

WASHINGTONIAN



WELCOME GUIDE

2020 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.





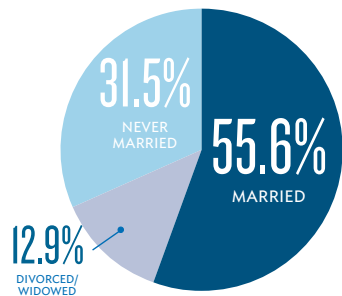
Washingtonian magazine, a trusted local lifestyle resource for more than 50 years, delivers a comprehensive insider's guide that offers visitors and travel industry professionals unique insight into our nation's capital that can't be obtained from an average tourist publication.

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.

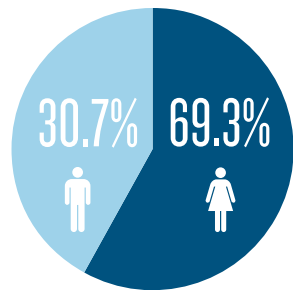
Published twice per year, the *Welcome Guide* aims to help Washington-area tourists gain the most out of their visit, or inspire residents and newcomers looking to discover.

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

DISPLAY ADVERTISING RATES

DISPLAY ADVERTISING RATES

Ad Sizes Offered:

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

IMPORTANT DATES

✿ **Spring/Summer** **Fall/Winter**

Space Close	1/15/20	7/15/20
Material Close	1/31/20	7/31/20
On-sale Date	3/15/20	9/15/20

✿ 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 RATES

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 Page
1/3 Page

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 "Rojo-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, savvy, contemporary, romantic, business, and memorable experience. Complimentary parking after 5:30 pm.

TABERNA DEL ALABARDERO
1776 I Street, NW, Washington, DC 20036-3838 | 202-429-2200 | www.alabardero.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 usual 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 Informal Dining Restaurant of the Year" by the *RAVING*. Lunch weekdays; dinner Mon-Sat. AE, DC, DISC. V/MC. For a great West Metro (Metrowest) out of an evening treat for the table.

KAZ SUSHI BISTRO
1915 I (Eye) Street, NW, Washington, DC | 202-530-5500 | www.kazsushi.com



With five prime restaurants in the Washington D.C. area, Morton's Steakhouse is a dining legend. Each location sits at the crossroads of luxurious shopping and vibrant nightlife, offering Washington's elite an extraordinary 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.

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

HOW TO SEND

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

AD SIZES

Welcome Guide Trim Size:	
6.75" w x 9.5" h	Inches W x H
A Full Page Non-Bleed	5 1/2 x 8 1/8
Full Page Bleed*	7 x 9 3/4
Full Spread Bleed*	14 x 9 3/4
B 1/2 Page (vertical)	2 5/8 x 8 1/8
C 1/2 Page (horizontal)	5 1/2 x 4
D 1/4 Page	2 5/8 x 4

*Includes 1/8" bleed on all sides.

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

Do not add bleed to fractional ads.

