



# WASHINGTONIAN

THE MAGAZINE WASHINGTON LIVES BY



*Founded in 1965*

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## 2021 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

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  
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%

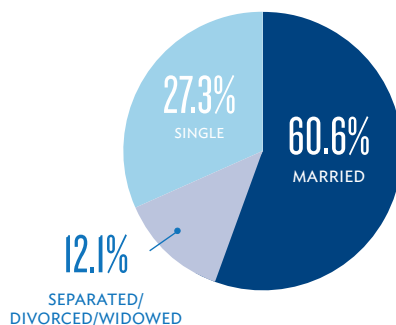
### AVERAGE HOUSEHOLD NET WORTH

**\$2.157 MILLION**

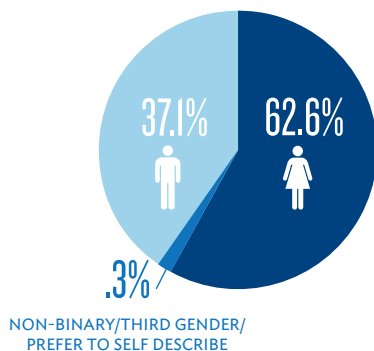
**\$2 MILLION+**: 33.9%

**\$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

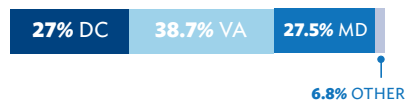
**413,940**



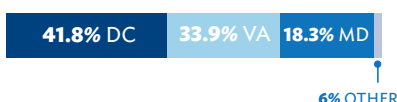
### PAID CIRCULATION

**103,485**

### 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/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

<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](mailto:adinfo@washingtonian.com) for more information or with any questions.

### COVERS

Placement
Inside Cover
Inside Back Cover
Back Cover



# 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](http://washingtonian.com/advertising-file-submission-guidelines)

### HOW TO SEND

**E-MAIL** completed *Washingtonian* advertising files to your sales representative or to [readyads@washingtonian.com](mailto: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.*



**1.7 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

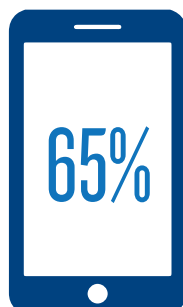
### WHERE THEY WORK

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

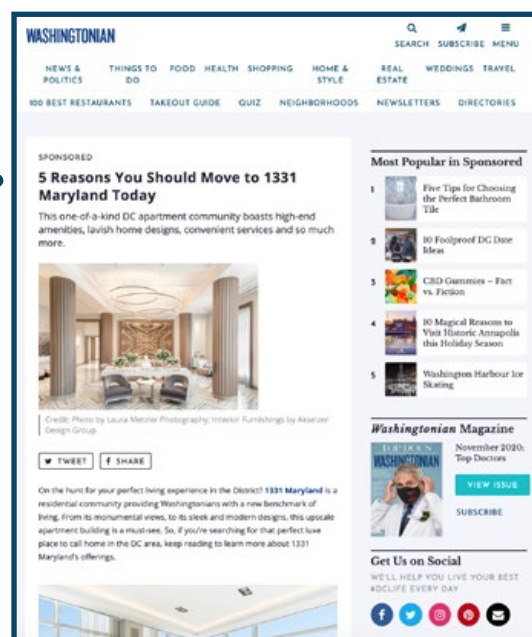
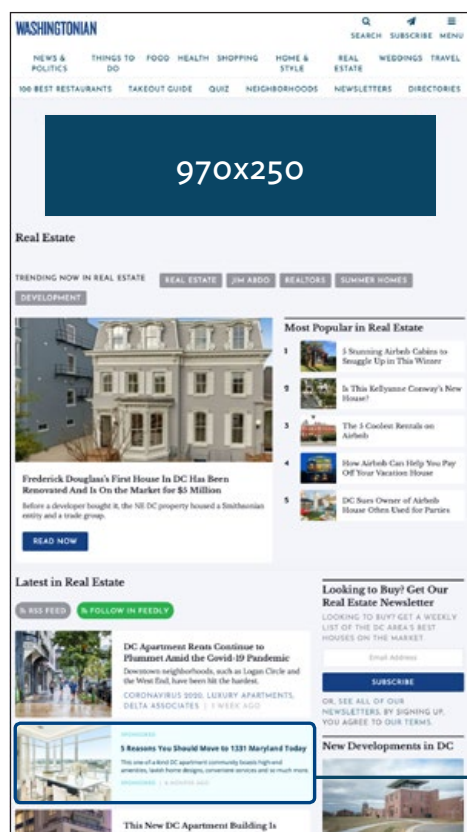
## WASHINGTONIAN.COM ADVERTISING

**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.



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.

## DESKTOP VIEW:

The desktop view shows the Washingtonian website layout. At the top is a navigation bar with the Washingtonian logo and links for News & Politics, Things to Do, Food, Health, Shopping, Home & Style, Real Estate, Weddings, and Travel. Below this is a secondary navigation bar with links like 100 Best Restaurants, Takeout Guide, Quiz, Neighborhoods, Newsletters, and Directories. A large 970x90 banner is positioned above the main content area. The main content area features a 'TRENDING NOW IN FOOD' section with buttons for Thanksgiving and Declaration. Below this is a 'FOOD' section with a featured article titled '6 Fun Food Events Around DC This Weekend'. To the right of the main content is a 'Most Popular in Food' sidebar with a list of five articles. At the bottom right, there is a 300x250 ad unit. The main article includes a large image of a fondue pot and a glass of wine.

## MOBILE VIEW:

The mobile view shows the Washingtonian website layout on a smartphone. The top navigation bar is simplified with the Washingtonian logo and links for Search, Subscribe, and Menu. Below this is a 'TRENDING NOW IN FOOD' section with buttons for Thanksgiving and Declaration. The main content area features a 'FOOD' section with a featured article titled '6 Fun Food Events Around DC This Weekend'. Below the article is a 320x50 banner. The article includes a large image of a fondue pot and a glass of wine.

## 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
HOMEPAGE	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

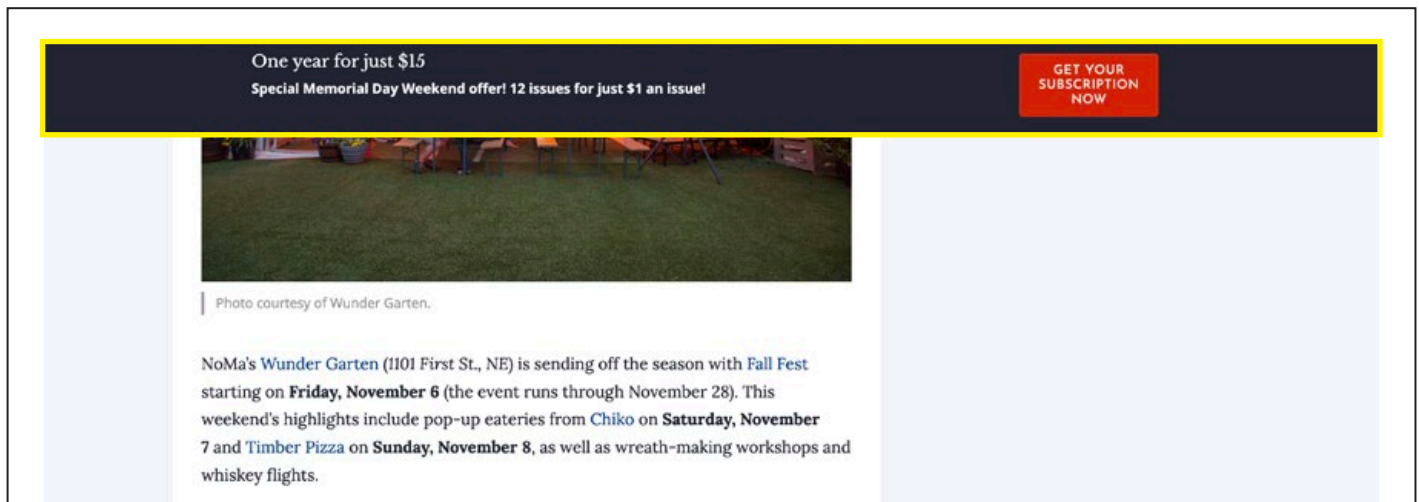
★ Submit all materials at least 3 business days before scheduled run.



# 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).



The screenshot shows a fixed top bar advertisement on the Washingtonian website. The bar has a dark background with a yellow border. On the left, white text reads: "One year for just \$15" and "Special Memorial Day Weekend offer! 12 issues for just \$1 an issue!". On the right, there is a red button with white text that says "GET YOUR SUBSCRIPTION NOW". Below the bar, the main content area shows a photo of a garden with the caption "Photo courtesy of Wunder Garten." and a paragraph of text about "NoMa's Wunder Garten (1101 First St., NE) 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."

### 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**

# 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.

### WASHINGTONIAN BEST BRUNCHES

**6 New Bakeries and Cafes to Try Around  
DC This Weekend**

SEPTEMBER 18, 2020 | SPONSORED BY  
[BRAND NAME](#)



A brioche egg sandwich at Ghostline. Photograph by Rey Lopez.

Where to find homemade pastries and decadent breakfast sandwiches.

**Baker's Daughter**  
1402 Okie St., NE

Michelin-starred Gravitats chef Matt Baker has branched out in Ivy City with a dressed down, all-day cafe and gourmet market. Mornings bring sweet and savory pastries, fresh-pressed juices, coffee drinks, and dishes that run the gamut from just-worked-out (acai bowls, avocado toast) to weekend items like a decadent short rib polenta bowl.

**300x250**

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  
fructus sem congue nec. Fusce sit  
consequat velit.

**Mah-Ze-Dahr**  
1201 Half St., SE

James Beard semifinalist Umber Ahmad opens her first venture outside NYC—a serene blue-and-white bakery near Nationals Park proffering La Colombe coffees, croissants, brioche doughnuts, dark chocolate brownies, and other confections, which have earned avid fans in Manhattan.

**Stay in Touch**  
Follow Washingtonian to stay up-to-date  
on the latest happenings in DC.

[f](#) [t](#) [@](#)

### 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.*

A message from our partner: [Georgetown BID](#)

**TASTE and SHOP**  
**GEORGETOWN**  
**OCTOBER 5-25**

**WE'RE GIVING YOU A REASON TO GET DRESSED.**

Join us for Taste and Shop Georgetown! Inspired by the Taste of Georgetown, this revamped promotional event features three weeks of sips, bites and deals at over 65 restaurants, shops and services.

**TASTE** | From brunch to family style meals, \$5 happy hour cocktails, and \$1 cannolis to satisfy your sweet tooth – there's something for everyone (and every budget!)

**TAKE-OUT OR TAKE A SEAT** | Enjoy take-out or dine outdoors while practicing social distancing at 25+ streateries. Visit our Streateries Guide at [georgetowndc.com/guides](#).

**SHOP** | More than 30 shops, salons and services are offering up to 50% off, gifts with purchase, private in-store appointments, at-home trunk shows, and more!

**PARK** | Enjoy discounted parking at select garages.

[georgetowndc.com/taste-of-georgetown](#)

**CLICK HERE FOR ALL DETAILS**

by **GEORGETOWN \* DC**  
BUSINESS IMPROVEMENT DISTRICT

**EAT. DRINK. SHOP.**  
Rediscover Georgetown

Interested in sponsoring a Washingtonian newsletter?  
Contact us at [adinfo@washingtonian.com](mailto:adinfo@washingtonian.com)

Our mailing address is:  
Washingtonian Media  
1775 K St NW  
Suite 600  
Washington, DC 20006  
United States

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.*



159K+

FACEBOOK  
FOLLOWERS



307K+

TWITTER  
FOLLOWERS



208K+

INSTAGRAM  
FOLLOWERS



18K+

PINTEREST  
FOLLOWERS

TOTAL FOLLOWERS  
ON ALL SOCIAL  
CHANNELS

692K+

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

# WASHINGTONIAN WEDDINGS

## PRINT & DIGITAL ADVERTISING

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.*

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### 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.

# WASHINGTONIAN

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