DC’S TOTAL VISITOR VOLUME IN 2017 REACHED A RECORD HIGH, AND IS EXPECTED TO CONTINUE TO INCREASE BY 3 TO 3.5% EACH YEAR THROUGH 2021.

SOURCE: DESTINATION D.C.
Washingtonian magazine, a trusted local lifestyle resource for more than 50 years, delivers a comprehensive insider’s guide that offers visitors and travel industry professionals unique insight into our nation’s capital that can’t be obtained from an average tourist publication.

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.

Published twice per year, the Welcome Guide aims to help Washington-area tourists gain the most out of their visit, or inspire residents and newcomers looking to discover.
## Reader Demographics

### Marital Status
- **31.5%** Never Married
- **55.6%** Married
- **12.9%** Divorced/Widowed

### Sex
- **30.7%** Male
- **69.3%** Female

### Mean Household Income
- **$230,200**
  - **$200,000+**: 33.6%
  - **$100,000+**: 82.3%
  - **$75,000+**: 83.1%

### Mean Household Net Worth
- **$1.64 Million**
  - **$2 Million+**: 24.9%
  - **$1 Million+**: 42.8%

### Average Age
- **45**
  - 45% are between 25-49

### Average Age
- **95.3%** Took 2+ Trips within the U.S.

### Average Number of Trips
- **82.9%** Traveled for personal vs. business

### Average Weekend Trips
- **79%** of readers utilize The Welcome Guide as a first introduction to the Washington area

### Average Number of Weekend Trips
- **4.4 Weekend Trips per Year**

### Average Spending
- **84.1%** Visit Museums
- **71.2%** Visit Art Galleries
- Spend an average of **$1,702 per weekend trip**

Source: The 2016 Washingtonian Reader Study, conducted by GfK MRI
- **73,000 copies** printed annually
- Mailed to *Washingtonian* magazine print subscribers
- On sale at more than 300 retail locations, including **Barnes & Noble, CVS, Giant, Safeway, and Wegmans**

Copies are provided and distributed at the following locations highly trafficked by visitors:

- AKA White House
- AC Hotel National Harbor
- Alexandria Visitors Center
- The Beacon Hotel & Corporate Headquarters
- Capital Hilton
- DC Chamber of Commerce
- The Embassy Row Hotel
- Embassy Suites Washington, DC
- Embassy Suites Washington DC Convention Center
- The Fairfax at Embassy Row
- Fairmont Washington, DC, Georgetown
- Fashion Centre at Pentagon City
- Four Seasons Hotel Washington, DC
- The Georgetown Inn
- Georgetown University Hotel and Conference Center
- The Graham Georgetown
- Grand Hyatt Washington
- The Hamilton Crowne Plaza
- The Hay-Adams
- The Henley Park Hotel
- Hilton Washington Dulles Airport
- Hotel Lombardy
- Hotel Monaco Alexandria
- Hyatt Arlington
- Hyatt Regency Washington on Capitol Hill
- JW Marriott Washington, DC
- Key Bridge Marriott
- Kimpton Donovan Hotel
- Kimpton George Hotel
- Kimpton Hotel Palomar Washington, DC
- Kimpton Mason & Rook Hotel
- Kimpton Rouge Hotel
- Kimpton Topaz Hotel
- The Liaison Capitol Hill
- Loews Madison Hotel
- Macy’s Visitor Center
- Mandarin Oriental Washington, DC
- The Mayflower Hotel, Autograph Collection
- Melrose Georgetown Hotel
- Morrison-Clark Historic Inn & Restaurant
- National Press Club
- Omni Shoreham Hotel
- Park Hyatt Washington, D.C.
- Renaissance Arlington Capital View Hotel
- Residences at Harbourside
- The Ritz-Carlton, Georgetown
- The Ritz-Carlton, Pentagon City
- The Ritz-Carlton, Tysons Corner
- The Ritz-Carlton, Pentagon City
- The Ritz-Carlton, Washington, DC
- Ronald Reagan Building and International Trade Center
- Ronald Reagan Washington National Airport
- Rosewood Washington, DC
- Sofitel Washington DC Lafayette Square
- Spotsylvania County Department of Tourism
- The St. Gregory Hotel
- Trump National Golf Club
- The St. Regis
- State Plaza Hotel
- US House & Senate Office Buildings
- USO Lounge at DCA
- USO Lounge at IAD
- W Washington DC
- Washington Court Hotel
- Washington Dulles International Airport
- Washington Hilton
- Washington Marriott Wardman Park
- The Westin Georgetown, Washington DC
- The Westin Washington, DC City Center
- The Willard InterContinental
- The Woodley
DISPLAY ADVERTISING

Ad Sizes Offered:

- Full Page
- 1/2
- 1/4
- Cover 4
- Cover 2 or 3

DINING GUIDE ADVERTISING

Published within the Welcome Guide, the Dining Guide directs readers where to eat and drink when they need a break from exploring the city. This editorially-styled design profiles helps introduce and whet appetites for your restaurant, lounge, or bar.

Ad Sizes Offered:

- Full Page
- 2/3
- 1/3

IMPORTANT DATES

<table>
<thead>
<tr>
<th></th>
<th>Spring/Summer</th>
<th>Fall/Winter</th>
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<tbody>
<tr>
<td>Space Close</td>
<td>1/15/19</td>
<td>7/15/19</td>
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<tr>
<td>Material Close</td>
<td>1/31/19</td>
<td>7/31/19</td>
</tr>
<tr>
<td>On-sale Date</td>
<td>3/15/19</td>
<td>9/15/19</td>
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</tbody>
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Each year, the nation's greatest springtime celebration, The National Cherry Blossom Festival, attracts more than 1.5 million visitors to the Washington area.
SUBMISSION GUIDELINES & FILE SPECIFICATIONS

WHAT TO SEND

• We prefer a PDF/X-1a file with 300 dpi images, CMYK colors, and embedded fonts. We accept select native files such as Adobe InDesign, Photoshop, and Illustrator that include all graphic support files, linked and updated; and the fonts used in the layout file. Microsoft Publisher, Word, and PowerPoint are unacceptable. A contract proof for color ads is recommended.

• The most common errors are images not converted to CMYK, low-resolution graphics, text outside the safety margin, inclusion of spot or RGB colors, and missing bleed allowances on bleed ads. Please check for these issues before submitting your ad.

PRODUCTION NOTES

• Do not add bleed to fractional ads.

• Full-page bleed ads should be made to the trim size of the publication. Add .125” bleed to all four sides of the ad when creating the PDF.

• A safety margin of .25” must be taken into account when creating a bleed ad. Do not put any live copy closer than .25” to the trim size.

• Images should have an effective resolution of 300 dpi. 72 dpi images, or images downloaded from a website, are of unacceptable quality for magazine printing.

• CMYK or grayscale files are acceptable. RGB, Lab, Index, or Spot color files are unacceptable.

• Tints and type in all color ads must be produced in a CMYK equivalent.

DINING GUIDE SPECIAL ADVERTISING SECTION

• This is a formatted section where all ads follow the same template of text and photograph. High-resolution (300 dpi) color photos accepted. No logos allowed.

• Submission requirements:
  1/3 page: 90 words maximum; one horizontal photo
  2/3 page: 190 words maximum; one vertical OR two horizontal photos
  Full-page: 280 words; one vertical and one horizontal photo, OR three horizontal photos

HOW TO SEND

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