



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 (JULY 1, 2020-JUNE 30, 2021)

Washingtonian Average Monthly Circulation, Print and Digital	99,188
Frequency	12 times per year
Subscriptions	84,031
Single Copy Sales	20,427
Copies to House and Senate	978 monthly

As Filed With The Circulation Verification Council; Average Per Issue For Twelve Months Ended June 30, 2021

WASHINGTONIAN.COM

SIX MONTHS ENDED DECEMBER 31, 2021

Average pageviews per month	2,717,751
Average unique pageviews per month	1,449,822
Total pageviews in period	16,306,504
Total unique pageviews in period	14,698,933

SOCIAL MEDIA

AS OF DECEMBER 31, 2021

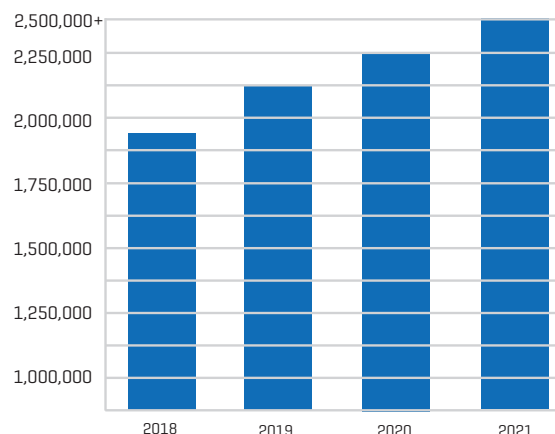
Facebook Followers	162,446
Twitter Followers	313,800
Instagram Followers	239,000
Pinterest Followers	20,800
LinkedIn Followers	6,230
Wedding Followers [All Channels]	38,372
Event Followers [All Channels]	13,609

E-MAIL NEWSLETTERS

AS OF DECEMBER 31, 2021

Best Stories of the Week / Weekly /	137,991 Subscribers
Food / Weekly /	128,146 Subscribers
Things to Do / Twice Weekly /	127,533 Subscribers
Best Brunches / Weekly /	116,205 Subscribers
Health / Weekly /	110,171 Subscribers
Real Estate / Weekly /	44,760 Subscribers
Design & Shopping / Weekly /	33,974 Subscribers
Weddings / Weekly /	8,490 Subscribers

TOTAL AUDIENCE



TOP VIRTUAL EVENTS OF 2021

How the Tech Sector is Upskilling the Workforce
 Registered Attendees: **437**

Creating a Culture of Kindness: How Organizations Thrive
 Registered Attendees: **353**

Washingtonians of the Year
 Registered Attendees: **284**

Smart Home 101: Innovative Ways to Upgrade Your Home
 Registered Attendees: **260**

Washington Women in Journalism Awards
 Registered Attendees: **225**