### 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.

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### READERSHIP

#### GENDER

- **Female**: 62.6%
- **Male**: 37.1%
- **Non-Binary/Third Gender/ Prefer to Self Describe**: 0.3%

#### 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**

### 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

### TOTAL AUDIENCE

- **2017**: 1,300,000
- **2018**: 1,500,000
- **2019**: 1,750,000
- **2020**: 2,250,000

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### CONTACT INFORMATION

**WASHINGTONIAN**

1775 K STREET NW, STE 600

WASHINGTON, DC 20006

202.296.3600

WASHINGTONIAN.COM

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### 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

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Cathy Merrill

President and CEO

Washingtonian Media