

WASHINGTONIAN BRAND AUDIT

CONTACT INFORMATION

WASHINGTONIAN

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

SOURCES

PRINT CIRCULATION

Alliance for Audited Media

DIGITAL CIRCULATION

App Download Data And Web Analytics

E-NEWSLETTERS

Mailchimp and ActiveCampaign 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

READERSHIP

GENDER

Female: 69.3%

Male: 30.7%

EDUCATION

Attended College: 99.3%

Graduated College: 91.3%

Completed Postgraduate: 56.1%

AVERAGE HOUSEHOLD INCOME

\$230,200

HOUSEHOLD INCOME

\$50,000+: 94.8%

\$75,000+: 83.1%

\$100,000+: 82.3%

\$200,000+: 33.6%

AVERAGE HOUSEHOLD NET WORTH

\$1,644,500



BRAND AUDIT

SIX MONTHS ENDED JUNE 30, 2019

Washingtonian Average Monthly Circulation, Print and Digital **104,562**
Frequency **12 times per year**

*As Filed With The Alliance For Audited Media; Average Per Issue For The Six Months Ended June 30, 2019.

Subscriptions **92,150**
Single Copy Sales **12,412**
Copies to House and Senate **2 per office**

WASHINGTONIAN.COM

Average page views per month **2,648,153**
Average unique visitors per month **1,342,504**
Total page views in period **15,888,919**
Total unique visitors in period **8,055,022**

SOCIAL MEDIA

Facebook Likes **139,715**
Twitter Followers **290,415**
Instagram Followers **145,138**
Pinterest Followers **12,646**
Total Social Media Followers: **587,914**

ANCILLARY TITLES (PUBLISHED TWICE PER YEAR)

Washingtonian Weddings Circulation Per Issue: **30,000**
Welcome Guide Circulation Per Issue: **40,000**

E-NEWSLETTERS

Best Stories / Weekly / 87,517 Subscribers

Food / Weekly / 75,994 Subscribers

Things to Do / Twice Weekly / 77,067 Subscribers

Best Brunches / Weekly / 73,316 Subscribers

Health / Weekly / 68,943 Subscribers

Real Estate / Weekly / 54,074 Subscribers

Design & Shopping / Weekly / 42,524 Subscribers

Weddings / Weekly / 7,580 Subscribers

TOP EVENTS OF 2019

Best Of Washington

Registered Attendees: **2,000**

Weddings Showcase

Registered Attendees: **450**

Women in Journalism Awards

Registered Attendees: **400**

Rosé Soirée

Registered Attendees: **400**

And many more...

TOTAL AUDIENCE

