posted each day, covering local & national news stories, advice on things to do, restaurant reviews, health & fitness recommendations, directories of professional service providers, and more.

2.5 MILLION PAGEVIEWS PER MONTH

62% EARN A HOUSEHOLD INCOME OF $100,000+

★ 60% own their home
★ 83% visit to research local restaurants
★ 50% buy clothing/accessories at least once a month
★ 86% go out to eat at least weekly
★ 64% have drinks at a bar at least monthly
★ 99% travel domestically at least once a year

1.2 MILLION WASHINGTONIAN.COM MONTHLY UNIQUE USERS

TOP REASONS PEOPLE VISIT WASHINGTONIAN.COM

★ News and local updates
★ Food and restaurant content
★ Healthcare and fitness guidance
★ What to do around town
★ Best lists and roundups

93% of Washingtonian.com readers have bachelor’s degrees or higher

AVERAGE AGE

35

WHERE THEY LIVE

WHERE THEY WORK

35% DC 34% VA 25% MD 6% OTHER

48% DC 26% VA 19% MD 7% OTHER

63% OF THE WEBSITE’S TRAFFIC COMES FROM MOBILE AND TABLET DEVICES.

Source: Google Analytics, 2018, Washingtonian.com Readership Survey, 2017
WASHINGTONIAN.COM

CONTENT & SERVICES

In addition to features found in the monthly magazine issues, Washingtonian.com hosts popular sections and service directories that, altogether, make it simple to navigate the region in one spot.

SECTIONS

FOOD
Washingtonian’s food reporters and critics will keep you satisfied with the latest restaurant openings, food trends, and best things to eat.

THINGS TO DO
Plan your week by perusing staff recommendations for entertainment, nightlife, theater performances, and music shows.

NEWS
Washingtonian provides information on politics, newsmakers, and the media to stories about sports, transportation, and the region’s tech scene.

SHOPPING
Look to Washingtonian for insight on how to shop smarter, dress chic, and save money.

HEALTH
Washingtonian is the region’s go-to resource for tips on how to stay fit, eat healthy, and live smart.

TRAVEL
Plan your day trips to easy escapes from the region, as well as far-reaching destinations for any occasion using Washingtonian’s travel guides.

WEDDINGS
Real wedding inspiration, trends, and a recommended vendor guide to help plan the perfect occasion.

REAL ESTATE
Take a peek inside some of Washington’s most desired listings.

DESIGN & HOME
Learn to get the most out of your current space.

EVENTS CALENDAR
A searchable calendar of DC-area events (concerts, shows, festivals, and more) hand-picked by Washingtonian editors.

SEARCHABLE DATABASES

Need help navigating your choices in the area? Washingtonian.com’s searchable databases give you vetted options when it comes to finding one of the following:

- RESTAURANTS
- DOCTORS
- DENTISTS
- LAWYERS
- WEDDING VENDORS
- FINANCIAL ADVISERS
- HOME RESOURCES
- PET CARE
- REAL ESTATE AGENTS
- HEALTH EXPERTS
- INDUSTRY LEADERS
- LUXURY RENTALS
- PRIVATE SCHOOLS

Prominently display your business within one of the above databases. Ask your sales representative for more details.
**SPONSORED CONTENT**

WASHINGTONIAN.COM ADVERTISING

*Sponsored content appears on Washingtonian.com within the editorial feed on the website.* Advertisers set their own messaging by providing all text and photos for the article (a Washingtonian writer is available to assist upon request). The post will be marked as sponsored and will live in a set spot on the homepage or section opener for a week per post.

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The article will also be shared on Washingtonian's Facebook and Twitter feeds.

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**SPECS**

**ARTICLE**
- Supplied article text
- Headline
- Links
- Up to four images (featured image must be 1024x576 pixels in size) or YouTube or Vimeo link

**SOCIAL MEDIA**
- Engaging teaser for Facebook post
- Up to 100 characters for Twitter post
  * Both posts will include #sponsored and article link
WASHINGTONIAN.COM ADVERTISING

Washingtonian’s website is designed for optimal user experience on a desktop, tablet, and mobile device. Engage with our large, loyal online readership via a schedule of banner impressions. Banners can be either run-of-site (ROS) or targeted to specific sections or geographic locations.

<table>
<thead>
<tr>
<th>Ad</th>
<th>Size</th>
<th>Desktop</th>
<th>Mobile</th>
</tr>
</thead>
<tbody>
<tr>
<td>Billboard</td>
<td>970x250</td>
<td>★</td>
<td></td>
</tr>
<tr>
<td>Super Leaderboard</td>
<td>970x90</td>
<td>★</td>
<td></td>
</tr>
<tr>
<td>Half Page</td>
<td>300x600</td>
<td>★</td>
<td></td>
</tr>
<tr>
<td>High-Impact In-Article</td>
<td>600x300</td>
<td>★</td>
<td></td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>300x250</td>
<td>★ ★</td>
<td></td>
</tr>
<tr>
<td>Mobile Leaderboard</td>
<td>320x50</td>
<td>★</td>
<td>★</td>
</tr>
</tbody>
</table>

SPECS
- Jpeg, gif, png, HTML5, and third party tags accepted
- Files must be less than 1MB
- Include hyperlink
  ★ Submit all materials at least 3 business days before scheduled run.
**SECTION SPONSORSHIPS**

WASHINGTONIAN.COM ADVERTISING

*Deliver your message with authority by taking over a specific Washingtonian.com section.*

*Your target clientele will see your ads—and only your ads—on all pages within the section.*

<table>
<thead>
<tr>
<th>SECTION</th>
<th>BANNER AD IMPRESSIONS*</th>
</tr>
</thead>
<tbody>
<tr>
<td>NEWS</td>
<td>1,100,000/month</td>
</tr>
<tr>
<td>FOOD</td>
<td>1,200,000/month</td>
</tr>
<tr>
<td>HEALTH</td>
<td>300,000/month</td>
</tr>
<tr>
<td>THINGS TO DO</td>
<td>230,000/month</td>
</tr>
<tr>
<td>DESIGN &amp; HOME</td>
<td>80,000/month</td>
</tr>
<tr>
<td>SHOPPING</td>
<td>110,000/month</td>
</tr>
<tr>
<td>TRAVEL</td>
<td>240,000/month</td>
</tr>
<tr>
<td>WEDDINGS</td>
<td>160,000/month</td>
</tr>
<tr>
<td>100 VERY BEST RESTAURANTS</td>
<td>219,000/month</td>
</tr>
<tr>
<td>TOP DOCTORS</td>
<td>115,000/month</td>
</tr>
</tbody>
</table>

*Estimated based on average traffic. Actual amount of impressions may vary.

**SEND ALL OF THE FOLLOWING AD SIZES FOR SECTION SPONSORSHIPS:**

- 970x250
- 970x90
- 600x300
- 300x600
- 300x250
- 320x50

★ Submit all materials at least 3 business days before scheduled run.
Canvas the Homepage with an interactive push-down unit at the top of the page, and lock out the competition from all ad slots on the page.

AD SIZES NEEDED
- 970x90
- 970x250
- Additional 970x90
- 600x300 or 300x250 ad
- 320x50 (for mobile)
- 320x250 (for mobile)

BANNER AD IMPRESSIONS
- 70,000/week
*Estimated based on average traffic. Actual amount of impressions may vary.

SPECS
- Jpeg, gif, png, HTML5, and third party tags accepted
- Files must be less than 1MB
- Include hyperlink
★ Submit all materials at least 3 business days before scheduled run.
HIGH-IMPACT AD UNITS
WASHINGTONIAN.COM ADVERTISING

Make a can’t-miss statement to our readers with a fixed bottom bar ad. The ad unit is anchored to the page and remains in the same position as readers scroll. Other high-impact ad units can be custom developed upon request (rates vary based on time and development work needed to create ad unit).

FIXED BOTTOM BAR AD

SPECS
• Headline (max 30 characters)
• Description (max 75 characters)
• Call-to-action button text (max 15 characters)
• Include hyperlink
E-NEWSLETTERS
WASHINGTONIAN.COM ADVERTISING

E-newsletter sponsorships allow you to deliver your message or special offer directly to the inboxes of Washingtonian readers. Be strategically positioned and co-branded with the latest Washingtonian.com content. Only one advertiser is featured per newsletter, and booked on a first-come, first-served basis by date.

WEEKEND
A roundup of the best stories of the week featured on Washingtonian.com.
Distribution: Saturday
Subscribers: 75,000

WEDDINGS
Everything you need to know about getting married in Washington.
Distribution: Tuesday
Subscribers: 7,250

THINGS TO DO
The can’t-miss events and activities in the Washington area.
Distribution: Monday, Thursday
Subscribers: 60,000

HEALTH & WELLNESS
A weekly roundup of our best news and reports on health and fitness.
Distribution: Tuesday
Subscribers: 58,000

FOOD
Food, beverage, and restaurant news and reviews.
Distribution: Wednesday
Subscribers: 60,000

REAL ESTATE
A bi-weekly roundup of the best real estate listings, tips, and news.
Distribution: Friday
Subscribers: 37,000

DESIGN & STYLE
Fashion finds and deals, and the latest trends for you and your home.
Distribution: Monday
Subscribers: 18,000

BEST BRUNCHES
The best weekend brunches to go to around Washington, selected by our food editors.
Distribution: Friday
Subscribers: 60,000

SPECS
- 300x250 jpeg
- 45 character headline (max)
- 50 words of text (max)
- Hyperlink(s)

★ Submit all materials at least 3 business days before scheduled run.
DEDICATED E-MAIL
WASHINGTONIAN.COM ADVERTISING

Utilize Washingtonian’s unique and affluent e-mail list by sending a dedicated e-mail. Advertisers own entire message space, and message can be sent out on any available day.

90,000 RECIPIENTS

SPECS
• 600x1,000 pixels
• Jpeg or png
• Files must be less than 1MB
• Subject line
• Hyperlink
★ Submit all materials at least 3 business days before scheduled run.
Washingtonian’s digital reach doesn’t stop with just our website—we interact with readers on all major social channels, and our followers continue to steadily climb.

Please inquire with your sales representative regarding sponsored post opportunities on Washingtonian’s Instagram, Facebook, and Twitter feeds.
ANCILLARY PUBLICATIONS

WASHINGTONIAN WEDDINGS AND WELCOME GUIDE

Washingtonian also offers a luxury wedding issue and an extensive visitors guide—both published twice-yearly. Please see below for more information about each publication, and contact your sales representative for special advertising rates to target these audiences.

ABOUT WASHINGTONIAN WEDDINGS

Washingtonian Weddings is an engaged couple’s most trusted local resource on planning a wedding, and features gorgeous photography, rock-solid advice, inspiration from real couples’ nuptials, a highly coveted vendor directory, and more.

ABOUT WASHINGTONIAN WELCOME GUIDE

The magazine’s experienced critics and writers compile recommendations on the best attractions, dining, shopping, upcoming events, and more, all of which gets packaged into a premier guide distributed on newsstands, hospitality hubs, and visitor centers.
**Events**

**OCTOBER**

**BRUNCH & BLOODYS**

October 2016  |  Venue: TBD  |  Issue: Best Breakfasts  |  Annual  |  Ticketed  |  300 guests

Washingtonian will host a Brunch & Bloodys event on a weekend in October for approximately 300 people. Restaurants from Washingtonian’s recommended list will be invited to set up a table and serve samples of their famous morning bites to partygoers. Guests will enjoy delicious brunch bites and breakfast cocktails, and will get to participate in a “Bloody Mary Challenge”, where guests vote for the best bloody mary.

Past Sponsors: Belvedere, Moet & Chandon

**NOVEMBER**

**TOP DOCTORS**

November 2016  |  Venue: TBD  |  Issue: Top Doctors  |  Annual Event | Invitation-Only | 350 guests

The Top Doctors reception celebrates the best-selling Washingtonian Top Doctors issue, which produces more than 200,000 copies and is held onto by readers for more than two years. This cocktail reception brings together an elite group of approximately 350 doctors, senior hospital executives, and administrators from the region’s top medical centers. Immediately preceding the event, Washingtonian hosts an exclusive pre-party for 100 VIPs and sponsors, where guests have a chance to network in an intimate setting before the main event kicks off.

Past Sponsors: Privia Health, Capital One Bank, CVS

**WHISKEY FESTIVAL**

November 2016  |  Venue: TBD  |  Issue: Top Doctors  |  Annual Event | Ticketed | 300 guests

Washingtonian hosts an annual whiskey and fine spirits festival in November for approximately 300 guests. Event attendees will enjoy a live band, entertainment, delectable fare, and sips of premium whiskey, Scotch, malt, bourbon, rum, vodka, gin, tequila, and much more.

Past Sponsors: Bentley, Audi, Saks Fifth Avenue, Clyde Mays, Grooming Lounge, Hailo

**DECEMBER**

**40 UNDER 40**


Washingtonian will celebrate the top 40 Under 40 in Washington in the December issue of Washingtonian. Honorees will be invited to a reception to celebrate their powerful status in Washington and network with fellow award-winners. Each honoree will be encouraged to invite five business associates with talent and tenacity whom Washingtonian should watch in the future.