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.

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Demographic Overview

Mean household income: $260,000
Mean household net worth: $1,870,000

Marital status:
- 69% Married
- 31% Single/Divorced

Sex:
- 41.7% Male
- 58.3% Female

Total monthly readership: 355,747
Paid circulation: 111,171
Guaranteed rate base: 110,000
Average time spent with each issue: 1.2 hours

Source: 2012 Subscriber Study, Ipsos Mendelsohn; AAM Audit 2014
“Most of America’s richest counties are in the Washington area. Of the richest 1% percent of counties in the U.S., 43 percent surround the nation’s capital city.”
—JOHN STOSSEL, COLUMNIST, 2013

DINING OUT
Washingtonian subscribers dine out an average of 10.6 times per month.
- One or more times: 94.8%
- Five or more times: 75.8%
- Twenty or more times: 16.5%

ATTENDANCE AT PERFORMING ARTS
- Live music/theater/dance performances: 66.1%
- Movies: 78.1%
- Museums/art galleries: 74.8%
- Sports events: 54.2%

SPORTS & LEISURE ACTIVITIES
- Backpacking/camping: 11.7%
- Bicycling: 28.5%
- Hiking: 30.1%
- Running/jogging: 27.2%
- Sailing: 16.5%
- Skiing: 10.7%
- Tennis: 13.9%
- Golf: 18.1%

OTHER ACTIVITIES AND INTERESTS
- Entertaining at home: 86.9%
- Health club: 63.4%
- Collecting antiques: 17.7%
- Bars/nightclubs: 26.9%

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.

TYPES OF BEVERAGES CONSUMED
- Bottled natural spring and mineral water: 79.4%
- Bourbon/whiskey: 15.8%
- Brandy, cognac: 4.6%
- Champagne and sparkling wine: 16.2%
- Cordials or liqueurs: 9.6%
- Dinner/table wine: 69.6%
- Domestic beer: 32.7%
- Gin: 9.9%
- Imported beer: 23.4%
- Rum: 5.6%
- Specialty wines and aperitifs: 4.6%
- Vodka: 21.1%
- Whiskey [various]: 11.6%

92.4% FIND THE MAGAZINE HELPFUL IN FINDING GOOD RESTAURANTS
72.8% VISIT A SPECIFIC RESTAURANT SEEN IN WASHINGTONIAN

Source: 2012 Subscriber Study, Ipsos Mendelsohn; AAM Audit 2014
**Audience**

**CHARACTERISTICS**

Our readers are the educated and financial elite.

41.1% are 25 to 54 years old

**EDUCATION**

- Attended college: 97.1%
- Graduated from college: 84.0%
- Attended postgraduate: 55.3%
- Completed postgraduate: 44.4%

**HOUSEHOLD INCOME**

- Mean income: $260,000
- Median income: $150,700
- $50,000+: 94.8%
- $75,000+: 84.8%
- $100,000+: 74.1%
- $200,000+: 34.5%

- **Average Age**: 41.6

“Educated young adults flood to the nation’s capital.”

—PORTOLIO.COM

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.

**AVERAGE HOME VALUE**

$734,000

**TYPE OF PRIMARY HOME**

- Own a home: 87.0%
- Own two or more: 30.6%
- Rent home/apartment: 13.0%

**CURRENT MARKET VALUE OF PRIMARY HOME**

- $50,000 to $250,000: 8.5%
- $200,000 to $499,999: 28.1%
- $500,000 to $749,999: 22.6%
- $750,000 to $999,999: 19.6%
- $1,000,000 and over: 21.1%

**CURRENT NET WORTH OF PRIMARY HOUSEHOLDS**

- $1 to $499,999: 26.9%
- $500,000 to $999,999: 20.5%
- $1,000,000 to $1,999,999: 24.8%
- $2,000,000 and over: 27.8%

**INVESTMENTS**

96.3% of Washingtonian subscribers currently own investments.

**HOME & INVESTMENTS**

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

Source: 2012 Subscriber Study, Ipsos Mendelsohn; AAM Audit 2014
Audience

HOME & TRAVEL

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

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.

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

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%

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

33.1% MARYLAND
43.5% VIRGINIA
18.3% D.C.
5.1% OTHER

Source: 2012 Subscriber Study, Ipsos Mendelsohn; AAM Audit 2014
### 2016

<table>
<thead>
<tr>
<th>JANUARY</th>
<th>EDITORIAL</th>
<th>ADVERTISING</th>
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<tbody>
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<td>ON NEWSSTANDS: 12/17</td>
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<td>SPACE RESERVATION: 12/23</td>
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<td>WHY WE LOVE WASHINGTON 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</td>
<td>Home Design Physician Profiles Texas Travel Dental Profiles Best of Falls Church Retirement Communities</td>
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<td>ON NEWSSTANDS: 5/19</td>
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2016

JULY
SPACE RESERVATION: 5/25
MATERIALS DEADLINE: 6/1
ON NEWSSTANDS: 6/23

SECRETS OF THE CHESAPEAKE BAY REGION
Where to Eat Crabs
Top Agents and Producers
Beauty: Great Smiles
Beyond the Beltway: Portland, ME
Home: Cool Residential Rooftops
Neighborhood Guide: Bethany Beach

AUGUST
SPACE RESERVATION: 6/24
MATERIALS DEADLINE: 7/1
ON NEWSSTANDS: 7/21

BEER AND BREWERIES
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

SEPTEMBER
SPACE RESERVATION: 7/25
MATERIALS DEADLINE: 8/1
ON NEWSSTANDS: 8/18

FALL FESTIVALS
Style Setters
Beauty: Secrets of Staying Young
Health: Top Podiatrists
Beyond the Beltway: Pittsburgh
Home: Luxury Rentals
Neighborhood Guide: Bethesda
Taste: Restaurant Reviews

OCTOBER
SPACE RESERVATION: 8/25
MATERIALS DEADLINE: 9/1
ON NEWSSTANDS: 9/22

BEST BREAKFASTS
Fall Arts Guide
Winery Daytrips
Beyond the Beltway: Nashville, TN
Home: Great Kitchens
Real Estate: Luxury Condos
Neighborhood Guide: Loudoun County

NOVEMBER
SPACE RESERVATION: 9/26
MATERIALS DEADLINE: 10/3
ON NEWSSTANDS: 10/20

TOP DOCTORS
Health: Medical Marijuana
Private School Guide
Beyond the Beltway: Toronto
Home: Assisted Living
Neighborhood Guide: Frederick
Taste: Restaurant Reviews

DECEMBER
SPACE RESERVATION: 10/25
MATERIALS DEADLINE: 11/1
ON NEWSSTANDS: 11/17

NEWCOMER’S GUIDE TO WASHINGTON
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

ADVERTISING

Dental Profiles
Maine Travel
Best of Bethany Beach
Beach Properties
Top Agents and Producers

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

Fall Fashion
Physicians Profiles
Pittsburgh Travel
Beaut
Fall Gift Guide
Best of Bethesda
Luxury Rentals
Condominium Showcase

Home Design
Health & Wellness Advertorial — Breast Cancer Awareness
Fall Arts Guide
Tennessee Travel
Best of Loudoun County
Luxury Condos
Builder Profiles
Custom Builders

Physicians Profiles
Toronto Travel
Private Schools
Holiday Dining Guide
Holiday Gift Guide
Best of Frederick
Dental Profiles
Assisted Living

Senior Living Advertorial
Miami Travel
Wealth Management Profiles
Holiday Gift Guide
Lawyer Profiles
Best of Tysons
Homes for the Holidays
Charity Giving Guide
Washingtonian Rate Card 2016

**ISSUANCE, CLOSING DATES, AND PROOFS**

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<tr>
<th>2016 ISSUE</th>
<th>SPACE RESERVATION</th>
<th>ON NEWSSTANDS</th>
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<tr>
<td>January</td>
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<td>October 20</td>
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<tr>
<td>December</td>
<td>October 25</td>
<td>November 17</td>
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</tbody>
</table>

**THE AUDIENCE**

- Mean household income ...........$260,000
- Mean household networth ........$1,870,000
- Average home value .............$734,000
- Paid circulation..................124,890
- Guaranteed rate base..........110,000

Source: 2012 Subscriber Study, Ipsos Mendelsohn; AAM Audit 2014

**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 Classifieds, Estates & Luxury Homes, Looking Good, Travel Directory, Best of Washington, Professional Profiles, Camps and Private Schools, and others.
WASHINGTONIAN.com

ONLY ON THE WEB

Each day, 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.

SECTIONS

FOOD
Hungry to be in the know about the latest restaurant openings and chef moves, hottest food trends, and the best things to eat in any neighborhood around the area? Washingtonian’s food reporters and critics will keep you satisfied.

THINGS TO DO
Our arts reporters help you navigate all the entertainment, nightlife, theater, music, and dance happening around the Washington area, and bring you interviews and news about the region’s tastemakers.

NEWS
From inside information on politics, newsmakers, and the media to stories about sports, transportation, and the region’s tech scene, Washingtonian provides you all the information you need to navigate the cocktail-party circuit.

SHOPPING + STYLE
Washingtonians who follow us shop smarter, look more chic, and save money with our weekly lists of sample sales and special deals. We also profile the movers and shakers in the area’s growing fashion scene, from designers to Instagrammers to stylists.

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

TRAVEL
We offer exclusive deals that can save readers money on their next trip—whether that’s a nearby escape to a charming inn or a holiday at a Caribbean resort. We also feature day trips and easy escapes from the region, as well as offbeat destinations for any occasion.

WEDDINGS
Washingtonian is your one-stop shop for inspiration and the latest trends in weddings. From real nuptials to the best cake bakeries to the most amazing places to get wedding photos done in Washington, DC, our weddings experts can help any couple seeking advice about their big day.

REAL ESTATE AND HOME
Every day we showcase real-estate news in the Washington area, from sumptuous mansions that list for millions to affordable houses for people just starting out. We also cover the best of home design, spotlighting great kitchen makeovers and tips from designers on getting the most from your space.

THINGS TO DO
Plan your week with daily updates on the best museum exhibits, music, dance, and theater performances, and film showings around town. We also offer twice-weekly rundowns of the best free events in town.

KLIMAN ONLINE
Washingtonian food critic Todd Kliman hosts a weekly chat on Tuesdays at 11, where he answers reader questions about which hot new restaurants merit the hype and more. He also writes OtherWise, a weekly online-only column that demystifies the restaurant scene.

SEARCHABLE DATABASES
Need help navigating your choices in the area? Washingtonian.com’s searchable databases give you options when it comes to everyday choices such as finding a restaurant, selecting a doctor, or locating a spa.

● RESTAURANT FINDER
● BRIDAL VENDORS
● TOP DOCTORS
● FINANCIAL PLANNERS
● TOP DENTISTS
● HOME & GARDEN RESOURCES
● TOP LAWYERS
● PET-CARE FINDER
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.

2 Million
Total Monthly Reach

1.1 Million
Washingtonian.com Monthly Unique Users

398,077
Washingtonian Magazine Print Readers

225,000
Social-Media Followers

104,000
E-Newsletter Subscribers

10,000
Washingtonian Digital Edition Monthly App Launches

Social Media

78,785
Facebook Likes

126,000
Twitter Followers

13,000
Instagram Followers

7,500
Pintrest Followers

What They Make

74.1% Household income over: $100,000

Top Reasons People Visit Washingtonian.com

- 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

92% of Washingtonian.com readers have Bachelor’s Degrees

By the Numbers

79% visit Washingtonian.com at least once per week.
85% visit to read food and restaurant news.
75% buy clothing/accessories at least once a month.
92% go out to eat at least 2 to 3 times a month.
79% have drinks at a bar at least 2 to 3 times a month.
94% go on vacation at least once a year.


Source: Google Analytics, 2014
Washingtonian.com Advertising

SPONSORED CONTENT

Sponsored content appears on washingtonian.com among the editorial content on the website. The advertiser is able to maximize their marketing efforts by providing all text and photos for the article, as well as the “teaser” on the homepage. The post will be marked as “sponsored” and will link to a separate article page.

Aside from the “teaser” on the homepage, Washingtonian will further promote the article by running ads throughout the website and sharing on our social media platforms.

YOU WILL PROVIDE:
- Catchy article headline + unlimited text
- 2-4 photos (high resolution, 300 dpi jpeg)

WASHINGTONIAN WILL PROVIDE:
- Article to have premium positioning on home page among editorial stories
- Link to article on Facebook (75,000 followers)
- Link to article on Twitter (121,000 followers)
- 25,000 ROS ads on washingtonian.com

Searching for the perfect engagement ring? Not sure whether to buy online or in the store? Our experts discuss the tips and tricks of finding your perfect diamond.

Sponsored: Engagement Rings
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. Banners can also expand or contain video (inquire for pricing).

**BANNER ADVERTISEMENTS**

<table>
<thead>
<tr>
<th>SIZE</th>
<th>DIMENSIONS</th>
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<tbody>
<tr>
<td>Billboard**</td>
<td>970 x 250</td>
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<tr>
<td>Medium rectangle</td>
<td>300 x 250</td>
</tr>
</tbody>
</table>

**Billboard can be implemented at 728x90 leaderboard size upon request.**
WASHINGTONIAN.com Advertising

E-MAIL NEWSLETTER SPONSORSHIPS

Deliver your message or special offer directly to the in-boxes of a niche audience. Be strategically positioned and co-branded with the latest Washingtonian.com content. Only one advertiser is featured per newsletter.

WHERE & WHEN
The can’t-miss events and activities in the Washington area, delivered every Monday and Thursday.

DINING OUT
Food, beverage, and restaurant news and reviews, delivered every Wednesday.

SHOP AROUND
Fashion finds and deals, the latest trends, and profiles of local style setters, delivered every Tuesday.

BRIDE & GROOM
Everything you need to know about getting married in Washington, delivered to your in-box every Tuesday.

WELL+BEING
A weekly roundup of our best news and reports on health and fitness, delivered every Monday morning.

E-MAIL NEWSLETTERS

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<th>TITLE</th>
<th>DISTRIBUTION</th>
<th>OPT-IN SUBSCRIBERS</th>
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<tr>
<td>Where &amp; When</td>
<td>Weekly: Monday, Thursday</td>
<td>23,500</td>
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<tr>
<td>Dining Out</td>
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<td>24,500</td>
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<tr>
<td>Shop Around</td>
<td>Weekly: Tuesday</td>
<td>19,000</td>
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<td>Bride &amp; Groom</td>
<td>Weekly: Tuesday</td>
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<tr>
<td>Well+Being</td>
<td>Weekly: Monday</td>
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</table>

Rates are per issue. Ad includes 300 x 600 static banner ad and 80 words max of text.

Email newsletters are booked by specific dates on a first come, first serve basis.

DEDICATED E-MAIL

Deliver your message or special offer directly to the in-boxes of Washingtonian.com readers. Advertiser owns entire message space, and message can be sent out on any available weekday.

DEDICATED E-MAIL

Recipients
28,000+

Advertiser owns entire message space, and message can be sent out on any available weekday.
Digital Edition

**DIGITAL ENHANCEMENTS**

*Washingtonian* is available on the iPad and any computer. Both of our digital editions are enhanced replicas 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.
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.

**JANUARY**

**WASHINGTONIANS OF THE YEAR**
January 14, 2016 | Venue: Willard InterContinental Hotel | Issue: Hidden Washington | Annual Event | Invitation-Only | 250 guests

*Washingtonian* celebrates 43 years of honoring men and women who give their time and talent to make Washington a better place for all of us. Every January these Washingtonians are invited to an exclusive luncheon in honor of their service. This event for 250 guests is attended by current and past winners, as well as some of their largest supporters. *Past Sponsor: AllState*

**UNVEILED: WASHINGTONIAN BRIDE & GROOM’S PREMIER WEDDING SHOWCASE**
January 31, 2016 | Venue: TBD | Issue: Washingtonian Bride & Groom Winter/Spring 2016 | Annual Event | Ticketed | 300 guests

Now in its eighth year, *Washingtonian Bride & Groom’s* five-star event draws the area’s most upscale brides, mothers-of-brides, wedding participants, and grooms. Guests meet our hand-picked selection of the best wedding vendors in the Washington area. The four-hour showcase features food, cocktails, and cake tastings, as well as an exclusive runway show featuring high-end designer wedding gowns. *Past Sponsors: Vera Wang, Reem Acra, Kenneth Pool*

**FEBRUARY**

**SINGLES PARTY**
February 14, 2016 | Venue: Penn Social | Issue: 100 Very Best Restaurants | Annual Event | Ticketed | 300 guests

*Washingtonian* hosts its annual Singles Soirée on Valentine’s Day for the eligible bachelors and bachelorettes in the DC region. Guests enjoy specialty cocktails, sweet treats, and games where singles compete for love. *Past Sponsors: South Moon Under, Hinge*

**EXCELLENCE IN NURSING**
February 2016 | Venue: TBD | Issue: 100 Very Best Restaurants | Biennial Event | Invitation-Only | 300 guests

*Washingtonian* will recognize the extraordinary contributions of nurses at its second annual Excellence in Nursing Awards. These outstanding registered nurses who go above and beyond the call of duty will be recognized at an inspirational evening of celebration and thanks. Nurses, doctors, hospital administrators, and hospital board members will be in attendance. *Past Sponsors: Crocs, Children’s National Hospital, Inova Hospitals, FCAA, Medstar, Montgomery Hospice, Nova Uniforms*
**Events**

**MAY**

**FIT FEST: A DAY OF WELLNESS FOR WASHINGTON WOMEN**
June 20, 2016 | Venue: Carnegie Library | Issue: Cheap Eats | Annual Event | Ticketed | 300 guests

Washingtonian is hosting our second annual health and wellness event for approximately 300 women in April. This full-day event is the “ultimate girls’ day out,” featuring fitness classes with experts, panel discussions, doctor chats, running clinics, local vendors, cooking demonstrations, and more. A 6-page advertorial section will appear in the April issue, featuring all sponsors, participating vendors, and programs at Fit Fest.  *Past Sponsors: Qatar Airways*

**JUNE**

**BEST OF WASHINGTON**
June 15, 2016 | Venue: National Building Museum | Issue: Best of Washington | Annual Event | Ticketed | 2,000 guests

Approximately 2,000 affluent guests from the Washington area eat, drink, and celebrate while benefiting the Leukemia & Lymphoma Society at the National Building Museum. More than 60 of Washingtonian’s 100 Very Best Restaurants serve samples of the best food and libations in the region. Within the event, Washingtonian’s publisher hosts a private VIP reception on the second floor of the museum, allowing sponsors to entertain clients and access the top influencers in the Washington, market including members of Congress, CEOs, business executives, journalists, and local celebrities.  *Past Sponsors: AT&T, BMW, American Beverage Association, Wells Fargo, Celebrity Cruises*

**JULY**

**TOP REAL ESTATE AGENTS**
July 2016 | Venue: TBD | Issue: Secrets of the Chesapeake | Annual Event | Ticketed | 300 guests

Washingtonian will celebrate the Best Real Estate Agents in Washington on July 28 at Ping Pong Dim Sum Restaurant in Chinatown. This invitation-only reception will celebrate over 650 best real estate agents and top producers who are featured in our July “Best of Washington” issue. Invitees will have the chance to network in an intimate setting and connect with other real estate moguls in the community.  *Past Sponsors: MVB Mortgage, Monarch Title*

**AUGUST**

**SAMPLE SALE**
August 2016 | Venue: TBD | Issue: Beer & Breweries | Annual Event | Ticketed | 250 guests

Washingtonian is hosting a sample sale that showcases more than 25 local high-end retail clothing and shoe boutiques that have been featured in the magazine. More than 250 tickets are available, and VIPs will have the opportunity to enter the sample sale 30 minutes before general-admission ticket-holders. The Washingtonian Sample Sale features exclusive discounts, cocktails, hors d’oeuvres, and a coveted gift bag.  *Past Sponsor: FLOR*

**BEER AND BURGER BATTLE**
August 2016 | Inaugural Event | Venue: TBD | Issue: Beer & Breweries | Ticketed | 300 guests

Washingtonian will host a Beer and Burger Battle event on a weekend in August for approximately 300 people. This will be a tented outdoor event. Restaurants from Washingtonian’s recommended list will be invited to set up a table, grill and serve samples of their famous burgers. Guests will enjoy delicious burgers and beers, and will get to participate in a Burger Challenge, judged by Washingtonian food writer Anna Spiegel.

**SEPTEMBER**

**STYLE SETTERS**
September 2016 | Venue: TBD | Issue: Top Doctors | Annual Event | Invitation-Only | 350 guests

Washingtonian selects 20 of the best-dressed men and women to feature in the September fashion issue, and they are recognized at the annual Style Setters event. Invitees include present and past winner retail partners, VIP guests, and members of the media. Style Setters is a winning combination of fabulous food, conversation, and Washingtonians dressed to the nines.  *Past Sponsors: Porsche, Saks Fifth Avenue, City Center DC, Neiman Marcus, Ruffino*
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
December 2016 | Venue: TBD | Issue: newcomers guide to Washington | Inaugural Event | Invitation-Only | 250 guests

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

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