WASHINGTONIAN
THE MAGAZINE WASHINGTON LIVES BY
★
Founded in 1965

2021 MEDIA KIT
While other magazines have come and gone, Washingtonian has not only remained but has achieved unprecedented prestige within the journalism community.

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.

*WASHINGTONIAN AWARDS*

City and Regional Magazine Association Awards
   Feature Story, 2020
   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
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%

AVERAGE ANNUAL CHARITABLE DONATION
$4,690

TOTAL MONTHLY READERSHIP
433,944

PAID CIRCULATION
108,486

WHERE THEY LIVE
- 27% DC
- 38.7% VA
- 27.5% MD

WHERE THEY WORK
- 41.8% DC
- 33.9% VA
- 18.3% MD

AVERAGE VALUE OF INVESTMENT PORTFOLIO:
$1.492 MILLION

95.8% OF WASHINGTONIAN SUBSCRIBERS CURRENTLY OWN INVESTMENTS

AVERAGE TIME SPENT WITH EACH ISSUE
1.1 HOURS

AVERAGE AGE
54
- 35.7% are between 25-49

*Source: 2020 CVC Publication Audit Report
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/camping .................................... 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
Washington Post .................................... 75.3%
New York Times .................................... 40.7%
Wall Street Journal ................................ 19.2%
Politico .............................................. 17.5%
The Atlantic ........................................ 14.4%
Bethesda Magazine ................................ 12.4%
The Hill .............................................. 9.6%
Washington Business Journal ..................... 7.8%
DC Magazine ...................................... 4.4%
Capitol File ......................................... 3.6%
Roll Call ............................................ 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

*Source: The 2019 Washingtonian Reader Study, conducted by MRI-Simmons
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%

*Source: The 2019 Washingtonian Reader Study, conducted by MRI-Simmons
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.
**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.

**ADDITIONAL INFORMATION**

Please follow the advertising submission guidelines at:

washingtonian.com/advertising-file-submission-guidelines

**PRODUCTION GUIDELINES**

<table>
<thead>
<tr>
<th>SIZE</th>
<th>INCHES</th>
<th>PICA S</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page Non-Bleed</td>
<td>7 x 10</td>
<td>42p6 x 60</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>4.625 x 10</td>
<td>28 x 60</td>
</tr>
<tr>
<td>1/2 Page Vertical</td>
<td>4.625 x 7.375</td>
<td>28 x 45</td>
</tr>
<tr>
<td>1/2 Page Horizontal</td>
<td>7 x 4.875</td>
<td>42p6 x 29p6</td>
</tr>
<tr>
<td>1/3 Page Vertical</td>
<td>2.25 x 10</td>
<td>13p6 x 60</td>
</tr>
<tr>
<td>1/3 Page Square</td>
<td>4.625 x 4.875</td>
<td>28 x 29p6</td>
</tr>
<tr>
<td>1/6 Page Vertical</td>
<td>2.25 x 4.875</td>
<td>13p6 x 29p6</td>
</tr>
<tr>
<td>1/6 Page Horizontal</td>
<td>4.625 x 2.375</td>
<td>28 x 14p6</td>
</tr>
<tr>
<td>1/12 Page</td>
<td>2.25 x 2.375</td>
<td>13p6 x 14p6</td>
</tr>
</tbody>
</table>

Do not add a bleed allowance to fractional ads.

**FULL PAGE BLEED**

Document and Trim Size: 8.25 x 10.875
Bleed Size (adds .125 all around): 8.5 x 11.125

**SPREAD BLEED**

Document and Trim Size: 16.5 x 10.875
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.

**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

**FOR PRODUCTION 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.

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

AVG. 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.

Audience: Google Analytics, 2020; Washingtonian.com Readership Survey, 2017
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 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.

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
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.

<table>
<thead>
<tr>
<th>Ad</th>
<th>Size</th>
<th>Desktop</th>
<th>Mobile</th>
</tr>
</thead>
<tbody>
<tr>
<td>Billboard</td>
<td>970x250</td>
<td>●</td>
<td></td>
</tr>
<tr>
<td>Super Leaderboard</td>
<td>970x90</td>
<td>●</td>
<td></td>
</tr>
<tr>
<td>Half Page</td>
<td>300x600</td>
<td>★</td>
<td></td>
</tr>
<tr>
<td>High-Impact In-Article</td>
<td>600x300</td>
<td>●</td>
<td>★</td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>300x250</td>
<td>★</td>
<td>●</td>
</tr>
<tr>
<td>Mobile Leaderboard</td>
<td>320x50</td>
<td>★</td>
<td></td>
</tr>
</tbody>
</table>

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

**MOBILE VIEW:**

**SPECs**
- Jpg, 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 Washington.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.

<table>
<thead>
<tr>
<th>SECTION</th>
<th>BANNER AD IMPRESSIONS*</th>
</tr>
</thead>
<tbody>
<tr>
<td>NEWS</td>
<td>1,100,000/month</td>
</tr>
<tr>
<td>FOOD</td>
<td>1,200,000/month</td>
</tr>
<tr>
<td>HEALTH</td>
<td>300,000/month</td>
</tr>
<tr>
<td>THINGS TO DO</td>
<td>230,000/month</td>
</tr>
<tr>
<td>TRAVEL</td>
<td>110,000/month</td>
</tr>
<tr>
<td>WEDDINGS</td>
<td>160,000/month</td>
</tr>
<tr>
<td>SHOPPING</td>
<td>110,000/month</td>
</tr>
<tr>
<td>DESIGN &amp; HOME</td>
<td>80,000/month</td>
</tr>
<tr>
<td>100 VERY BEST RESTAURANTS</td>
<td>219,000/month</td>
</tr>
<tr>
<td>TOP DOCTORS</td>
<td>115,000/month</td>
</tr>
<tr>
<td>HOMEPAGE</td>
<td>70,000/week</td>
</tr>
</tbody>
</table>

*Estimated based on average traffic. Actual amount of impressions may vary.

**SEND ALL OF THE FOLLOWING AD SIZES FOR SECTION SPONSORSHIPS:**

- 970x250
- 970x90
- 600x300
- 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).

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

RATE
- $2,500/day
- 100K impressions guaranteed

One year for just $15
Special Memorial Day Weekend offer: 12 issues for just $1 an issue!

Photo courtesy of Wunder Garten.

NoMa’s Wunder Garten (1801 First St, NW) is sending off the season with Fall Fest starting on Friday, November 6 (the event runs through November 28). This weekend’s highlights include pop-up eateries from Chiko on Saturday, November 7 and Timber Pizza on Sunday, November 8, as well as wreath-making workshops and whiskey flights.
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 |

### CROSS-PARTNERSHIP ADVERTISING

**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)

**RATE**

$7,500/sponsorship
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.

**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*: 30,000

**WEDDINGS**
Everything you need to know about getting married in Washington.
*Distribution*: Tuesday  
*Subscribers*: 7,000

**HEALTH**
A weekly roundup of our best news and reports on health and fitness.
*Distribution*: Tuesday  
*Subscribers*: 55,000

**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.

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.
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.

Please inquire with your sales representative regarding sponsored post opportunities on Washingtonian’s Instagram, Facebook, and Twitter feeds.
WASHINGTONIAN also offers a luxury wedding issue—published twice-yearly—that celebrates local love, that showcases area talent, and that serves as the ultimate resource for couples planning one of the most meaningful days of their lives. Contact your sales representative for special advertising rates to target these audiences.
WASHINGTONIAN EVENTS

SPONSORSHIPS & CUSTOM OPTIONS

Washingtonian Events creates opportunities to bring your messaging to our premier audience through thought provoking content and unique experiences. We have reimagined our offerings to include virtual products that are promoted through complementary marketing plans that include print, digital and social media elements.

CUSTOM THOUGHT LEADERSHIP CONTENT
In today’s world, it’s more important than ever for brands to connect with audiences as thought leaders and content drivers. Washingtonian can create custom panel conversations that dive into popular topics that are top of mind locally and nationally. By partnering with us, your brand will have the opportunity to feature your voice and expertise front and center to our audience.

EXCLUSIVE AWARD PRESENTATIONS
Washingtonian’s legacy of celebrating the region’s top contributors continues with a variety of virtual gatherings. Whether honoring our Top Doctors, Washingtonian Women in Journalism Award recipients, or our Washingtonians of the Year, these exclusive invitation-only gatherings provide ways to align your brand with the best of the best. These events feature exceptional speakers and opportunities for networking while giving your brand extensive visibility.

EXPERIENTIAL GATHERINGS
Lauded for our tasting events, Washingtonian now provides the opportunity to enjoy local products from the comfort of your own home! By partnering with our hometown businesses, we are able to showcase the best that the area has to offer while providing our attendees everything they need to recreate a noteworthy experience at home.

CUSTOM OFFERINGS
Are you looking for something even more custom? Your brand can rely on Washingtonian’s marketing and creative teams to design an event that perfectly fits your needs.
OCTOBER

BRUNCH & BLOODYS

October 2016 | Venue: TBD | Issue: Best Breakfasts | Annual | Ticketed | 300 guests

Washingtonian will host a Brunch & Bloodys event on a weekend in October for approximately 300 people. Restaurants from Washingtonian's recommended list will be invited to set up a table and serve samples of their famous morning bites to partygoers. Guests will enjoy delicious brunch bites and breakfast cocktails, and will get to participate in a "Bloody Mary Challenge", where guests vote for the best bloody mary.

Past Sponsors: Belvedere, Moet & Chandon

NOVEMBER

TOP DOCTORS

November 2016 | Venue: TBD | Issue: Top Doctors | Annual Event | Invitation-Only | 350 guests

The Top Doctors reception celebrates the best-selling Washingtonian Top Doctors issue, which produces more than 200,000 copies and is held onto by readers for more than two years. This cocktail reception brings together an elite group of approximately 350 doctors, senior hospital executives, and administrators from the region's top medical centers. Immediately preceding the event, Washingtonian hosts an exclusive pre-party for 100 VIPs and sponsors, where guests have a chance to network in an intimate setting before the main event kicks off.

Past Sponsors: Privia Health, Capital One Bank, CVS

WHISKEY FESTIVAL

November 2016 | Venue: TBD | Issue: Top Doctors | Annual Event | Ticketed | 300 guests

Washingtonian hosts an annual whiskey and fine spirits festival in November for approximately 300 guests. Event attendees will enjoy a live band, entertainment, delectable fare, and sips of premium whiskey, Scotch, malt, bourbon, rum, vodka, gin, tequila, and much more.

Past Sponsors: Bentley, Audi, Saks Fifth Avenue, Clyde Mays, Grooming Lounge, Hailo

DECEMBER

40 UNDER 40


Washingtonian will celebrate the top 40 Under 40 in Washington in the December issue of Washingtonian. Honorees will be invited to a reception to celebrate their powerful status in Washington and network with fellow award-winners. Each honoree will be encouraged to invite five business associates with talent and tenacity whom Washingtonian should watch in the future.