

WASHINGTONIAN BRAND AUDIT

CONTACT INFORMATION

WASHINGTONIAN
1775 K STREET NW, STE 600
WASHINGTON, DC 20006
202.296.3600
WASHINGTONIAN.COM

SOURCES

PRINT CIRCULATION

Alliance for Audited Media

DIGITAL CIRCULATION

App Download Data And Web Analytics

E-MAIL NEWSLETTERS

ActiveCampaign reports

SOCIAL MEDIA

Media analytics

AUDIENCE & DEMOGRAPHICS

2019 Washingtonian Reader Study, conducted by MRI-Simmons

AFFIRMATION

I certify that the statements made in this report are correct and complete.



Cathy Merrill

President and CEO

Washingtonian Media

READERSHIP

GENDER

Female: 62.6%

Male: 37.1%

Non-Binary/Third Gender/

Prefer to Self Describe: .3%

EDUCATION

Attended College: 99.4%

Graduated College: 91.1%

Completed Postgraduate: 57.1%

AVERAGE HOUSEHOLD INCOME

\$337,500

HOUSEHOLD INCOME

\$75,000+: 87.1%

\$100,000+: 77.9%

\$250,000+: 32.8%

AVERAGE HOUSEHOLD NET WORTH

\$2,157,000



BRAND AUDIT

12 MONTH PERIOD (JANUARY 1-DECEMBER 31, 2019)

Washingtonian Average Monthly Circulation, Print and Digital **105,804**
Frequency **12 times per year**

*As Filed With The Alliance For Audited Media; Average Per Issue For Twelve Months Ended December 31, 2019

Subscriptions **94,244**
Single Copy Sales **11,560**
Copies to House and Senate **2 per office**

WASHINGTONIAN.COM

SIX MONTHS ENDED JUNE 30, 2020

Average page views per month **3,370,000**
Average unique visitors per month **1,830,000**
Total page views in period **20,220,000**
Total unique visitors in period **11,000,000**

SOCIAL MEDIA

AS OF JUNE 30, 2020

Facebook Likes **149,074**
Twitter Followers **299,405**
Instagram Followers **194,566**
Pinterest Followers **14,818**
Total Social Media Followers: **657,863**

WASHINGTONIAN WEDDINGS

Spring 2020 Issue Circulation **15,000**

E-MAIL NEWSLETTERS

Best Stories of the Week / Weekly / 85,528 Subscribers

Food / Weekly / 73,839 Subscribers

Things to Do / Twice Weekly / 72,777 Subscribers

Best Brunches / Weekly / 65,974 Subscribers

Health / Weekly / 63,666 Subscribers

Real Estate / Weekly / 48,529 Subscribers

Design & Shopping / Weekly / 38,195 Subscribers

Weddings / Weekly / 7,452 Subscribers

TOP EVENTS OF 2020

Unveiled

Registered Attendees: **475**

Spring Virtual Happy Hour

Registered Attendees: **247**

Food Insecurity Virtual Panel

Registered Attendees: **403**

Virtual Happy Hour with Real Estate Experts

Registered Attendees: **513**

Disaster Response Virtual Panel

Registered Attendees: **253**

TOTAL AUDIENCE

