



WASHINGTONIAN

THE MAGAZINE WASHINGTON LIVES BY



Founded in 1965

2019 MEDIA KIT

ABOUT US

WASHINGTONIAN MEDIA

Washingtonian is the savvy, sophisticated magazine of the nation's capital and its Maryland and Virginia suburbs. With lively prose, gorgeous pictures, a sense of humor and a deep knowledge of our city, the magazine explores food, fashion, politics, culture, shopping, real estate, wellness, parenting and more. Sections of the magazine include Capital Comment, a buzzy dose of news, gossip and personalities; Where & When, an authoritative—and useful—guide that picks out the can't-miss events that otherwise get lost on the area's culture and entertainment calendars; and Taste, the definitive guide to the vibrant local dining scene. The magazine's award-winning feature stories celebrate the inspiring triumphs of the heroes of Washington the hometown—while also chronicling the sometimes hilarious misadventures of the boldface names who populate Washington the company town. And *Washingtonian's* lists of best doctors, best restaurants, best getaways and best neighborhoods represent the simplest tools for getting the most out of this booming region.

Since its founding in 1965, *Washingtonian* has set the pace for anyone who wants to be a local—or just navigate the city like one—in a region that draws so many newcomers.

While other magazines have come and gone, *Washingtonian* has not only remained but has achieved unprecedented prestige within the journalism community.



* WASHINGTONIAN AWARDS *

The Society of Publication Designers: Gold Medal Winner, 2017

City/Regional Magazine Association Awards

- General Excellence, 2016
- Food or Dining Writing, 2015
- Multipatform Storytelling, 2014
- General Excellence, 2013
- Online Excellence, 2013
- Profile Writing, 2013
- Excellence in Writing, 2012
- Profile Writing, 2012
- Ancillary Publication, 2011

Livingston Award for National Reporting, 2013

FOLIO: Ozzie Award for Best Design, New Magazine, 2013

Gerald R. Ford Prize for National Defense Reporting, 2011

John Bartlow Martin Award for Public Interest Magazine Journalism
(from the Medill School of Journalism)

Donald Robinson Memorial Award for Investigative Journalism

AUDIENCE

DEMOGRAPHICS

AVERAGE
HOUSEHOLD
INCOME

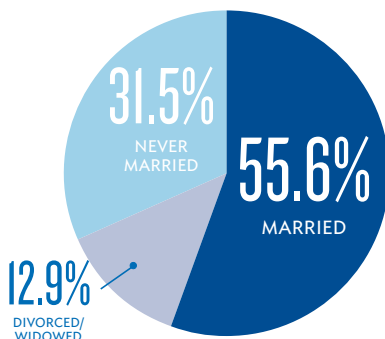
\$230,200

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

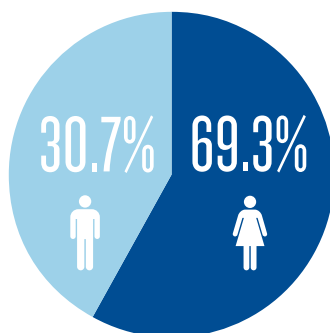
AVERAGE
HOUSEHOLD
NET WORTH
\$1.64 MILLION

\$2 MILLION+: 24.9%
\$1 MILLION+: 42.8%

MARITAL STATUS



SEX



AVERAGE VALUE OF
INVESTMENT
PORTFOLIO:

\$1.14 MILLION



90%
OF
WASHINGTONIAN
SUBSCRIBERS
CURRENTLY
OWN
INVESTMENTS



AVERAGE
ANNUAL
CHARITABLE
DONATION

\$2,494

TOTAL
MONTHLY
READERSHIP

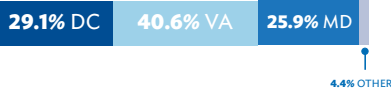
443,428



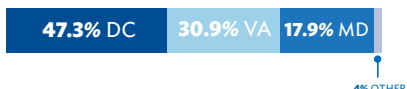
PAID CIRCULATION

110,857

WHERE THEY LIVE



WHERE THEY WORK



AVERAGE TIME
SPENT WITH EACH
ISSUE

1.1 HOURS

AVERAGE AGE

49

45% are between 25-49

AUDIENCE

DEMOGRAPHICS

HOME

Own **70.3%**
Rent **27.7%**

AVERAGE HOME VALUE

\$825,000

\$1 MILLION+: 19%

\$750,000+: 38.7%



43.2%

OWN A PET

66%

OWN 2+ CARS



EDUCATION

Attended college..... **99.3%**
Graduated from college..... **91.3%**
Completed postgraduate..... **56.1%**

OCCUPATION

Managerial or higher **40.2%**
Serve on a board **14.1%**

READERSHIP DUPLICATION

Washington Post..... **86%**
New York Times..... **43.7%**
Politico **20.6%**
Wall Street Journal..... **19.1%**
The Atlantic **17%**
Bethesda Magazine..... **12.7%**
The Hill **8.9%**
Arlington Magazine..... **7%**
Washington Business Journal **6.7%**
DC Magazine **5.1%**

80.5%

VISIT A SPECIFIC RESTAURANT SEEN IN WASHINGTONIAN

66.2%

SHARE THE MAGAZINE WITH OTHERS

46.4%

VISITED A STORE/WEBSITE OF AN ADVERTISER

31.3%

ATTENDED AN EVENT FEATURED IN THE MAGAZINE

AUDIENCE

DEMOGRAPHICS

TRAVEL

96.3%

TOOK A DOMESTIC TRIP
WITHIN THE
LAST 12 MONTHS

Averaging **6.4 domestic trips**
over the past 12 months

AVERAGE SPENT ON
WEEKEND TRIPS

\$1,703

74.1%
HAVE TRAVELED
OUTSIDE THE U.S.
IN THE PAST 3 YEARS

Averaging **3.7 foreign trips**
over the past 3 years

50%
USE WASHINGTONIAN
FOR TRAVEL
RECOMMENDATIONS



ACTIVITIES AND INTERESTS

Entertain at home	87.5%
Visit museums.....	84.1%
Attend live concerts/music performances	82.7%
Visit art galleries	71.2%
Travel to the beach	69.9%
Watch live theatre.....	67.8%
Attend sporting events	65.4%
Book at spas	41.6%
Attend charity galas/balls	31.5%
Spend time at casinos.....	21.7%



SPORTS & LEISURE ACTIVITIES

Exercising regularly.....	76.9%
Running/jogging	43.2%
Hiking/camping.....	40.1%
Yoga	28.3%
Cycling.....	27.8%
Golf.....	16.6%
Skiing.....	10.4%

RATE CARD

PRINT ADVERTISING

FULL COLOR

Ad Size
Full Page
2/3 Page
1/2 Page
1/3 Page
1/6 Page

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

Special Rates: Available upon request for monthly magazine sections, including Real Estate, Marketplace, Home, Taste, Life & Travel, and Style, Beauty & Health.

Sponsored Sections: *Washingtonian* publishes special advertising sections throughout the year, including Faces of Washington, Advertorials, Professional Profiles, Eat and Drink Local, Camps and Private Schools, and more. Please contact **202-296-1246** or e-mail adinfo@washingtsonian.com for more information or with any questions.

COVERS

Placement
Inside Cover
Inside Back Cover
Back Cover

* All rates are gross

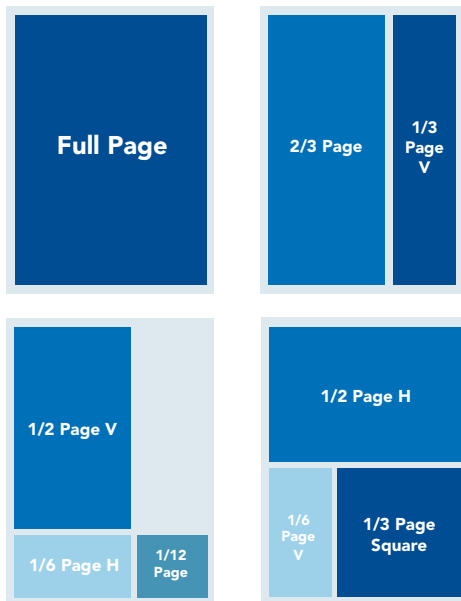
2019 DEADLINES/ON-SALE DATES

Issue	Space Reservation	On Newsstands
January	November 26	December 20
February	December 27	January 24
March	January 25	February 21
April	February 25	March 21
May	March 25	April 18
June	April 25	May 23
July	May 28	June 20
August	June 25	July 18
September	July 25	August 22
October	August 26	September 19
November	September 25	October 24
December	October 25	November 21

SPECS

PRINT ADVERTISING

AD SIZES



SIZE	INCHES	PICAS
Full Page Non-Bleed	7 x 10	42p6 x 60
2/3 Page	4.625 x 10	28 x 60
1/2 Page Vertical	4.625 x 7.375	28 x 45
1/2 Page Horizontal	7 x 4.875	42p6 x 29p6
1/3 Page Vertical	2.25 x 10	13p6 x 60
1/3 Page Square	4.625 x 4.875	28 x 29p6
1/6 Page Vertical	2.25 x 4.875	13p6 x 29p6
1/6 Page Horizontal	4.625 x 2.375	28 x 14p6
1/12 Page	2.25 x 2.375	13p6 x 14p6

Do not add a bleed allowance to fractional ads.

FULL PAGE BLEED	inches	SPREAD BLEED	inches
Document and Trim Size..	8.25 x 10.875	Document and Trim Size..	16.5 x 10.875
Bleed Size (adds .125 all around).....	8.5 x 11.125	Bleed Size (adds .125 all around)....	16.75 x 11.125

SAFETY MARGIN:

Keep all live matter at least .25" from head, foot, gutter, and outer trim.

ADDITIONAL INFORMATION

Discounts: 10% discount for spreads, in addition to earned frequency discounts. 5% discount for three consecutive full pages, in addition to earned frequency and spread discounts.

PRODUCTION GUIDELINES

Please follow the advertising submission guidelines at:
washingtonian.com/advertising-file-submission-guidelines

HOW TO SEND

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

FTP Contact your *Washingtonian* sales representative for instructions to place your ad on our FTP site.

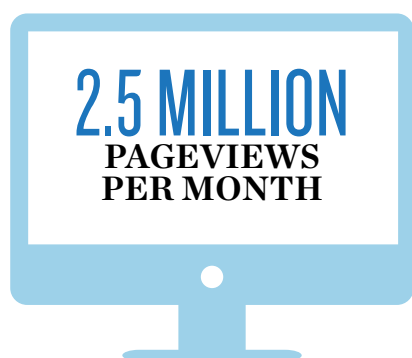
MAIL COLOR PROOFS TO:
Ann Marie Grills
Washingtonian
1828 L Street NW, Suite 200
Washington, DC 20036

QUESTIONS:
Cathy Dobos, Production Director
202-862-3505

WASHINGTONIAN.COM

AUDIENCE

Washingtonian.com is the region's premier lifestyle destination that helps area residents and visitors alike make the most out of their time in the nation's capital and beyond. New content is posted each day, covering local & national news stories, advice on things to do, restaurant reviews, health & fitness recommendations, directories of professional service providers, and more.



1.2 MILLION
WASHINGTONIAN.COM
MONTHLY
UNIQUE USERS

62% EARN A HOUSEHOLD INCOME OF **\$100,000+**

- ★ 60% own their home
- ★ 83% visit to research local restaurants
- ★ 50% buy clothing/accessories at least once a month
- ★ 86% go out to eat at least weekly
- ★ 64% have drinks at a bar at least monthly
- ★ 99% travel domestically at least once a year

TOP REASONS PEOPLE VISIT WASHINGTONIAN.COM

- ★ News and local updates
- ★ Food and restaurant content
- ★ Healthcare and fitness guidance
- ★ What to do around town
- ★ Best lists and roundups

93%
Washingtonian.com
readers have
bachelor's degrees
or higher

AVERAGE AGE

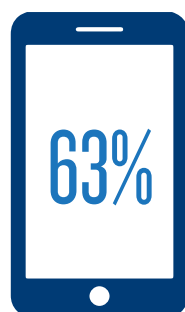
35

WHERE THEY LIVE

35% DC **34% VA** **25% MD** **6% OTHER**

WHERE THEY WORK

48% DC **26% VA** **19% MD** **7% OTHER**



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



WASHINGTONIAN.COM

CONTENT & SERVICES

In addition to features found in the monthly magazine issues, Washingtonian.com hosts popular sections and service directories that, altogether, make it simple to navigate the region in one spot.

SECTIONS

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

Plan your week by perusing staff recommendations for entertainment, nightlife, theater performances, and music shows.

NEWS

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

SHOPPING

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

Real wedding inspiration, trends, and a recommended vendor guide to help plan the perfect occasion.

REAL ESTATE

Take a peek inside some of Washington's most desired listings.

DESIGN & HOME

Learn to get the most out of your current space.

EVENTS CALENDAR

A searchable calendar of DC-area events (concerts, shows, festivals, and more) hand-picked by *Washingtonian* editors.

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
- DOCTORS
- DENTISTS
- LAWYERS
- WEDDING VENDORS
- FINANCIAL ADVISERS
- HOME RESOURCES
- PET CARE
- REAL ESTATE AGENTS
- HEALTH EXPERTS
- INDUSTRY LEADERS
- LUXURY RENTALS
- PRIVATE SCHOOLS

Prominently display your business within one of the above databases. Ask your sales representative for more details.

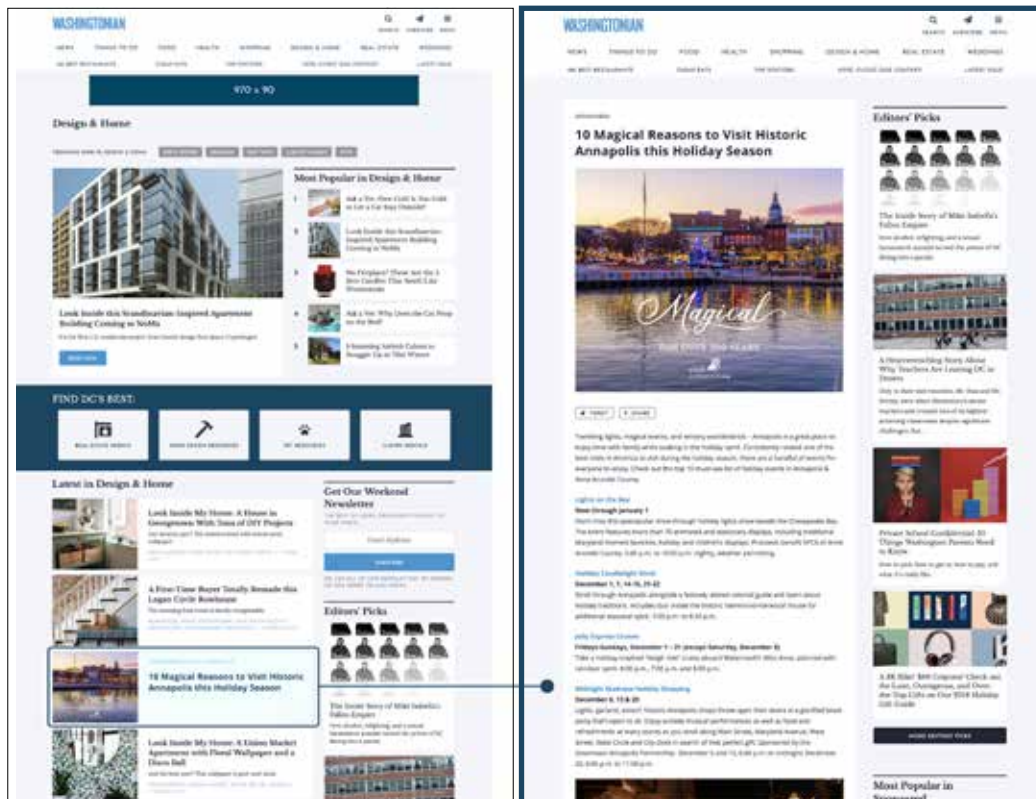
SPONSORED CONTENT

WASHINGTONIAN.COM ADVERTISING

Sponsored content appears on Washingtonian.com within the editorial feed on the website. Advertisers set their own messaging by providing all text and photos for the article (a Washingtonian writer is available to assist upon request). The post will be marked as sponsored and will live in a set spot on the homepage or section opener for a week per post.



The article will also be shared on Washingtonian's Facebook and Twitter feeds.



SPECS

ARTICLE

- Supplied article text
- Headline
- Links
- Up to four images (featured image must be 1024x576 pixels in size) or YouTube or Vimeo link

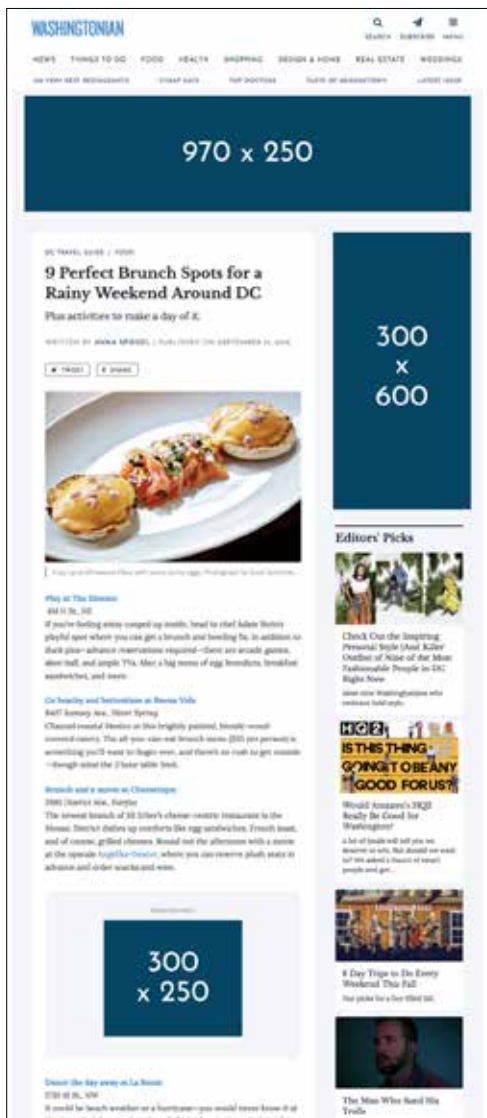
SOCIAL MEDIA

- Engaging teaser for Facebook post
- Up to 100 characters for Twitter post
 - * Both posts will include #sponsored and article link

BANNER ADS

WASHINGTONIAN.COM ADVERTISING

Washingtonian's website is designed for optimal user experience on a desktop, tablet, and mobile device. 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 or geographic locations.



Ad	Size	Desktop	Mobile
Billboard	970x250	★	
Super Leaderboard	970x90	★	
Half Page	300x600	★	
High-Impact In-Article	600x300	★	
Medium Rectangle	300x250	★	★
Mobile Leaderboard	320x50		★

SPECS

- Jpeg, gif, png, HTML5, and third party tags accepted
- Files must be less than 1MB
- Include hyperlink
- ★ Submit all materials at least 3 business days before scheduled run.

SECTION SPONSORSHIPS

WASHINGTONIAN.COM ADVERTISING

Deliver your message with authority by taking over a specific Washingtonian.com section. Your target clientele will see your ads—and only your ads—on all pages within the section.

SECTION	BANNER AD IMPRESSIONS*
NEWS	1,100,000/month
FOOD	1,200,000/month
HEALTH	300,000/month
THINGS TO DO	230,000/month
DESIGN & HOME	80,000/month
SHOPPING	110,000/month
TRAVEL	240,000/month
WEDDINGS	160,000/month
100 VERY BEST RESTAURANTS	219,000/month
TOP DOCTORS	115,000/month
*Estimated based on average traffic. Actual amount of impressions may vary.	

SEND ALL OF THE FOLLOWING AD SIZES FOR SECTION SPONSORSHIPS:

- 970x250
- 600x300
- 300x250
- 970x90
- 300x600
- 320x50

★ Submit all materials at least 3 business days before scheduled run.

HOMEPAGE TAKEOVER

WASHINGTONIAN.COM ADVERTISING

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

The screenshot shows the Washingtonian.com homepage with several ad placements. At the top, there is a large dark blue banner with the text "970 x 90 (expands to 970x250)". Below this is the Washingtonian logo and navigation menu. Another "970 x 90" banner is placed above a "Most Popular" article section. A "600 x 300" banner is placed below a "Latest" article section. The "GET OUR PICKS—WASHINGTON'S BEST:" section features icons for Events, Restaurants, Doctors, Dentists, Library Rentals, Lawyers, Financial Advisors, and More.

AD SIZES NEEDED

- 970x90
- 970x250
- Additional 970x90
- 600x300 or 300x250 ad
- 320x50 (for mobile)
- 320x250 (for mobile)

BANNER AD IMPRESSIONS

- 70,000/week
- *Estimated based on average traffic.
Actual amount of impressions may vary.

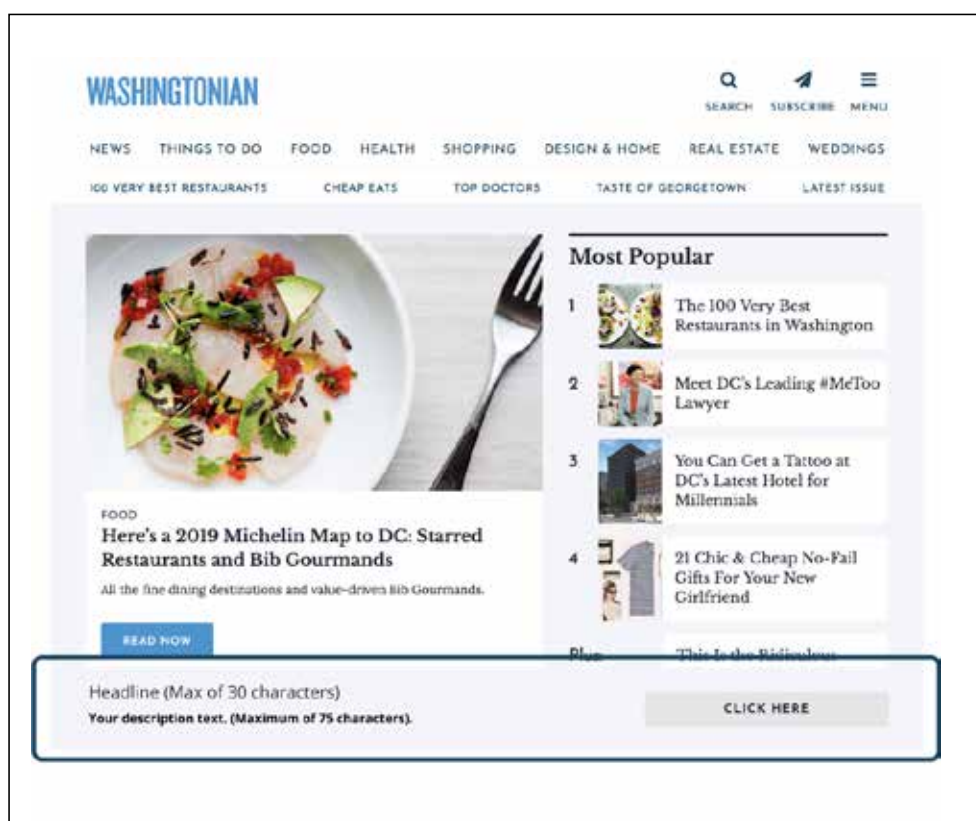
SPECS

- Jpeg, gif, png, HTML5, and third party tags accepted
 - Files must be less than 1MB
 - Include hyperlink
- ★ Submit all materials at least 3 business days before scheduled run.w

HIGH-IMPACT AD UNITS

WASHINGTONIAN.COM ADVERTISING

Make a can't-miss statement to our readers with a fixed bottom bar ad. The ad unit is anchored to the page and remains in the same position as readers scroll. Other high-impact ad units can be custom developed upon request (rates vary based on time and development work needed to create ad unit).



FIXED BOTTOM BAR AD

SPECS

- **Headline (max 30 characters)**
- **Description (max 75 characters)**
- **Call-to-action button text (max 15 characters)**
- **Include hyperlink**

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 an e-newsletter layout. At the top, it says 'The Official E-mail Digest' and 'WASHINGTONIAN'. The main title is 'This Week in DC Food Stories' with a 'SPONSORED BY' badge for 'BRAND NAME'. Below is a photo of a bowl of food. The text starts with 'Good morning!' and a paragraph about a food writer's experience. There is a 'SPONSORED' section with a '300 x 250' ad placeholder and a 'Sponsored Headline Goes Here Lorem Ipsum' text. Below that, there are two restaurant recommendations: 'Tailboys at Bar Chatley' and 'Old Fashioneds at Barrel'. At the bottom, there is a call to action: 'Find a new restaurant to try? Share it with friends.' and social media sharing icons for Facebook, Twitter, and Email.

WEEKEND

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

Distribution: Saturday
Subscribers: 75,000

THINGS TO DO

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

Distribution: Monday, Thursday
Subscribers: 60,000

FOOD

Food, beverage, and restaurant news and reviews.

Distribution: Wednesday
Subscribers: 60,000

DESIGN & STYLE

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

Distribution: Monday
Subscribers: 18,000

SPECS

- 300x250 jpeg
- 45 character headline (max)
- 50 words of text (max)
- Hyperlink(s)

WEDDINGS

Everything you need to know about getting married in Washington.

Distribution: Tuesday
Subscribers: 7,250

HEALTH & WELLNESS

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

Distribution: Tuesday
Subscribers: 58,000

REAL ESTATE

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

Distribution: Friday
Subscribers: 37,000

BEST BRUNCHES

The best weekend brunches to go to around Washington, selected by our food editors.

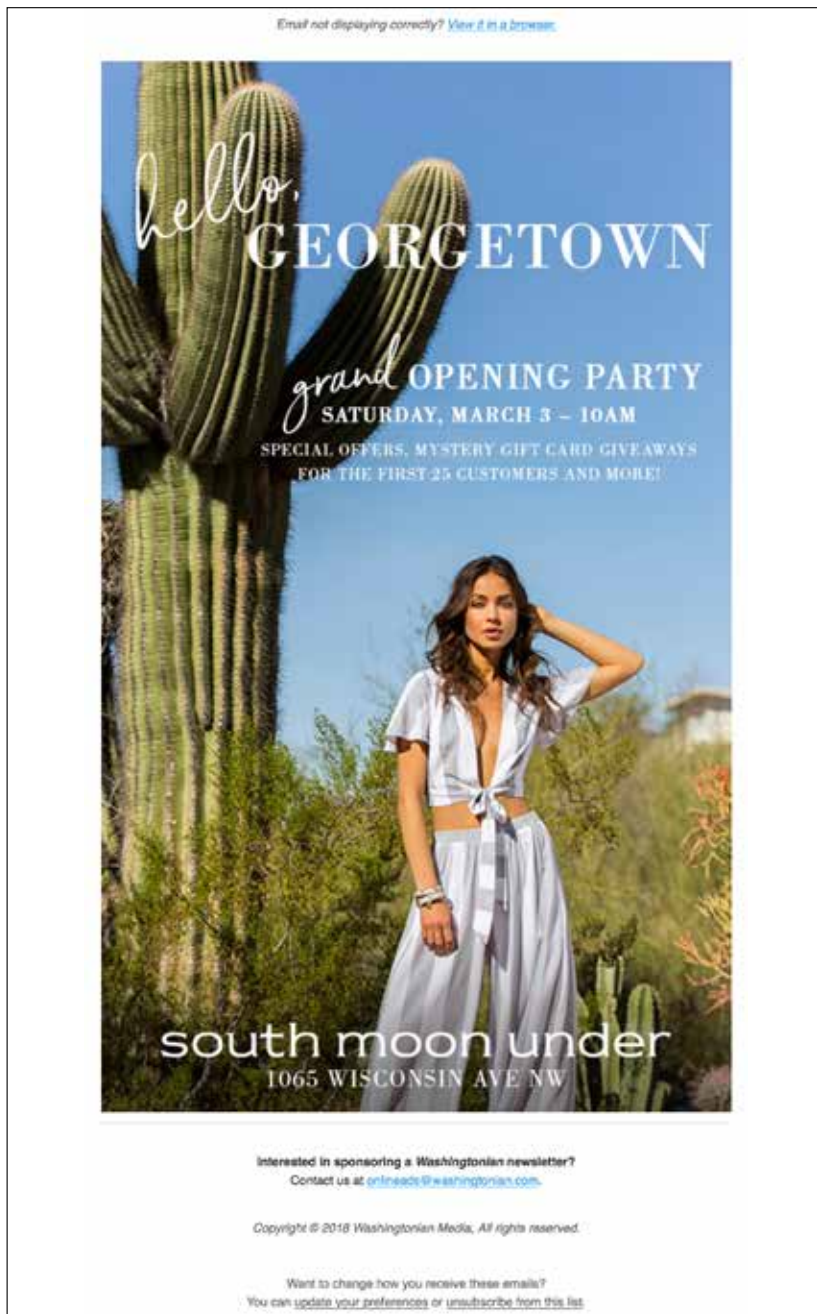
Distribution: Friday
Subscribers: 60,000

★ **Submit all materials at least 3 business days before scheduled run.**

DEDICATED E-MAIL

WASHINGTONIAN.COM ADVERTISING

Utilize Washingtonian's unique and affluent e-mail list by sending a dedicated e-mail. Advertisers own entire message space, and message can be sent out on any available day.



90,000
RECIPIENTS

SPECS

- 600x1,000 pixels
- Jpeg or png
- Files must be less than 1MB
- Subject line
- Hyperlink

★ **Submit all materials at least 3 business days before scheduled run.**

SOCIAL MEDIA

AUDIENCE

Washingtonian's digital reach doesn't stop with just our website—we interact with readers on all major social channels, and our followers continue to steadily climb.



138K+

FACEBOOK
LIKES



291K+

TWITTER
FOLLOWERS



118K+

INSTAGRAM
FOLLOWERS



11K+

PINTEREST
FOLLOWERS

TOTAL FOLLOWERS
ON ALL SOCIAL
CHANNELS

558K+

Please inquire with your sales representative regarding sponsored post opportunities on Washingtonian's Instagram, Facebook, and Twitter feeds.

ANCILLARY PUBLICATIONS

WASHINGTONIAN WEDDINGS AND WELCOME GUIDE

Washingtonian also offers a luxury wedding issue and an extensive visitors guide—both published twice-yearly. Please see below for more information about each publication, and contact your sales representative for special advertising rates to target these audiences.



ABOUT WASHINGTONIAN WEDDINGS

Washingtonian Weddings is an engaged couple's most trusted local resource on planning a wedding, and features gorgeous photography, rock-solid advice, inspiration from real couples' nuptials, a highly coveted vendor directory, and more.



ABOUT WASHINGTONIAN WELCOME GUIDE

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.

WASHINGTONIAN

WASHINGTONIAN.COM | 202.296.1246
1828 L STREET NW, SUITE 200, WASHINGTON, DC 20036