

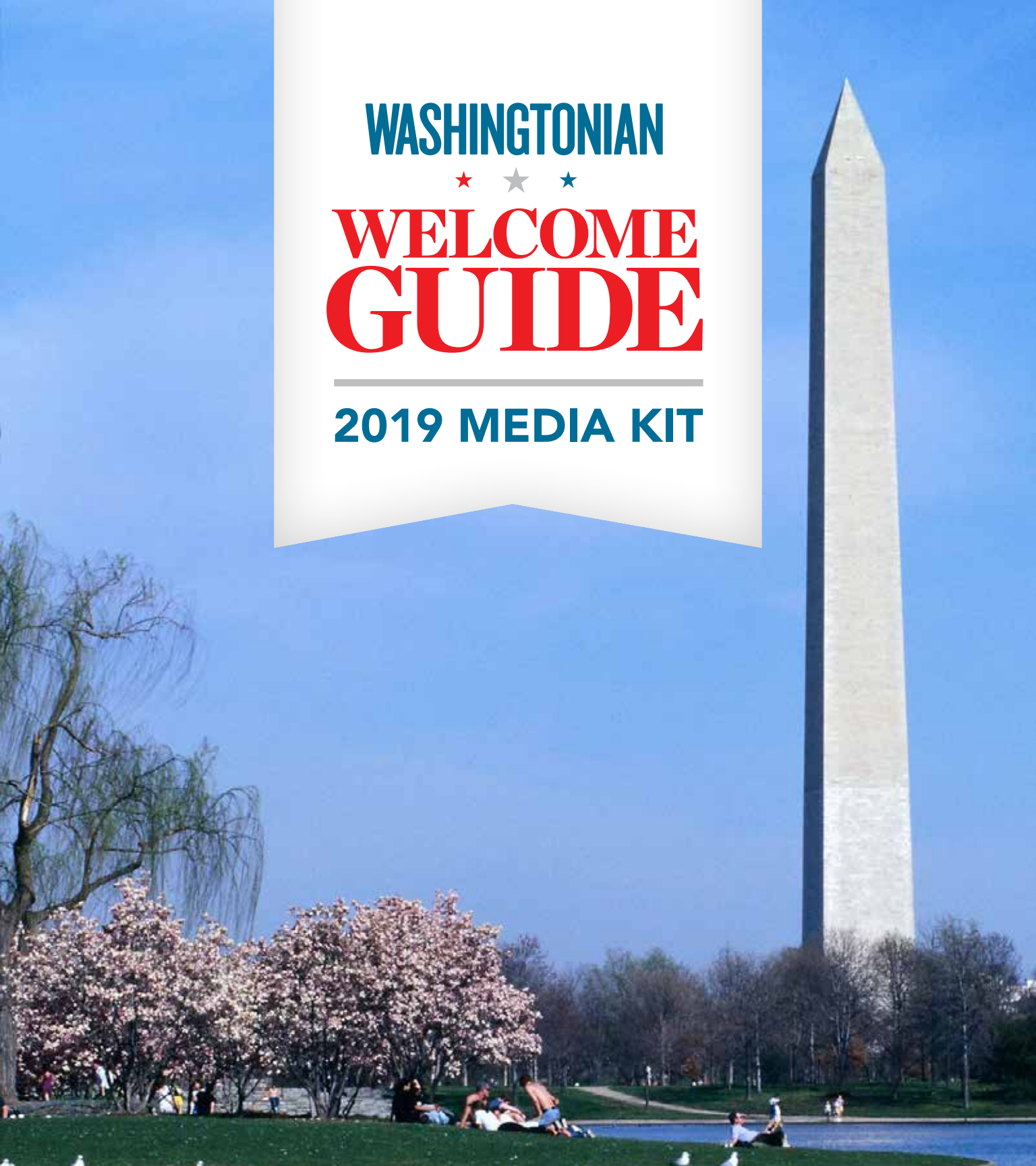
**WASHINGTONIAN**



**WELCOME  
GUIDE**

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**2019 MEDIA KIT**



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.





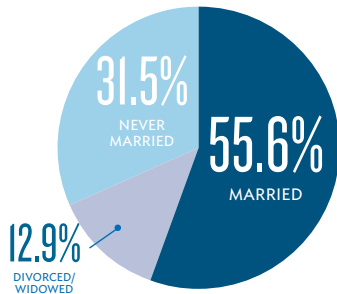
**Washingtonian** magazine, a trusted local lifestyle resource for more than 50 years, delivers a comprehensive insider's guide that offers visitors and travel industry professionals unique insight into our nation's capital that can't be obtained from an average tourist publication.

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.

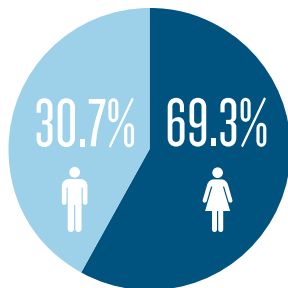
Published twice per year, the *Welcome Guide* aims to help Washington-area tourists gain the most out of their visit, or inspire residents and newcomers looking to discover.

# READER DEMOGRAPHICS

## MARITAL STATUS



## SEX



## 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

**95.3%**

TOOK 2+ TRIPS  
WITHIN THE U.S.

**82.9%**

TRAVELED FOR PERSONAL  
VS. BUSINESS

**79%**

OF READERS UTILIZE  
THE *WELCOME GUIDE* AS A  
FIRST INTRODUCTION TO THE  
WASHINGTON AREA

## AVERAGE

**4.4 WEEKEND TRIPS**

PER YEAR

**84.1%**

VISIT  
MUSEUMS

**71.2%**

VISIT ART  
GALLERIES

## SPEND AN AVERAGE OF

**\$1,702**

PER WEEKEND TRIP

# DISTRIBUTION

- 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:**

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

# DISPLAY ADVERTISING RATES

## DISPLAY ADVERTISING

### Ad Sizes Offered:

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

## IMPORTANT DATES

✿ **Spring/Summer**      **Fall/Winter**

Space Close	1/15/19	7/15/19
Material Close	1/31/19	7/31/19
On-sale Date	3/15/19	9/15/19

✿ Each year, the nation's greatest springtime celebration, The National Cherry Blossom Festival, attracts more than 1.5 million visitors to the Washington area.

## 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

### Guide to Dining in the DC Area



For 25 years Taberna del Alabardero has served the best, most authentic Spanish cuisine to Washingtonians in an atmosphere of ambience and elegance. As we proudly celebrate our 25th anniversary, we invite our patrons to be delightfully reminded why we have been classified by Zagat as the "Globe's Royce of Spanish" restaurants in the nation's capital. Our commitment to continuous innovation of the Spanish traditional food combines with the best staff—eager to welcome you into a fresh, lively, contemporary, romantic, business, and memorable experience. Complimentary parking after 5:30 pm.

**TABERNA DEL ALABARDERO**  
1776 I Street, NW, Washington, DC [www.taberndel.com](http://www.taberndel.com) | 202-429-2200 | [www.taberndel.com](http://www.taberndel.com)



KAZ Sushi Bistro is one of Washington's most exciting spots to savor Japanese cuisine. Known as "D.C.'s sushi king," Chef Kaz creates superlative sushi, sashimi and traditional fare. His small original dishes, featuring Asian and Western ingredients in creative presentations, are not to be missed. KAZ Sushi Bistro is often singled out by *The Washington Post* and *The Washingtonian* for its excellence, and has been awarded the 2006 "Best Traditional Dining Restaurant of the Year" by the *WASH. J. Lunch magazine*, dinner Mon-Sat. All DC, DDC, V, MC, Foreign, West Metro, D-Metrorail also offer to make a treat for the table!

**KAZ SUSHI BISTRO**  
1915 O Eye Street, NW, Washington, DC | 202-530-5500 | [www.kazsushi.com](http://www.kazsushi.com)



With the prime restaurants in the Washington D.C. area, Morton's Steakhouse is a dining legend. Each location sits at the crossroads of business shopping and vibrant nightlife, offering Washington's elite an outstanding wine list, USDA prime steaks, fresh seafood, unbelievable Happy Hour specials, rich desserts and more. For upscale dining in a high-energy atmosphere, Morton's Steakhouse is a truly sophisticated experience unlike any other.

**MORTON'S STEAKHOUSE**  
[www.mortons.com](http://www.mortons.com)

DC Downtown—202-955-5997  
DC Georgetown—202-342-6258  
Bethesda, MD—301-657-2650  
Arlington, VA—703-418-1444  
Reston, VA—703-796-0128

70 WASHINGTONIAN • WELCOME GUIDE

# 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](mailto:readyads@washingtonian.com).

## AD SIZES

### Welcome Guide Trim Size:

	Inches
6.75" w x 9.5" h	W x H
A Full Page Non-Bleed	5 <sup>1</sup> / <sub>2</sub> x 8 <sup>1</sup> / <sub>8</sub>
Full Page Bleed*	7 x 9 <sup>3</sup> / <sub>4</sub>
Full Spread Bleed*	14 x 9 <sup>3</sup> / <sub>4</sub>
B 1/2 Page (vertical)	2 <sup>5</sup> / <sub>8</sub> x 8 <sup>1</sup> / <sub>8</sub>
C 1/2 Page (horizontal)	5 <sup>1</sup> / <sub>2</sub> x 4
D 1/4 Page	2 <sup>5</sup> / <sub>8</sub> x 4

\*Includes 1/8" bleed on all sides.

**Safety Margin: 1/4" from trim all around.**

**Do not add bleed to fractional ads.**

