



# WASHINGTONIAN

PRINT & ONLINE MEDIA KIT 2016



# AUDIENCE

## DEMOGRAPHIC OVERVIEW



### MISSION:

*Our vision is to create a distinctly local window into what is best about our region and how it works. We aim to help Washingtonians live better lives through providing smart, visually stimulating content focused on the Washington area.*

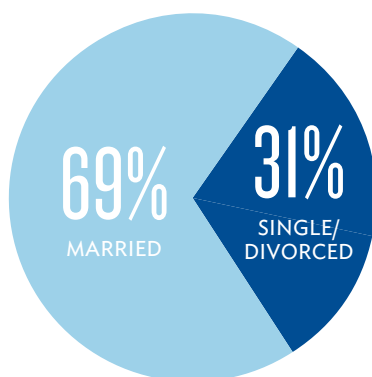
### MEAN HOUSEHOLD INCOME

**\$260,000**

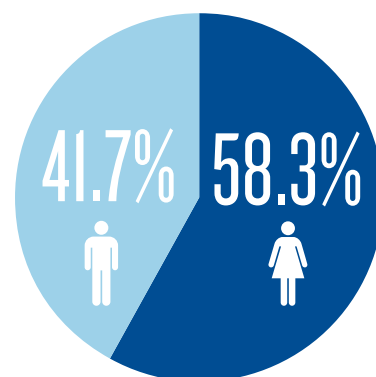
### MEAN HOUSEHOLD NET WORTH

**\$1,870,000**

### MARITAL STATUS



### SEX



### TOTAL MONTHLY READERSHIP

**356,035**



### PAID CIRCULATION

**111,261**

### GUARANTEED RATE BASE

**110,000**

### AVERAGE TIME SPENT WITH EACH ISSUE

**1.2 HOURS**

# AUDIENCE

## LIFESTYLE



"Before I began advertising in *Washingtonian*, the growth of my business was driven primarily by word of mouth. Over the past ten years of advertising consistently in *Washingtonian*, my business is drawing customers from the entire DC metropolitan area and as a result, we have experienced tremendous growth. I have always believed that *Washingtonian* has been one of the catalysts for our success." — ADAM GORMAN | OWNER, I. GORMAN JEWELERS

92.4%

FIND THE MAGAZINE HELPFUL  
IN FINDING GOOD RESTAURANTS

72.8%

VISIT A SPECIFIC RESTAURANT  
SEEN IN WASHINGTONIAN

### DINING OUT

Washingtonian subscribers dine out an average of **10.6** times per month.

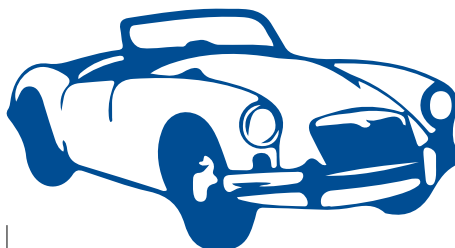
One or more times .....	<b>94.8%</b>
Five or more times .....	<b>75.8%</b>
Twenty or more times .....	<b>16.5%</b>

### ATTENDANCE AT PERFORMING ARTS

Live music/theater/ dance performances .....	<b>66.1%</b>
Movies .....	<b>78.1%</b>
Museums/art galleries .....	<b>74.8%</b>
Sports events .....	<b>54.2%</b>

### SPORTS & LEISURE ACTIVITIES

Backpacking/camping .....	<b>11.7%</b>
Bicycling .....	<b>28.5%</b>
Hiking .....	<b>30.1%</b>
Running/jogging .....	<b>27.2%</b>
Sailing .....	<b>16.5%</b>
Skiing .....	<b>10.7%</b>
Tennis .....	<b>13.9%</b>
Golf .....	<b>18.1%</b>



### AUTOMOTIVE

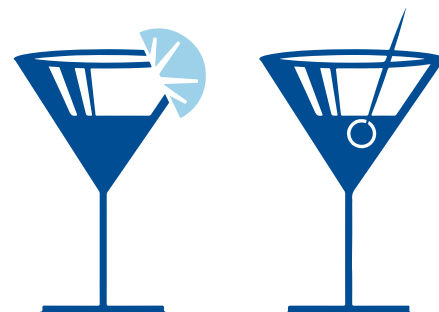
**82.2%** own an import car.  
**37.7%** own a domestic car.  
**83.9%** of import cars were purchased new.  
**33.7%** of domestic cars were purchased new.  
**65%** own two or more cars.

### OTHER ACTIVITIES AND INTERESTS

Entertaining at home .....	<b>86.9%</b>
Health club .....	<b>63.4%</b>
Collecting antiques .....	<b>17.7%</b>
Bars/nightclubs .....	<b>26.9%</b>

### TYPES OF BEVERAGES CONSUMED

Bottled natural spring and mineral water .....	<b>79.4%</b>
Bourbon/whiskey .....	<b>15.8%</b>
Brandy, cognac .....	<b>4.6%</b>
Champagne and sparkling wine .....	<b>16.2%</b>
Cordials or liqueurs .....	<b>9.6%</b>
Dinner/table wine .....	<b>69.6%</b>
Domestic beer .....	<b>32.7%</b>
Gin .....	<b>9.9%</b>
Imported beer .....	<b>23.4%</b>
Rum .....	<b>5.6%</b>
Specialty wines and aperitifs .....	<b>4.6%</b>
Vodka .....	<b>21.1%</b>
Whiskey (various) .....	<b>11.6%</b>





# AUDIENCE

## CHARACTERISTICS

Our readers are the educated and financial elite.

### AVERAGE AGE

**41.6**

### AVERAGE HOME VALUE

**\$734,000**



**"Educated young adults flood to the nation's capital."**

—PORTOLIO.COM

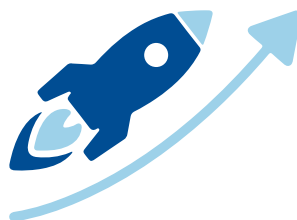
### EDUCATION

Attended college.....	<b>97.1%</b>
Graduated from college.....	<b>84.0%</b>
Attended postgraduate.....	<b>55.3%</b>
Completed postgraduate.....	<b>44.4%</b>



### HOUSEHOLD INCOME

Mean income is <b>\$260,000.</b>	
Median income is <b>\$150,700.</b>	
\$50,000+.....	<b>94.8%</b>
\$75,000+.....	<b>84.8%</b>
\$100,000+.....	<b>74.1%</b>
\$200,000+.....	<b>34.5%</b>



*According to the US Census Bureau, the Washington metropolitan area includes 6 of the top 10 most educated counties in the United States.*

*For the 13th year in a row, Greater Washington ranks number 1 in the United States on the list of fastest-growing private businesses, according to Inc. magazine.*

### OCCUPATION OF CHIEF WAGE EARNER

Managerial.....	<b>42%</b>
Professional.....	<b>39.5%</b>
Owner/partner in business.....	<b>23.5%</b>
On a board.....	<b>19.9%</b>

### TYPE OF PRIMARY HOME

Own a home.....	<b>87.0%</b>
Own two or more.....	<b>30.6%</b>
Rent home/apartment.....	<b>13.0%</b>

### CURRENT MARKET VALUE OF PRIMARY HOME

\$50,000 to \$250,000.....	<b>8.5%</b>
\$200,000 to \$499,999.....	<b>28.1%</b>
\$500,000 to \$749,999.....	<b>22.6%</b>
\$750,000 to \$999,999.....	<b>19.6%</b>
\$1,000,000 and over.....	<b>21.1%</b>

### CURRENT NET WORTH OF PRIMARY HOUSEHOLDS

\$1 to \$499,999.....	<b>26.9%</b>
\$500,000 to \$999,999.....	<b>20.5%</b>
\$1,000,000 to \$1,999,999.....	<b>24.8%</b>
\$2,000,000 and over.....	<b>27.8%</b>

### INVESTMENTS

**96.3%** of Washingtonian subscribers currently own investments.

### HOME & INVESTMENTS

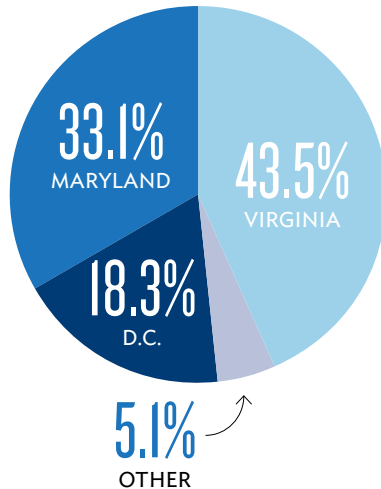
IRA/KEOGH/401(K) (subnet).....	<b>87.1%</b>
Mutual funds (stocks or bond funds).....	<b>72.7%</b>
Common/preferred stock.....	<b>63.1%</b>
Money-market funds.....	<b>53.4%</b>
Insured money-market accounts (bank).....	<b>45.8%</b>
Investment real estate.....	<b>35.3%</b>
Tax-exempt funds/annuities.....	<b>33.3%</b>
Certificates of deposit (CDs).....	<b>31.3%</b>

# AUDIENCE

## HOME & TRAVEL

### LOCATION

The majority of subscribers live in and around the nation's capital.



### HOME IMPROVEMENT & REMODELING

78.5% of subscribers have done remodeling/home improvement in the past 12 months.



**THE AVERAGE SPENT FOR REMODELING WAS \$8,527**

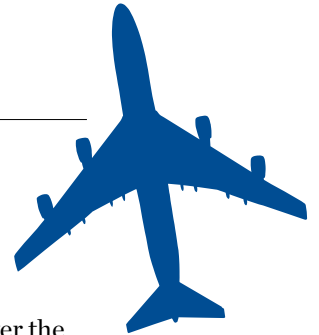
Bathroom/kitchen.....	29.7%
Add deck/porch/patio .....	22.7%
Landscaping.....	22.7%
Other rooms.....	15.3%

**63.7%**  
USE WASHINGTONIAN  
WHEN CHOOSING  
WEEKEND GETAWAYS

### DOMESTIC TRAVEL

91.4% took a domestic trip within the last 12 months.

They averaged **7.4 domestic trips** over the past 12 months.



### FOREIGN TRAVEL

59.5% have traveled outside the US in the past 3 years.

They averaged **3.4 foreign trips** over the past 3 years.

73.5% say they share the magazine with others.

36.4% visited a specific store seen in an issue.

38.6% cut out an advertisement for future reference.

89.9% prefer to read the magazine in print format.

### HELPFULNESS

Our subscribers found the magazine **extremely/very helpful** in the following situations:

62.2% deciding what to see at the theater.

48.1% keeping up with politics.

52.2% choosing physicians.

37.0% finding people who offer services they need.

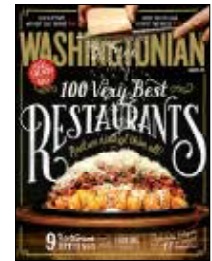
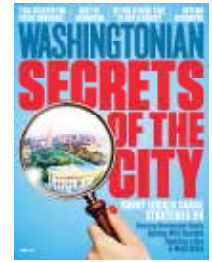
14.4% giving to charities.

### READERSHIP DUPLICATION

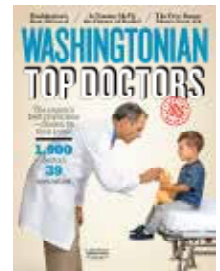
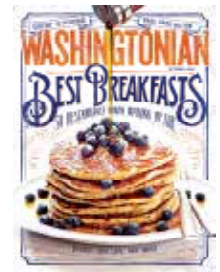
Washington Post .....	75.8%
New York Times .....	18.2%
Wall Street Journal.....	20.7%
USA Today.....	10.4%
Washington City Paper .....	7.1%
Washington Times.....	5.1%
Washington Business Journal.....	6.1%

# EDITORIAL CALENDAR 2016

★	EDITORIAL	ADVERTISING
<p><b>JANUARY</b></p> <p>SPACE RESERVATION: 11/24 MATERIALS DEADLINE: 12/1 ON NEWSSTANDS: 12/17</p>	<p><b>HIDDEN WASHINGTON</b> Washingtonians of the Year Where to Ski in the Region Beyond the Beltway: Philadelphia, PA Real Estate: Hot Neighborhoods to Buy in 2016 Home: Organizing Tricky Spaces Neighborhood Guide: Arlington Taste: Restaurant Reviews</p>	<p>Health &amp; Wellness Advertorial – Jump Start Your Health Senior Living Advertorial Winter Travel Philadelphia Travel Camp &amp; School Guide Best of Arlington Hot Neighborhoods</p>
<p><b>FEBRUARY</b></p> <p>SPACE RESERVATION: 12/23 MATERIALS DEADLINE: 12/30 ON NEWSSTANDS: 1/21</p>	<p><b>100 VERY BEST RESTAURANTS</b> Excellence in Nursing Summer Camps Beauty: Laser Hair Removal Beyond the Beltway: Richmond, VA Home: Pets Guide Real Estate: Resort Properties Neighborhood Guide: Historic Anacostia</p>	<p>Faces of Washington Health &amp; Wellness Advertorial – Heart Health Dining Guide Valentine's Day Gift Guide Camp &amp; School Guide Richmond Travel Best of Anacostia Resort Properties</p>
<p><b>MARCH</b></p> <p>SPACE RESERVATION: 1/25 MATERIALS DEADLINE: 2/1 ON NEWSSTANDS: 2/18</p>	<p><b>WHY WE LOVE WASHINGTON</b> Health: Urgent Care &amp; Concierge Medicine Beyond the Beltway: Austin, TX Home: Master bedrooms Real Estate: Retirement Communities Neighborhood Guide: Falls Church Taste: Restaurant Reviews</p>	<p>Home Design Physician Profiles Texas Travel Dental Profiles Best of Falls Church Retirement Communities</p>
<p><b>APRIL</b></p> <p>SPACE RESERVATION: 2/23 MATERIALS DEADLINE: 3/1 ON NEWSSTANDS: 3/24</p>	<p><b>REAL ESTATE GUIDE/HOT NEW COMMUNITIES</b> Top Wealth Advisers Spring Fashion Day Trips/Weekend Travel: Great Walks and Hikes Beyond the Beltway: Charleston, SC Health: Great Legs Neighborhood Guide: Georgetown Taste: Cocktail Guide</p>	<p>Spring Travel Wealth Management Profiles South Carolina Travel Spring Fashion Spring Real Estate Guide</p>
<p><b>MAY</b></p> <p>SPACE RESERVATION: 3/25 MATERIALS DEADLINE: 4/1 ON NEWSSTANDS: 4/21</p>	<p><b>CHEAP EATS</b> Exotic Staycations Beyond the Beltway: Louisville, KY Health: Travel Medicine Home: Beautiful Bathrooms Real Estate: Building a Custom Home Neighborhood Guide: Hyattsville Taste: Restaurant Reviews</p>	<p>Home Design Health &amp; Wellness Advertorial – Healthy Summer Guide Senior Living Advertorial Dental Profiles Physicians Profiles Kentucky Travel Mother's Day Gift Guide Best of Georgetown Custom Home Builders Builders Profiles</p>
<p><b>JUNE</b></p> <p>SPACE RESERVATION: 4/25 MATERIALS DEADLINE: 5/2 ON NEWSSTANDS: 5/19</p>	<p><b>BEST OF WASHINGTON</b> Weekend Travel: Camping and Glamping Beyond the Beltway: Montreal Home: How to Have a Great Garden Real Estate: Waterfront Properties Neighborhood Guide: Old Town Alexandria Taste: Guide to Barbecue</p>	<p>Best of DC Best of Virginia Best of Maryland Montreal Travel Best of Old Town Waterfront Properties</p>



★	EDITORIAL	ADVERTISING
<p><b>JULY</b></p> <p>SPACE RESERVATION: 5/25  MATERIALS DEADLINE: 6/1  ON NEWSSTANDS: 6/23</p>	<p><b>SECRETS OF THE CHESAPEAKE BAY REGION</b></p> <p>Where to Eat Crabs  Top Agents and Producers  Beauty: Great Smiles  Beyond the Beltway: Portland, ME  Home: Cool Residential Rooftops  Neighborhood Guide: Bethany Beach</p>	<p>Dental Profiles  Maine Travel  Best of Bethany Beach  Beach Properties  Top Agents and Producers</p>
<p><b>AUGUST</b></p> <p>SPACE RESERVATION: 6/24  MATERIALS DEADLINE: 7/1  ON NEWSSTANDS: 7/21</p>	<p><b>BEER AND BREWERIES</b></p> <p>Sabbaticals and Mid-Life Gap Years  (Continuing Education)  Beyond the Beltway: Providence, RI  Home: Vacation Homes  AIA Award-Winning Homes  Neighborhood Guide:  Adams Morgan/Columbia Heights  Taste: Restaurant Reviews</p>	<p>Home Design  Dining Guide  Rhode Island Travel  Best of Adams Morgan/Columbia Heights  Vacation Homes  Custom Home Builders  Fall Travel  Continuing Education/Higher Education Profiles</p>
<p><b>SEPTEMBER</b></p> <p>SPACE RESERVATION: 7/25  MATERIALS DEADLINE: 8/1  ON NEWSSTANDS: 8/18</p>	<p><b>FALL FESTIVALS</b></p> <p>Style Setters  Beauty: Secrets of Staying Young  Health: Top Podiatrists  Beyond the Beltway: Pittsburgh  Home: Luxury Rentals  Neighborhood Guide: Bethesda  Taste: Restaurant Reviews</p>	<p>Fall Fashion  Physicians Profiles  Pittsburgh Travel  Beauty  Fall Gift Guide  Best of Bethesda  Luxury Rentals  Condominium Showcase</p>
<p><b>OCTOBER</b></p> <p>SPACE RESERVATION: 8/25  MATERIALS DEADLINE: 9/1  ON NEWSSTANDS: 9/22</p>	<p><b>BEST BREAKFASTS</b></p> <p>Fall Arts Guide  Winery Daytrips  Beyond the Beltway: Nashville, TN  Home: Great Kitchens  Real Estate: Luxury Condos  Neighborhood Guide: Loudoun County</p>	<p>Home Design  Health &amp; Wellness Advertorial — Breast  Cancer Awareness  Fall Arts Guide  Tennessee Travel  Best of Loudoun County  Luxury Condos  Builder Profiles  Custom Builders</p>
<p><b>NOVEMBER</b></p> <p>SPACE RESERVATION: 9/26  MATERIALS DEADLINE: 10/3  ON NEWSSTANDS: 10/20</p>	<p><b>TOP DOCTORS</b></p> <p>Health: Medical Marijuana  Private School Guide  Beyond the Beltway: Toronto  Home: Assisted Living  Neighborhood Guide: Frederick  Taste: Restaurant Reviews</p>	<p>Physicians Profiles  Toronto Travel  Private Schools  Holiday Dining Guide  Holiday Gift Guide  Best of Frederick  Dental Profiles  Assisted Living</p>
<p><b>DECEMBER</b></p> <p>SPACE RESERVATION: 10/25  MATERIALS DEADLINE: 11/1  ON NEWSSTANDS: 11/17</p>	<p><b>NEWCOMER'S GUIDE TO WASHINGTON</b></p> <p>40 Under 40  Gift Guide  Divorce Lawyers  Financial Planning  Doing Good  Beyond the Beltway: Miami, FL  Beauty: Cosmetic Treatments  Neighborhood Guide: Tysons  Home: Pre-fab Homes  Taste: Readers' Favorite Restaurants</p>	<p>Senior Living Advertorial  Miami Travel  Wealth Management Profiles  Holiday Gift Guide  Lawyer Profiles  Best of Tysons  Homes for the Holidays  Charity Giving Guide</p>



# RATE CARD

## WASHINGTONIAN SPECS

Washingtonian has remained the single most trusted and widely read publication in the nation's capital for more than 50 years. While other magazines have come and gone, Washingtonian not only has remained but has achieved unprecedented prestige within the journalism community. It has been, and will continue to be, **the magazine Washington lives by.**

### THE AUDIENCE

Mean household income .....**\$260,000**  
Mean household networth .....**\$1,870,000**  
Average home value .....**\$734,000**  
Paid circulation.....**111,261**  
Guaranteed rate base.....**110,000**

Source: 2012 Subscriber Study, Ipsos Mendelsohn; AAM Audit 2015

### ISSUANCE, CLOSING DATES, AND PROOFS

2016 ISSUE	SPACE RESERVATION	ON NEWSSTANDS
January	November 24	December 17
February	December 23	January 21
March	January 25	February 15
April	February 23	March 24
May	March 25	April 21
June	April 25	May 19
July	May 24	June 21
August	June 24	July 21
September	July 25	August 18
October	August 25	September 22
November	September 26	October 20
December	October 25	November 17

**Please note:** Special deadlines apply for ads needing typesetting or design. Contact your sales representative for information regarding free in-house digital design deadlines.

**Late Charges:** Late copy may be subject to a late-processing fee of at least \$50.

**Special Advertising Sections:** Call 202-296-1246 for information on sizes and rates for special advertising sections such as Life, Travel, Home, FACES, Advertorials, Professional Profiles, Camps and Private Schools, Marketplace, and others.



# WASHINGTONIAN.COM

## AUDIENCE & OUR READERS

Washingtonian.com, the region's premier lifestyle website, hosts a large, loyal following of active, affluent adults. In addition to all of the magazine's content, Washingtonian.com features web-only material, including popular news stories, advice on things to do, interactive maps and resources, and more. A dozen-plus new pieces of content are added to the site each day. Washingtonian.com is a site that people bookmark. It's where area residents go to take a break from work, unwind at home, plan an evening on the town, select a doctor, and get ideas for a getaway, a home project, or the wedding of their dreams. **Advertising on Washingtonian.com ensures that your message reaches a highly desirable audience.**



1.2 MILLION  
WASHINGTONIAN.COM  
MONTHLY  
UNIQUE USERS

### SOCIAL MEDIA

TOTAL SOCIAL MEDIA FOLLOWERS

271,000

90,000  
FACEBOOK  
LIKES

143,000  
TWITTER  
FOLLOWERS

30,000  
INSTAGRAM  
FOLLOWERS

8,000+  
PINTEREST  
FOLLOWERS

54%

### WHAT THEY MAKE

Household income over: **\$100,000**

### TOP REASONS PEOPLE VISIT WASHINGTONIAN.COM

- ★ Visit for food and restaurant content
- ★ Ideas for what to do around town
- ★ Style tips and fashion trends
- ★ Health-care and fitness guidance
- ★ Travel advice and recommendations

91%

of  
Washingtonian.com  
readers have

**BACHELOR'S  
DEGREES OR  
HIGHER**

66.5% OF ONLINE READERS  
ARE BETWEEN THE  
AGES OF 25-44

### WHERE THEY LIVE

45% DC

35% VA

20% MD

### WHERE THEY WORK

58% DC

27% VA

15% MD

### BY THE NUMBERS

- 67% visit Washingtonian.com at least once per week.
- 68% buy clothing/accessories at least once a month.
- 85% have drinks at a bar at least 1 time per month.
- ★ 92% visit to read food and restaurant news.
- ★ 98% go out to eat at least 2 to 3 times a month.
- ★ 94% go on vacation at least once a year.

Source: Google Analytics, 2016

Source: Washingtonian.com Readership Survey, 2015

# WASHINGTONIAN.COM

## CONTENT & SERVICES ONLY ON THE WEB

*In addition to features found in the monthly Washingtonian issues, you'll find Washingtonian.com brimming with an array of content and services that can be found only online. **Washingtonian's website is designed for optimal user experience on a desktop, tablet, and mobile device.***

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### SECTIONS

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#### 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

Navigate all the entertainment, nightlife, theater, music, and dance happening around the Washington area.

#### NEWS

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

#### SHOPPING + STYLE

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

Washingtonian Bride & Groom comes to life online with real wedding inspiration, trends, and a recommended vendor guide to help plan the perfect occasion.

#### REAL ESTATE/ DESIGN + HOME

Take a peek inside some of Washington's most desired listings, and learn to get the most out of your current space.

### 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**
- ★ **TOP DOCTORS**
- ★ **TOP DENTISTS**
- ★ **TOP LAWYERS**
- ★ **BRIDAL VENDORS**
- ★ **FINANCIAL PLANNERS**
- ★ **HOME & GARDEN RESOURCES**
- ★ **PET CARE**

# BANNER ADS

## WASHINGTONIAN.COM ADVERTISING

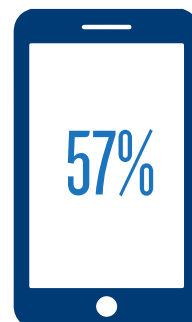
**Engage with our large, loyal online readership via a schedule of banner impressions.**  
Banners can be either run-of-site (ROS) or targeted to specific sections.

The screenshot shows a Washingtonian article titled "100 Very Best Restaurants" dated August 14, 2016. The article features a large image of a dish with a lobster tail and various vegetables. Three ad placements are highlighted with blue boxes and labels: a "Billboard [970x250]" at the top, a "Half Page [300x600]" on the right side, and a "Medium Rectangle [300x250]" at the bottom left. The article text includes a paragraph about drinking outside in Washington and a section about a Summer Drinking Showdown.

## BANNER ADVERTISEMENTS

### SIZE DIMENSIONS

- ★ **Billboard 970 x 250**  
*Leaderboard (728 x 90) can be substituted if advertiser is unable to provide billboard.*
- ★ **Half Page 300 x 600**
- ★ **Medium rectangle 300 x 250**



**OF THE WEBSITE'S TRAFFIC COMES FROM MOBILE + TABLET DEVICES.**

*Please include a 300 x 250 ad to appear to this audience.*

# SPONSORED CONTENT

## WASHINGTONIAN.COM ADVERTISING

**Sponsored content appears on Washingtonian.com within the editorial feed on the website.** Advertiser sets their own messaging by providing all text and photos for the article. The post will be marked as "sponsored" which will live in a set spot on the homepage or section opener.



### SOCIAL MEDIA

In addition to the website presence, Washingtonian will also post the article on our facebook and twitter feeds.

The screenshot shows the Washingtonian.com homepage. At the top, there's a search bar and navigation links. The main content area features a large image of a pizza with the headline "100 Very Best Restaurants: The Best Pizza in the DC Area". Below this, there's a "Latest" section with three articles: "Things To Do in DC This Weekend February 25-28: Tea Tasting, Wine Tasting, and Guards at the Taj's Final Weekend", "Meet the Man Who Got the DC Streetcar Running", and a sponsored ad for "Cocktail Magic: One Party With The Best Craft Bars, Mindblowing Magicians, Infectious Beats and Delicious Bites". The ad is highlighted with a blue border and a blue line pointing to the text below.

This is a detailed view of the sponsored ad for "Cocktail Magic". The ad features a colorful illustration of a king-like figure holding a cocktail glass. The text reads: "COCKTAIL MAGIC", "A CELEBRATION OF THE COCKTAIL WITH ILLUSIONS, BEATS AND BITES", "MARCH 12", "10-1AM", "DOCK 5", "WASHINGTON D.C.", and "TICKETS AVAILABLE NOW". Below the ad, there are social media sharing options (TWEET, SHARE) and a "Must-Reads" section with a thumbnail for "Ted Leonsis Compares Lack of Free Internet Access to Flint Water Crisis".

\*Includes 50k run-of-site banner ad impressions (970 x 250 pixels and 300 x 250 pixels)



# HIGH-IMPACT AD UNITS

## WASHINGTONIAN.COM ADVERTISING

**Make a can't-miss statement to our readers with the high impact placements below.**

*Don't see what you are looking for here? Custom development is available on request.*

*(Rates vary based on development work involved to create ad unit.)*

Upgrade your date night.  
CLICK TO FIND 100+ DATE IDEAS, DEALS FOR COUPLES AND MORE.

WASHINGTONIAN

Q | MENU | WASHINGTONIAN'S BEST

**Metro Cancels Service All Weekend Ahead of Snowstorm**

NEWS & POLITICS  
10 Times DC Panicked About the Weather

NEWS & POLITICS  
This is What a DC Trader Joe's Looks Like the Day Before a Winter Storm

Upgrade your date night.  
CLICK TO FIND 100+ DATE IDEAS, DEALS FOR COUPLES AND MORE.

DC

### HOMEPAGE TAKEOVER + CUSTOM PUSHDOWN UNIT

*Canvas the Homepage with an interactive push-down unit at the top of the page, and lock out the competition from the page.*

WASHINGTONIAN

DC  
Coof

It all starts in DC.

CLICK TO DISCOVER MORE.

### WELCOME MAT

*Greet readers with your messaging before they can enter Washingtonian.com.*

# 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.

The screenshot shows a vertical stack of four sections in an e-newsletter. The top section is the 'WASHINGTONIAN' header with the tagline 'The latest in Washington's food & drink scene'. Below it is a 'Sponsored by PORSCHE' banner. The third section is an article titled 'These Are the Best Italian Restaurants in Washington' with a sub-headline 'So much delicious pasta.' and a 'READ MORE' button. The fourth section is a Porsche advertisement for the 2017 911, featuring a blue sports car and text about a gallery event.

### WEEKEND

A roundup of the best stories of the week featured on Washingtonian.com.

**Distribution:** Saturday  
**Opt-In Subscribers:** 41,000

### THINGS TO DO

The can't-miss events and activities in the Washington area.

**Distribution:** Monday, Thursday  
**Opt-In Subscribers:** 23,400

### FOOD

Food, beverage, and restaurant news and reviews.

**Distribution:** Wednesday  
**Opt-In Subscribers:** 24,300

### STYLE & DESIGN

Fashion finds and deals and the latest trends for you and your home.

**Distribution:** Tuesday  
**Opt-In Subscribers:** 18,500

### WEDDINGS

Everything you need to know about getting married in Washington.

**Distribution:** Tuesday  
**Opt-In Subscribers:** 8,100

### HEALTH

A weekly roundup of our best news and reports on health and fitness.

**Distribution:** Monday  
**Opt-In Subscribers:** 2,100

### REAL ESTATE

A weekly roundup of the best real estate listings, tips, and news.

**Opt-In Subscribers:** 41,000

#### ★ **Newsletter ad specs:**

**Sponsored by logo:** Horizontal jpeg (suggested 196 x 25 pixels in size)

**Rectangle Ad:** 600 x 300 pixels in size

**Sponsored Article within newsletter:**

-Jpeg (994 x 559 pixels in size)

-Up to 10 word headline

-15-20 word teaser

**Hyperlinks for each ad unit**

# DEDICATED E-MAILS

WASHINGTONIAN.COM ADVERTISING

*Utilize Washingtonian's unique and affluent e-mail list by sending a dedicated e-mail. Advertiser owns entire message space, and message can be sent out on any available weekday.*

**DEDICATED  
E-MAIL**

**27,000**  
RECIPIENTS

**BEST OF BROOKLAND**  
BROOKLAND NEIGHBORHOOD FESTIVAL

PRESENTED BY GALLERY TOWNS BY BOZZUTO HOMES

**SATURDAY OCTOBER 17**  
701 MONROE ST NE, WASHINGTON, DC  
1 PM - 5 PM

**JOIN US AT THE FESTIVAL  
FOR ALL THINGS BROOKLAND.**

  
**BEER GARDEN PRESENTED BY  
BROOKLAND PINT!**

**YOU'RE INVITED.** sage at Maple Lawn

**GEOTHERMAL MODEL HOME  
GRAND OPENING**

**SATURDAY • NOVEMBER 14 • NOON TO 4 PM**  
Unique single family homes from the upper \$700s  
Contact a New Homes Specialist today  
(301) 795-2636

[CLICK HERE TO LEARN MORE](#)

New Model: 11458 Iager Boulevard, Fulton, MD 20759  
QPS: 7575 Maple Lawn Boulevard, Fulton, MD 20759  
Be the first to tour our beautifully decorated 3,000 square foot single family model home with industry-leading HERS® score in the 20s.

- Savory hors d'oeuvres, family fun & fall festivities
- Explore the benefits of geothermal, solar and home automation features
- Experience the unique ambiance of the Maple Lawn Garden District
- Professional photographer on hand for fun fall photos of you and your family



 \*See Community Sales Counselor for full details. | M-EBR 45737

# DIGITAL ENHANCEMENTS

## WASHINGTONIAN DIGITAL EDITION

*Washingtonian is available on the iPad and online. Our digital edition is an enhanced replica of the print magazine, including all advertisements and editorial. The digital versions feature exclusive interactive content. Below are some of the digital upgrades available for your ad.*

### BASIC AND LINK-ENABLED

- ★ **Basic digital ads** allow readers to view your ad in HD with remarkable clarity.
- ★ **Link-enabled ads** direct readers to your website or send an e-mail from within the magazine.

*All advertisers who run a 1/2 page or larger automatically receive a website link (unless the website is not indicated on their advertisement).*

### PREMIUM

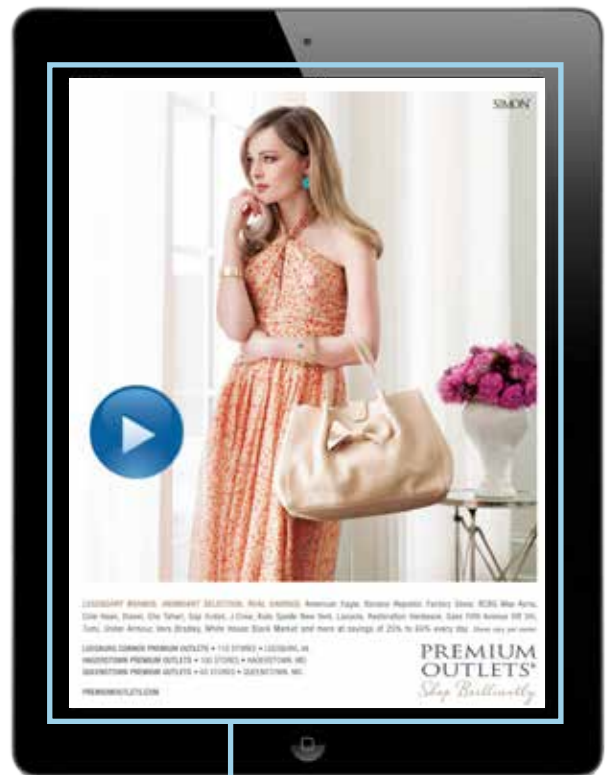
- ★ **Premium enhancements** capture and retain the attention of all readers. Choose from several options such as video, photogalleries, or interstitial ads.

### PREMIUM-PLUS

- ★ **Premium-Plus enhancements** offer a higher level of interactivity including virtual markets, virtual tours, and hot spots to showcase your products and drive traffic to your website.

### CUSTOM

- ★ **Custom enhancements** allow advertisers to create or provide their own interactive materials. Our design team can completely customize advertisements or clients may repurpose previously created digital ads for our magazine.



★ Example of a "Premium enhancement."



# EVENTS

## WASHINGTONIAN EVENTS 2016

*The events produced by Washingtonian are tied to the magazine's excellent editorial content and are professional in every detail, reflecting the upscale audience we serve. They offer an unparalleled opportunity for sponsors and advertisers to meet VIPs, influencers, and key magazine editors and to reach their target markets.*

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### **JANUARY**

#### **WASHINGTONIANS OF THE YEAR**

Luncheon honoring the most charitable in DC

#### **UNVEILED**

Washingtonian Bride & Groom's  
Premier Wedding Showcase

### **FEBRUARY**

#### **SINGLES PARTY**

### **APRIL**

#### **EXCELLENCE IN NURSING**

Awards Dinner

### **MAY**

#### **FIT FEST: A DAY OF WELLNESS FOR WASHINGTON WOMEN**

### **JUNE**

#### **BEST OF WASHINGTON**

Food and drinking event featuring Washingtonian's  
100 Very Best Restaurants

### **JULY**

#### **TOP REAL ESTATE AGENTS**

Cocktail Reception

#### **MIX'T: A MARGARITA MASH-UP**

### **AUGUST**

#### **SAMPLE SALE**

Shopping event

#### **BEER AND BURGER BATTLE**

Outdoor festival

### **SEPTEMBER**

#### **STYLE SETTERS**

Reception celebrating Washington's most  
fashionable people

### **OCTOBER**

#### **BRUNCH & BLOODYS**

Weekend breakfast food and drink event

### **NOVEMBER**

#### **TOP DOCTORS**

Reception honoring the top-rated doctors  
in Washington

#### **WHISKEY FESTIVAL**

### **DECEMBER**

#### **40 UNDER 40**

Cocktail reception

# Contact

## Washingtonian

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