

WASHINGTONIAN BRAND AUDIT

CONTACT INFORMATION

WASHINGTONIAN
1828 L STREET NW., STE 200
WASHINGTON, DC 20036
202.296.3600
WASHINGTONIAN.COM

SOURCES

PRINT CIRCULATION

Alliance for Audited Media

DIGITAL CIRCULATION

App Download Data And Web Analytics

NEWSLETTERS

Mailchimp reports

SOCIAL MEDIA

Media analytics

AUDIENCE & DEMOGRAPHICS

2016 Washingtonian Reader Study, GfK MRI

AFFIRMATION

I certify that the statements made in this report are correct and complete.



Cathy Merrill Williams,
President and CEO
Washingtonian Media

AUDIENCE & DEMOGRAPHICS

30.7% Male 69.3% Female

EDUCATION

Attended College 99.3%
Graduated College 91.3%
Completed Postgraduate 56.1%

MEAN HOUSEHOLD INCOME

\$230,200

HOUSEHOLD INCOME

\$50,000+ 94.8%
\$75,000+ 83.1%
\$100,000+ 82.3%
\$200,000+ 33.6%

MEAN HOUSEHOLD NET WORTH

\$1,644,500



BRAND AUDIT

SIX MONTHS ENDED JUNE 30, 2018

Washingtonian Average Monthly Circulation, Print and Digital **113,009**
Frequency **12 times per year**

*As Filed With The Alliance For Audited Media; Average Per Issue For The Six Months Ended June 30, 2017 and December 31, 2017.
Subscriptions. **100,762**
Single Copy Sales **12,237**
Copies to House and Senate **2 per office**

WASHINGTONIAN.COM

Average page views per month **2,446,757**
Average unique visitors per month **1,039,514**
Total page views in period **14,680,544**
Total unique visitors in period **6,237,084**

SOCIAL MEDIA

Facebook Likes **137,620**
Twitter Followers **287,650**
Instagram Followers **124,115**
Pinterest Followers **9,454**
Total Social Media Followers: **558,839**

ANALYSIS OF DIGITAL CIRCULATION

Total apps launches at the end of period **48,000**
Total digital edition readers at the end of period **27,000**

ANCILLARY TITLES

Bride & Groom published twice each year Circulation Per Issue: **30,000**
Welcome Guide published twice each year Circulation Per Issue: **60,000**

DIGITAL NEWSLETTERS

Weekend / Saturday / **73,244 Subscribers**
Food / Weekly / **60,066 Subscribers**
Things to Do / Twice weekly / **60,087 Subscribers**
Health + Wellness / Weekly / **53,975 Subscribers**
Real Estate / Weekly / **36,333 Subscribers**
Design + Style / Weekly / **19,978 Subscribers**
Weddings / Weekly / **7,370 Subscribers**

TOP EVENTS OF 2018

Bridal Showcase 2018
Registered Attendees: **450**

Women in Journalism Awards 2018
Registered Attendees: **350**

Rosé Soireé 2018
Registered Attendees: **250**

Best of Washington 2018
Registered Attendees: **2,000**

And more...

TOTAL CIRCULATION

