



WASHINGTONIAN

THE MAGAZINE WASHINGTON LIVES BY



Founded in 1965

2020 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 *

City and Regional Magazine Association Awards

General Excellence, 2019
Best Weddings Publication, 2019
General Excellence, 2016
Food or Dining Writing, 2015
Multiplatform Storytelling, 2014
General Excellence, 2013
Online Excellence, 2013
Profile Writing, 2013
Excellence in Writing, 2012
Profile Writing, 2012
Ancillary Publication, 2011

The Society of Publication Designers: Gold Medal Winner, 2017

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

\$337,500

\$250,000+: 32.8%

\$100,000+: 77.9%

\$75,000+: 87.1%

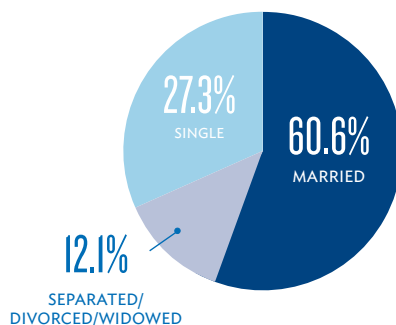
AVERAGE HOUSEHOLD NET WORTH

\$2.157 MILLION

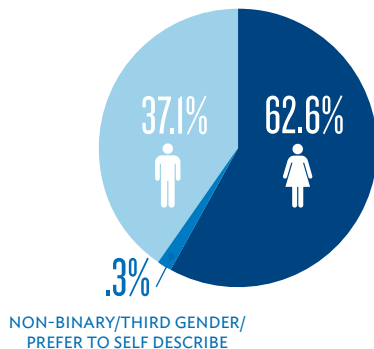
\$2 MILLION+: 33.9%

\$1 MILLION+: 55.5%

MARITAL STATUS



SEX



AVERAGE VALUE OF INVESTMENT PORTFOLIO:

\$1.492 MILLION



95.8%

**OF
WASHINGTONIAN
SUBSCRIBERS
CURRENTLY
OWN
INVESTMENTS**



AVERAGE ANNUAL CHARITABLE DONATION

\$4,690

TOTAL MONTHLY READERSHIP

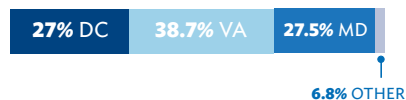
418,248



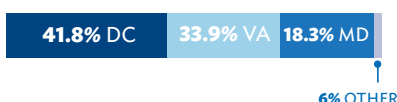
PAID CIRCULATION

104,562

WHERE THEY LIVE



WHERE THEY WORK



AVERAGE TIME SPENT WITH EACH ISSUE

1.1 HOURS

AVERAGE AGE

54

35.7% are between 25-49

AUDIENCE

DEMOGRAPHICS

HOME

Own	78.6%
Rent	19.9%

AVERAGE HOME VALUE

\$897,700

\$1 MILLION+: 28.6%

\$750,000+: 51.4%



47.9 %

USE A SMARTHOME SYSTEM



45%

OWN A PET

SPORTS & LEISURE ACTIVITIES

Exercised regularly	76.9%
Beach	69.9%
Own a pet	43.2%
Spas	41.6%
Hiking/.....	40.1%
Running/jogging	43.2%
Yoga	28.3%
Cycling	27.8%
Skiing	10.4%
Golf	16.6%



EDUCATION

Attended college	99.4%
Graduated from college	91.2%
Completed postgraduate	57.1%

BUSINESS LEADERS

Corporate Executives or higher (SVP, EVP, C-Suite, CEO, Owner/Partner)	27.7%
Owner/partner in a business	19.6%
Sit on a board of directors	17.5%

READERSHIP DUPLICATION

<i>Washington Post</i>	75.3%
<i>New York Times</i>	40.7%
<i>Wall Street Journal</i>	19.2%
<i>Politico</i>	17.5%
<i>The Atlantic</i>	14.4%
<i>Bethesda Magazine</i>	12.4%
<i>The Hill</i>	9.6%
<i>Washington Business Journal</i>	7.8%
<i>DC Magazine</i>	4.4%
<i>Capitol File</i>	3.6%
<i>Roll Call</i>	3.6%

77.2%

VISIT A SPECIFIC RESTAURANT SEEN IN WASHINGTONIAN

63.7%

SAVE OR SHARE A WASHINGTONIAN ARTICLE WITH OTHERS

38.6%

ATTENDED AN EVENT FEATURED IN THE MAGAZINE

AUDIENCE

DEMOGRAPHICS

TRAVEL

96.9%

TOOK A DOMESTIC TRIP
WITHIN THE
LAST 12 MONTHS

Averaging **5.5 domestic trips**
over the past 12 months

AVERAGE SPENT ON
WEEKEND TRIPS

\$1,800

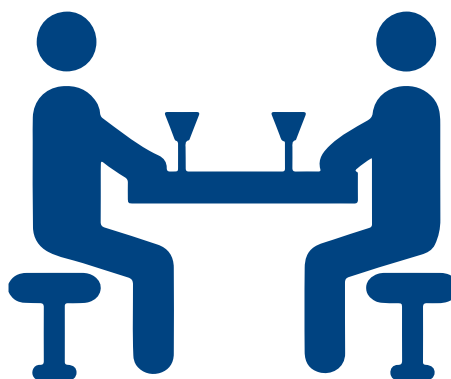
78.4%

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

Averaging **3.8 foreign trips**
over the past 3 years

64.5%

USE WASHINGTONIAN
FOR TRAVEL
RECOMMENDATIONS



ACTIVITIES AND INTERESTS

Visit museums.....	88.4%
Drank an alcoholic beverage in the past 30 days.....	85.1%
Attend live concerts/music performances	83.9%
Visit art galleries	78.4%
Dine out at least once per week.....	77.2%
Travel to the beach	71.3%
Watch live theatre.....	70.5%
Attend sporting events	67.8%
Book at spas	44.4%
Hike/go camping.....	42%
Attend charity galas/balls	32%
Spend time at casinos.....	23%
Play golf.....	15.7%
Go 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 work. Contact your sales representative for information regarding in-house digital design deadlines.

Late Charges: Late copy may be subject to a late-processing fee of at least \$50.

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@washingtonian.com for more information or with any questions.

COVERS

Placement
Inside Cover
Inside Back Cover
Back Cover

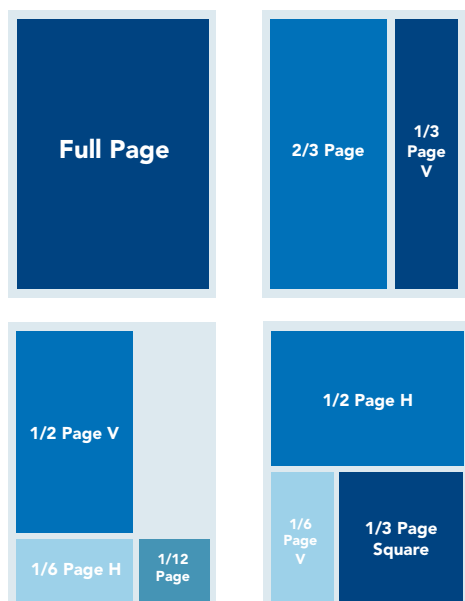
* All rates are gross



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 your sales representative or to readyads@washingtonian.com.

MAIL COLOR PROOFS TO:

Rina Huang
Washingtonian
1775 K Street NW, Suite 600
Washington, DC 20006

QUESTIONS:

Rina Huang, Production Director
202-739-2409

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.



1.3 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

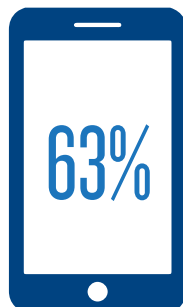
35

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.

NEIGHBORHOOD GUIDE

A launching point for you to explore and get to know DC's neighborhoods better.

VISITORS' GUIDE

A comprehensive insider's guide that offers visitors and residents alike unique insight into our nation's capital.

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:

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

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

SPONSORED CONTENT

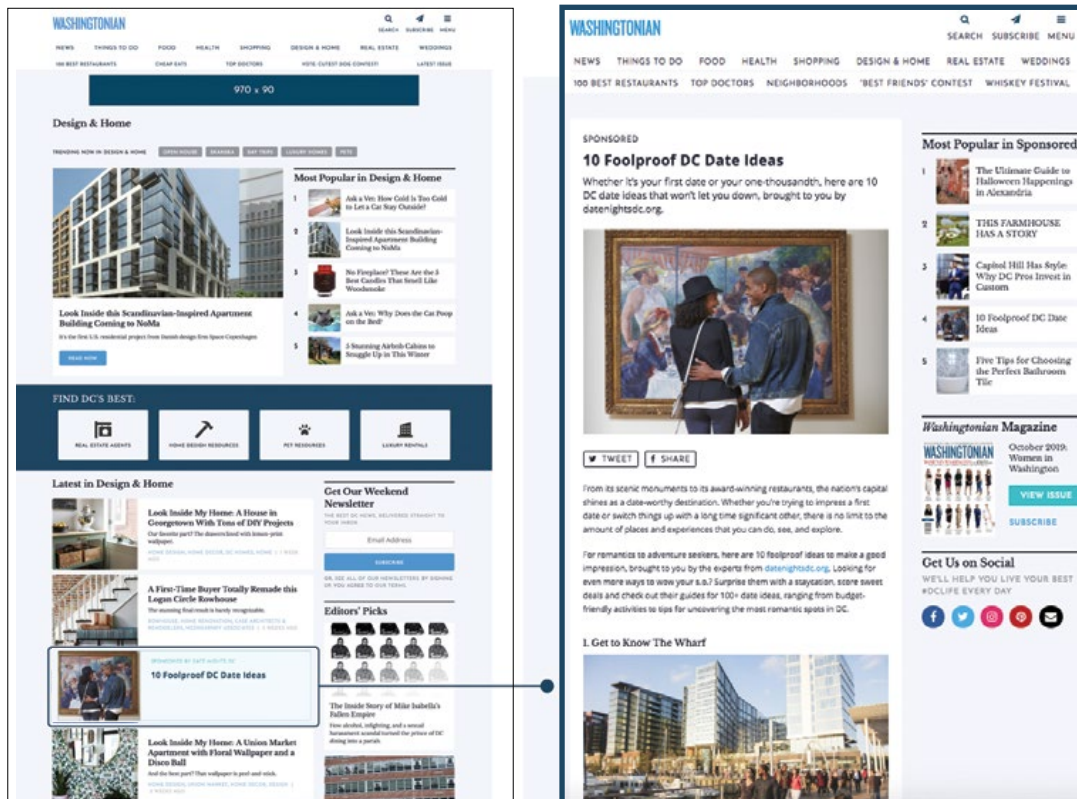
WASHINGTONIAN.COM ADVERTISING

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, live in a set spot on the homepage or section opener for a week per post, and will also be promoted via traffic drivers throughout the website (500K impressions guaranteed).



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 140 characters for Twitter post
- * Both posts will include #sponsored and article link

BANNER ADS

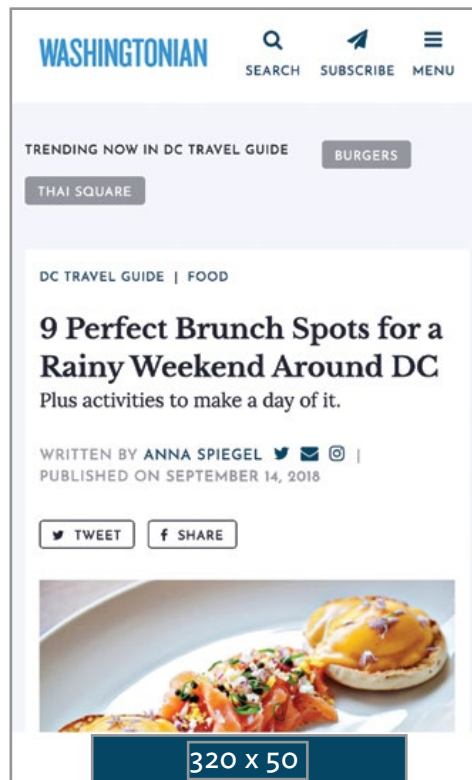
WASHINGTONIAN.COM ADVERTISING

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.

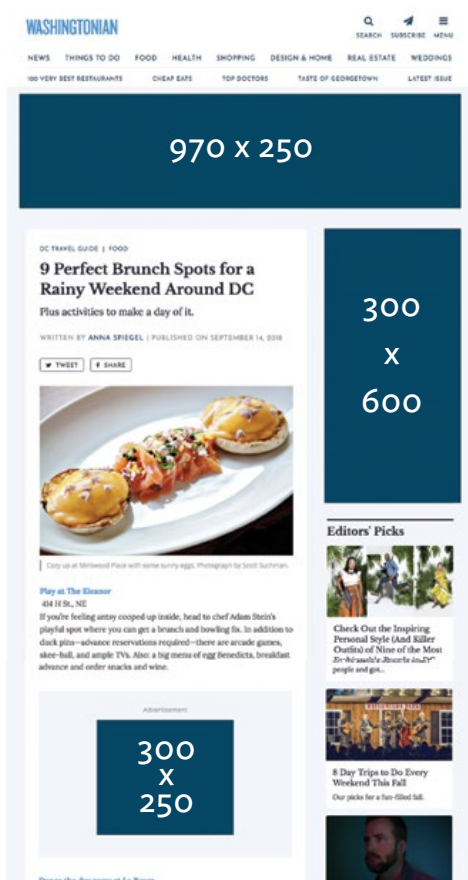
Ad	Size	Desktop	Mobile
Billboard	970x250	●	
Super Leaderboard	970x90	●	
Half Page	300x600	★	
High-Impact In-Article	600x300	●	
Medium Rectangle	300x250	★	●
Mobile Leaderboard	320x50		★

★ The starred ad units will stick with readers as they scroll.

MOBILE VIEW



DESKTOP VIEW



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. The section will also be marked as “Sponsored by” with your company’s logo. Custom sponsorship opportunities are available upon request.

SECTION	BANNER AD IMPRESSIONS*
NEWS	1,100,000/month
FOOD	1,200,000/month
HEALTH	300,000/month
THINGS TO DO	230,000/month
TRAVEL	110,000/month
WEDDINGS	160,000/month
SHOPPING	110,000/month
DESIGN & HOME	80,000/month
100 VERY BEST RESTAURANTS	219,000/month
TOP DOCTORS	115,000/month
HOME PAGE	70,000/week

*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
- Company logo file

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

HIGH-IMPACT AD UNITS

WASHINGTONIAN.COM ADVERTISING

Make a can't-miss statement to our readers with a fixed top 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).

Looking to Buy a New Car?
Don't miss our new sales event!
SIGN UP

ago, co-owners **Stefan and Victoria Trummer** transformed the old Clifton Hotel into an elegant dining room that was mostly geared towards special occasions. But in August, the couple temporarily closed the restaurant, giving the menu and space a complete overhaul.


"It's not that who we were wasn't something we were very proud of, and we still think it was fantastic. But it wasn't the kind of restaurant that we would go out to very often," Victoria says. "We should be the place that we would pick to go to on our day off."

So, the restaurant has reopened as Trummer's, a more casual spot with Austrian influences and lower proof cocktails.

About 90 percent of the menu will look different, says Victoria. Holdovers from the old menu include Brussels sprouts tossed in kimchee mayonnaise and the signature Titantic cocktail, made with vodka and champagne sorbet.

BOOK NOW

Looking to Buy a New Car?
Don't miss our new sales event!
SIGN UP



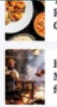
After a decade, Trummer's is revamped as a more casual dining spot. Photo by Jennifer Chase.

When **Trummer's on Main** opened its doors ten years ago, co-owners **Stefan and Victoria Trummer** transformed the old Clifton Hotel into an elegant dining room that was mostly geared towards special occasions. But in August, the couple temporarily closed the restaurant, giving the menu and space a complete overhaul.

"It's not that who we were wasn't something we were very proud of, and we still think it was fantastic. But it wasn't the kind of restaurant that we would go out to very often," Victoria says. "We should be the place that we would pick to go to on our day off."

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5 The best new restaurants where you can eat for under \$25

Here Are the 2020 Michelin Star Restaurants for DC

Plus: Enter to win a FREE dinner for two!

Washingtonian Magazine
October 2019: Women in Washington
VIEW ISSUE
SUBSCRIBE

Get Us on Social

SPECS

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

CONTEST SPONSORSHIPS

CROSS-PLATFORM ADVERTISING

Washingtonian hosts a variety of reader-engaging contests on its website throughout the year, all of which are promoted in print, online, and on social media. Align your brand with one of the pre-existing popular photo contests listed below, or the magazine staff can execute a custom contest based on your interests.

ANNUAL PHOTO CONTESTS

CUTEST BABY | CUTEST CAT | CUTEST DOG | MOST STYLISH



SPONSORSHIP INCLUDES

- Takeover of all banner advertising units on contest page (estimated 150,000 impressions)
- Logo on digital faux covers sent to all entrants (estimated 300-400 entrants)
- Logo included on all contest promotions (print, online, email, and social media (estimated 750,000 impressions)
- Sponsorship mention on *Washingtonian's* Instagram story and page (estimated 115,000 impressions)
- Logo and company description on contest page
- Opportunity to contribute a prize package for winner(s)

E-MAIL NEWSLETTERS

WASHINGTONIAN.COM ADVERTISING


E-mail 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.

View this email in your browser

WASHINGTONIAN

This Week in DC Food Stories

SPONSORED BY BRAND NAME



Stetina's cacio e pepe slice. Photograph by Scott Suchman.

Good morning.

Well friends, it's Michelin season. And although the tire company's list of Bib Gourmand award winners was supposed to be announced yesterday, it actually [went online](#) Monday due to a "technical error" on Michelin's website. Whooops.

The Bib Gourmand list, which honors moderately priced restaurants (\$40 for two courses or small plates plus a glass of wine or dessert), typically has more movement than the separate list of places that earn Michelin stars. There are ten newcomers to this year's list. I was super-happy to see the

300
x
250

SPONSORED
Sponsored Headline Goes
Here Lorem Ipsum

Place ad description text here. Go to "Style" tab to update the background and text color of this ad. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus sodales ex magna, vel finibus sem congue nec. Fusce ut consequat velit.

What else is new:

A+ SHADE: Every time former Nationals/current Phillies player [Bryce Harper](#) strikes out this week at Nats Park, [a Pizza](#) will sell \$3 pies for the next three minutes.

THE HIGH HOLIDAYS: We've got your DC restaurant specials for Yom Kippur and Rosh Hashanah right [here](#).

COMING SOON: Have you ever had a Gina Chersevani drink you didn't like? I personally have not. So I'm excited that she's opening a [new bar](#) near Union Market featuring \$7--YES SEVEN DOLLAR--cocktails. I'm looking forward to trying her "Aperol Schlitz." Also, there will be French onion dip.

Find a new restaurant to try? Share it with friends.

f Share t Tweet e Email

BEST STORIES OF THE WEEK

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 & SHOPPING

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

Distribution: Monday

Subscribers: 35,000

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 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

SPECS

- 300x250 jpeg
- 35 character headline (max)
- 40 words of text (max)
- Hyperlink(s)

* **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.

Email not displaying correctly? [View it in a browser.](#)



Interested in sponsoring a Washingtonian newsletter?
Contact us at onlineads@washingtonian.com.

Copyright © 2018 Washingtonian Media, All rights reserved.

Want to change how you receive these emails?
You can [update your preferences](#) or [unsubscribe from this list](#).

90,000
RECIPIENTS

SPECS

- 600x1,000 pixels
- Jpeg, png, html or gif files accepted
- 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.



149K+

FACEBOOK
LIKES



296K+

TWITTER
FOLLOWERS



139K+

INSTAGRAM
FOLLOWERS



13K+

PINTEREST
FOLLOWERS

TOTAL FOLLOWERS
ON ALL SOCIAL
CHANNELS

597K+

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

ADDITIONAL PRINT 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.

On-Sale Dates: June 15th and December 15th



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.

On-Sale Dates: March 15th and September 15th

WASHINGTONIAN

WASHINGTONIAN.COM | 202.296.1246

1828 L STREET NW, SUITE 200, WASHINGTON, DC 20036