



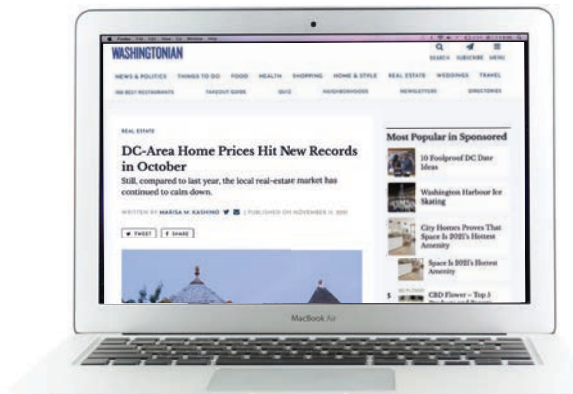
WASHINGTONIAN

THE MAGAZINE WASHINGTON LIVES BY



Founded in 1965

2022 REAL ESTATE 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

Best Weddings Publication, 2021
Best 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

PRINT READERSHIP

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%



TOTAL MONTHLY READERSHIP

433,944

PAID CIRCULATION

108,486

AVERAGE TIME SPENT WITH EACH ISSUE

1.1 HOURS

AVERAGE VALUE OF INVESTMENT PORTFOLIO:

\$1.492 MILLION



95.8%
OF

WASHINGTONIAN SUBSCRIBERS CURRENTLY OWN INVESTMENTS

HOME

Own a home **78.6%**
Rent home/apartment **19.9%**

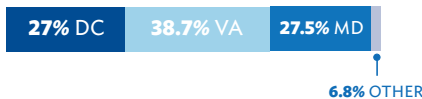
EDUCATION

Attended college **99.4%**
Graduated from college **91.2%**
Completed postgraduate **57.1%**

OCCUPATION

Managerial or higher **70.7%**
Serve on a board **17.5%**

WHERE THEY LIVE



AVERAGE HOME VALUE



\$897,700

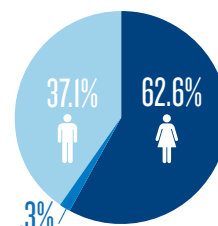
\$1 MILLION+: 28.6%
\$750,000+: 51.4%

AVERAGE AGE

54

35.7% are between 25-49

SEX



NON-BINARY/THIRD GENDER/
PREFER TO SELF DESCRIBE

ONGOING PRINT ADVERTISING OPPORTUNITIES

Teed up by our signature "Off The Market" editorial roundup of big name and/or big ticket real estate transactions, our monthly Real Estate Advertising Section buzzes with new developments, brokerages, agents, individual home listings, mortgage bankers, and more. This is the magazine's real estate hub.

"Off the Market!" Editorial Feature

OFF THE MARKET!
The nuts and bolts of some of Washington's most expensive residential transactions

BOUGHT BY: Ryan [Name], [Address], [City, State] [Zip].
LISTED: \$1,200,000.
SELLER: [Name]

BRASING POINTS: A new building, three bedrooms, two bathrooms, a large kitchen, and a finished basement. Located in a prime location with a large lot and a great view.

BOUGHT BY: [Name], [Address], [City, State] [Zip].
LISTED: \$1,200,000.
SELLER: [Name]

BRASING POINTS: Four bedrooms and two bathrooms, plus an executive three-car garage and a walk-in closet.

BOUGHT BY: [Name], [Address], [City, State] [Zip].
LISTED: \$1,200,000.
SELLER: [Name]

BRASING POINTS: Four bedrooms and two bathrooms, plus an executive three-car garage and a walk-in closet.

BOUGHT BY: [Name], [Address], [City, State] [Zip].
LISTED: \$1,200,000.
SELLER: [Name]

BRASING POINTS: Four bedrooms and two bathrooms, plus an executive three-car garage and a walk-in closet.

Full Page

theleishergroup
THE FLEISHER GROUP PRESENTS
LUXURY LIVING AT ITS FINEST

3030 CHAIN BRIDGE ROAD NW • WASHINGTON, DC
DC'S Finest Residence • Incomparable Design, Finishes and Expert Workmanship
Offered at \$19,950,000

5517 PEMBROKE ROAD • BETHESDA, MD
Exquisite Custom Built Masterpiece • Spectacular 1 1/2 Acre Property in Close In Bethesda
Offered at \$15,950,000

MARC FLEISHER
+1 202 438 4882 Cell +1 240 235 0881 office
mcf@theleishergroup.com
3454 Wisconsin Avenue, Chevy Chase Maryland 20815

TTT Sotheby's
INTERNATIONAL REALTY

2/3 Page

Welcome home.

The LizLuke Team introduced 89 families to their new homes in 2017. It's time to find yours!

LIZLUKE TEAM
of Long & Foster Real Estate
LIZLUKE.COM

LONG & FOSTER
REAL ESTATE

CHRISTIE'S
INTERNATIONAL REAL ESTATE

OLDTOWNHISTDISTSALES | 400 KING ST ALEXANDRIA, VA 22314

THE RESIDENCES
LUXURIOUS CITY • BEVERLY BEACH

LIFE'S BETTER at the beach.

Situated on Rehoboth Bay with views of the Atlantic Ocean, residents of Lighthouse Cove are able to enjoy unparalleled amenities, including public beach access, on-site dining, a fitness center, a rooftop pool and more. New construction, 1, 2, 3 & 4 bedroom homes starting at \$49,900. Now accepting reservations on our first phase! Call today to schedule a tour.

5301 COASTAL HIGHWAY | DRIVE BEACH, DE 19913
302-212-0020 | THERESIDENCES.COM

1/3 Page Horizontal

1/3 Page Vertical

LOOKING FOR YOUR PERFECT BEACH HOME? CALL THE #1 REALTOR TEAM IN THE DE/PA REGION!

DERRE REED TEAM

15 HICKMAN ST, SOUTH REHOBOTH BEACH
Ocean View in South Rehoboth. Beautifully renovated 3 bedrooms, 4 bath, 600 square foot home on approximately 1/2 acre with a pool. Large master suite with a full bath & a double island in the kitchen. Call today to schedule your showing. Call Derre Reed, 302-212-0020. Offered at \$2,199,000.

RE/MAX Real Estate Group | 3175 Reisterstown Rd. | Baltimore, MD 21286
Phone: (410) 227-3819 Mobile: (410) 227-4800
Email: Derre@DerreReed.com | www.DerreReed.com

1/2 Page Vertical

Kimberly Dixon
Realtor, MRP

&

Steven M. Summers
President, Loan Officer

The #1 Real Estate Mortgage Team who know PEOPLE and know MARYLAND! Let us help you get into your new home for market and sell your home!

Beautiful Annapolis Area Waterfront L2322 and 502.0 IN 38 DAYS IN DECEMBER

Purchased Eigenation - EXPANSIVE 16-AC WF
2100 sq ft on 31.000 acres

With both of our expertise, working side by side, we will show you how we can help buying and selling in Maryland and Virginia.

We specialize in Luxury Waterfront Homes in the Annapolis area, the Eastern Shore and all of Maryland. Kim is a Military Relocation Specialist with over 20 years experience with Shear and the most competitive, Jumbo, Government and VA loan interest with Quik, Professional 3D House Processing. We work with The New and Traditional lender and emergency will work with you on any transaction! Give us a try today and work with the Pros of the Real Estate Mortgage industry!

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411181
President, THE MORTGAGE LIAISON
561-701-5500 | 561-701-5500

RE/MAX EXPERTS IN LUXURY REALTY

REAL ESTATE SECTION ADVERTISING RATES

(All rates are net.)

SIZE	COLOR	SPECS (inches - width x height)
1/6 Page	\$995	3 1/2 x 3
1/3 Page	\$1,975	3 1/2 x 6 1/8 or 7 1/8 x 3
1/2 Page	\$2,975	3 1/2 x 9 1/2
2/3 Page	\$3,925	7 1/8 x 6 1/8
Full Page	\$5,850	7 x 10

1/6 Page Square

ISSUE-SPECIFIC PROJECTS

Each issue features opportunities to align with specific editorial/advertorial content. These placements appear further-forward in the issue and can often be positioned directly adjacent to the article's content. Rates and specs vary. Please inquire.



FEBRUARY

R: 12/30 M: 1/6 P: 1/20

-Real Estate Agent Profiles (ask about 2x program)

MARCH

R: 1/29 M: 2/4 P: 2/24

- Retirement Living article, adjacencies, and profiles
- Clarendon/Ballston neighborhood guide and placements
- Home Design content, adjacencies, and Custom Home Builders Directory
- Luxury Rental Showcase

APRIL - REAL ESTATE COVER STORY

R: 3/1 M: 3/4 P: 3/24

- Spring Real Estate Guide Advertising Section
- Easton/St. Michaels guide and placements
- Top Mortgage Professionals awards, adjacencies, and profiles

MAY

R: 3/31 M: 4/1 P: 4/21

- Major "Retirement Living Guide", adjacencies, and profiles
- Annapolis guide and placements
- Design | Build feature, adjacencies, company profiles, and Custom Home Builders Directory

JUNE -- BEST OF WASHINGTON - Reader Favorite!

R: 4/30 M: 5/6 P: 5/26

- Beach/lake travel feature and adjacencies
- The Wharf/SW Waterfront neighborhood guide and placements

KEY

R: Reserve by date | **M:** Materials due date | **P:** Publication date

JULY - TOP AGENTS

R: 5/28 M: 6/3 P: 6/23

- Real Estate Agent Profiles, brokerage and industry placements, all tied into list of Best Agents and Top Producing Agents

AUGUST

R: 6/30 M: 7/1 P: 7/21

- Union Market District neighborhood guide and placements
- Home Design content, adjacencies, and Custom Home Builders Directory

SEPTEMBER

R: 7/30 M: 8/5 P: 8/25

- Dupont/Farragut neighborhood guide and placements
- Commercial Real Estate awards, adjacencies, and profiles
- Home staging content and adjacencies

OCTOBER

R: 8/31 M: 9/2 P: 9/22

- Fall Real Estate Guide Advertising Section
- Bethesda neighborhood guide and placements
- Design | Build feature, adjacencies, company profiles, and Custom Home Builders Directory
- Outstanding Women profiles

NOVEMBER - TOP DOCS COVER

R: 9/30 M: 9/30 P: 10/20

- Retirement/senior placements alongside Top Doctors awards
- Medical office space placements
- Alexandria neighborhood guide and placements

DECEMBER

R: 10/29 M: 10/28 P: 11/17

- Major "Retirement Living Guide", adjacencies, and profiles
- National Landing neighborhood guide and placements

JANUARY 2023

R: 12/1 M: 12/2 P: 12/22

-Faces of Washington - what are you/your business the "Face" of?

DIGITAL READERSHIP

WASHINGTONIAN.COM

Washingtonian.com, the region's premier lifestyle website, hosts a large, loyal following of active, affluent adults. In addition to all of the print magazine's content, Washingtonian.com features web-only material, including popular news stories, latest advice on things to do, databases of recommended professionals (including top real estate agents), and more. New content is added to the site each day. Washingtonian.com is a site that people bookmark. It's where area residents go to take a break from work, unwind at home, plan an evening on the town, and find help they can trust.



1.7 MILLION
WASHINGTONIAN.COM
MONTHLY
UNIQUE USERS



OF THE WEBSITE'S
TRAFFIC COMES
FROM
MOBILE + TABLET
DEVICES.

SOCIAL MEDIA

TOTAL SOCIAL MEDIA FOLLOWERS

726K+

162K+

FACEBOOK
LIKES

311K+

TWITTER
FOLLOWERS

233+

INSTAGRAM
FOLLOWERS

20K+

PINTEREST
FOLLOWERS

62%

EARN A HOUSEHOLD INCOME OF \$100,000+

60% own their home

99% travel domestically at least once a year

93% have bachelor's degree 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

REAL ESTATE-CENTRIC SECTIONS OF WEBSITE INCLUDE:

REAL ESTATE: a roundup of hot listings, open houses, new developments, industry news/trends, etc.

DESIGN & HOME: inspiring content on making the most out of your space

TOP AGENT FINDER: the year-round source for finding and selecting the area's top realtors

DIGITAL ADVERTISING OVERVIEW

SPONSORED ARTICLES AND "LISTINGS WE LOVE"

Our signature digital products, powered by our massive social media engine. See next 2 pages!

DEDICATED EMAIL

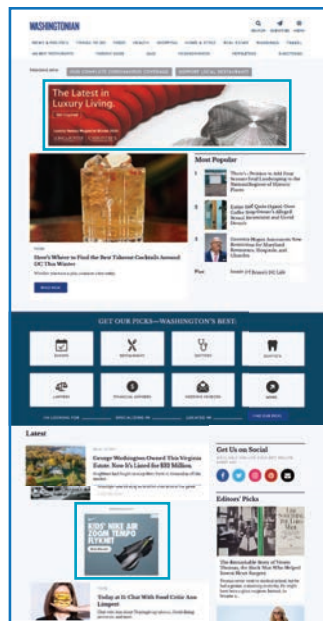
~ 150,000 recipients, \$4,500

BANNER ADS & SECTION/HOMEPAGE TAKEOVERS

Reach the right readers in the right corners of the website via a savvy strategy of banners. **CPMs from \$20; takeover pricing varies by section.**

Available sizes:

- 970x250
- 970x90
- 300x600
- 300x250
- 600x300
- 320x50 (mobile)

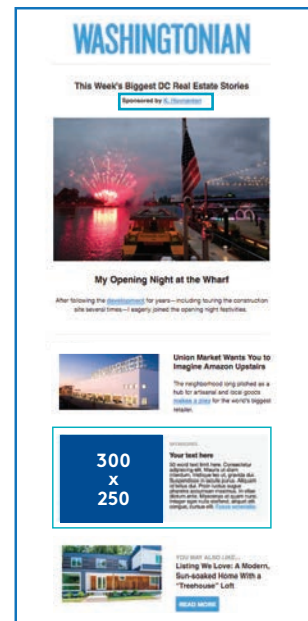


REAL ESTATE E-NEWSLETTER

45,000 subscribers

Align with this popular weekly roundup of real estate content, via a banner ad, text blurb, and "sponsored by" placement. Exclusive to 1 sponsor per newsletter. **\$1,000.**

Other newsletters (Food, Things to Do, Health, etc.) also available. Please inquire



UPGRADED ONLINE LISTING FOR TOP AGENTS

Raises your entry; adds photo, bio, website, all contact info, social; boosts SEO. Inquire about the Top Agents Marketing Package. **\$160/mo, or sold in conjunction with Top Agents Marketing Package. Please inquire.**



LUXURY RENTAL SHOWCASE

Feature your luxury apartment community and receive a customized fixed listing on the main page with promotions on Instagram, Twitter, and Facebook. **\$2,400 for 12 month commitment**

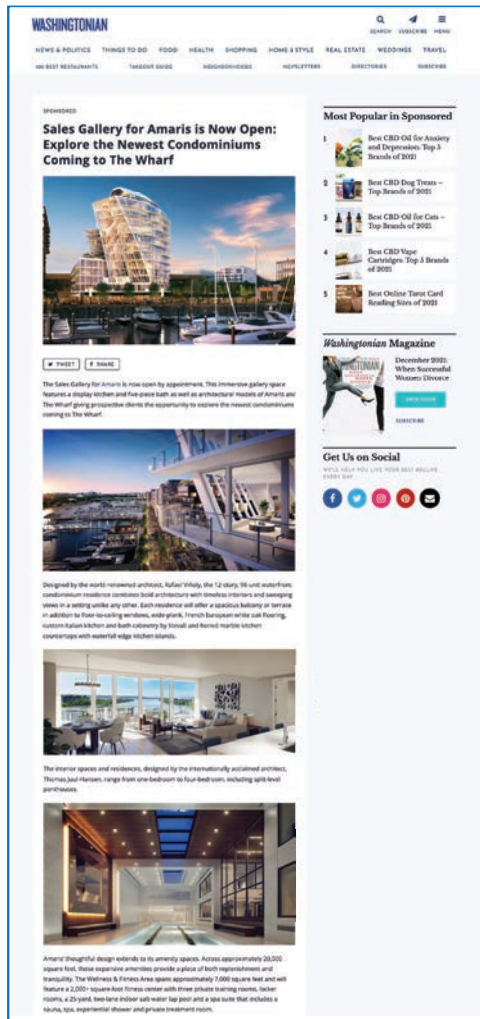
DIGITAL ADVERTISING: SPONSORED ARTICLES

FOR DEVELOPMENTS, COMPANY/TEAM BIOS, ETC.

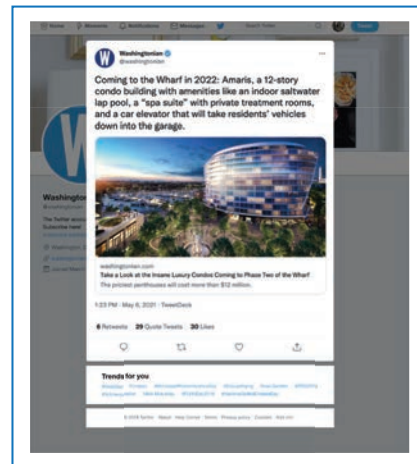
An editorial-looking and editorial-feeling article on our website, only subtly labeled as sponsored. You provide photos and text about a new development, or you/your team and we put it all together.

We lock the article on our homepage/real estate page for 1 week and utilize our massive social media following to drive traffic. The post stays up for as long as mutually agreeable.

WASHINGTONIAN.COM



TWITTER



FACEBOOK

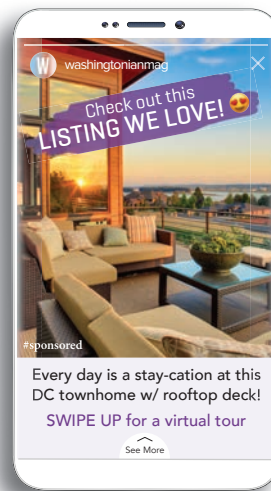
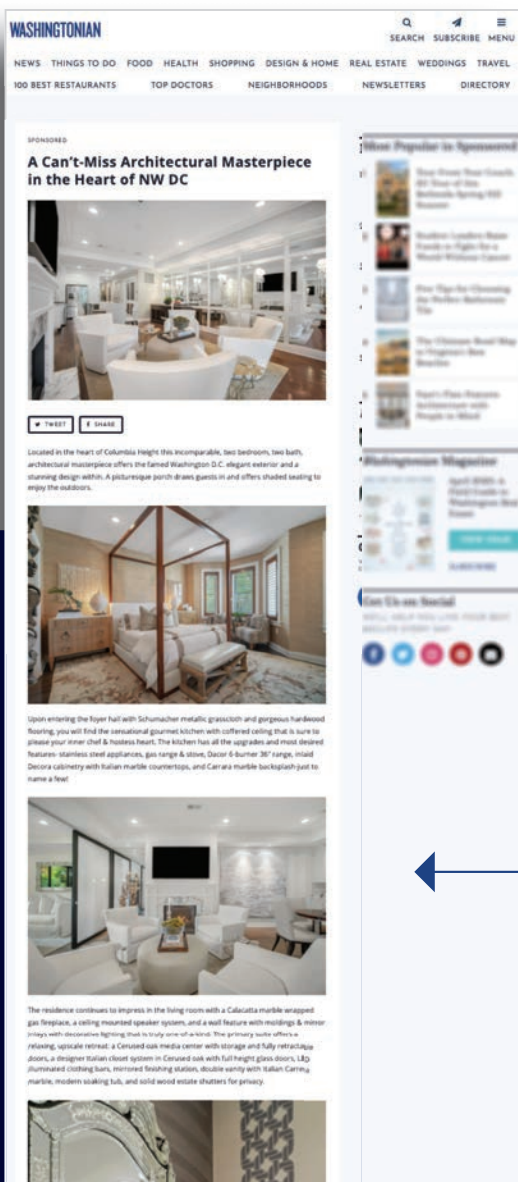


Investment = \$3,500 per article

DIGITAL ADVERTISING: LISTINGS WE LOVE

INDIVIDUAL HOMES AND CONDO UNITS

An article about your listing. Introducing **"Listings We Love"** - a featured collection of sponsored articles, connecting Washingtonian's **1.7 million monthly web readers and over 233K Instagram followers** to stunning local homes.



INSTAGRAM
washingtonianmag 
233K+ followers

HOW IT WORKS

- You send up to 4 photos or 1 video, and up to 200 words of text with links
- We'll build out the article and actively promote it for 7 days (you should too!)
- URL stays up long term — impress future clients!

WHERE WE'LL PROMOTE

- Throughout Washingtonian.com including the Real Estate front page
- Instagram
- Weekly Real Estate e-newsletter (55k subscribers)

INVESTMENT= \$1,200 for 1 sponsored article
\$3,000 for a 3x commitment

EVENTS

TOP AGENTS EVENT - WELCOME TO REALTOR PROM!

Every summer a packed house of realtors and other industry professionals gather to toast their recognition as Top Agents. Creative and impactful sponsorship opportunities are available and provide valuable exposure before, during, and after the event. Please inquire.



OTHER SIGNATURE EVENTS

UNVEILED SHOWCASE

Washingtonian Weddings's five-star wedding showcase that features the area's top-rated vendors from the luxury wedding community for brides, grooms, and their wedding parties to preview the latest trends, helpful tips, and insights from the experts as attendees are planning the next chapter in their lives.

BEST OF WASHINGTON

Washingtonian's signature event celebrating the best of the DC including tastes from over 50 top-rated and 100 Very Best Restaurants.

TECH TITANS

This event will honor the local tech leaders at the helm of the region's booming technology industry and offers unprecedented access to this highly affluent, elite, and influential audience.

WHISKEY & FINE SPIRITS FESTIVAL

The 11th annual libations event features 25+ vendors offering tastes of their spirits including premium whiskey, bourbon, scotch, vodka, gin, tequila, and more at a festive evening with 500 guests.

CUSTOM EVENTS

Leverage our talented events staff and our network of premier vendors to build and execute the perfect gathering. Please inquire.