



SOURCES

PRINT CIRCULATION

Circulation Verification Council

DIGITAL CIRCULATION

Web Analytics and App Download Data

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

WASHINGTONIAN

12 MONTH PERIOD (JANUARY 1-DECEMBER 31, 2020)

Washingtonian Average Monthly Circulation, Print and Digital **103,485**

Frequency **12 times per year**

Subscriptions **78,718**

Single Copy Sales **24,479**

Copies to House and Senate **2 per office**

As Filed With The Circulation Verification Council; Average Per Issue For Twelve Months Ended December 31, 2020

WASHINGTONIAN.COM

SIX MONTHS ENDED DECEMBER 31, 2020

Average pageviews per month **3,150,000**

Average unique visitors per month **1,750,000**

Total pageviews in period **18,900,000**

Total unique visitors in period **10,500,000**

SOCIAL MEDIA

AS OF DECEMBER 31, 2020

Facebook Likes **157,700**

Twitter Followers **303,300**

Instagram Followers **223,000**

Pinterest Followers **17,500**

LinkedIn Followers **5,600**

Wedding Followers [All Channels] **37,381**

Event Followers [All Channels] **13,449**

Total Social Media Followers **757,930**

WASHINGTONIAN WEDDINGS

Winter/Spring 2020 Issue Circulation **15,000**

E-MAIL NEWSLETTERS

AS OF DECEMBER 31, 2020

Best Stories of the Week / Weekly / 80,386 Subscribers

Food / Weekly / 69,626 Subscribers

Things to Do / Twice Weekly / 69,982 Subscribers

Best Brunches / Weekly / 62,194 Subscribers

Health / Weekly / 58,302 Subscribers

Real Estate / Weekly / 37,147 Subscribers

Design & Shopping / Weekly / 35,965 Subscribers

TOP EVENTS OF 2020

IN-PERSON/PRE-COVID

Unveiled

Registered Attendees: **475**

Washingtonians of the Year

Registered Attendees: **181**

VIRTUAL/POST-COVID

Top Doctors Reception

Registered Attendees: **735**

Happy Hour with

Real Estate Experts

Registered Attendees: **513**

Food Insecurity Panel

Registered Attendees: **403**

Mental Health Consequences

During Crisis Panel

Registered Attendees: **401**

Washington Women

in Journalism Awards

Registered Attendees: **250**

...and many more!

TOTAL AUDIENCE

