Zip Codes Where Houses Fetch the Most

Neighborhoods We Love (Including This One)

Fantastic Parks

What Washington Wears to Work

All the President's Men at 40: A Dishy Oral History

Who to Go to for Financial Advice

APRIL 2016

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.

*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

<table>
<thead>
<tr>
<th>Category</th>
<th>Statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Average Household Income</strong></td>
<td>$337,500</td>
</tr>
<tr>
<td></td>
<td>$250,000+: 32.8%</td>
</tr>
<tr>
<td></td>
<td>$100,000+: 77.9%</td>
</tr>
<tr>
<td></td>
<td>$75,000+: 87.1%</td>
</tr>
<tr>
<td><strong>Average Household Net Worth</strong></td>
<td>$2.157 MILLION</td>
</tr>
<tr>
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<td>$2 MILLION+: 33.9%</td>
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<tr>
<td></td>
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</tr>
<tr>
<td><strong>Total Monthly Readership</strong></td>
<td>433,944</td>
</tr>
<tr>
<td><strong>Paid Circulation</strong></td>
<td>108,486</td>
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<tr>
<td><strong>Average Time Spent With Each Issue</strong></td>
<td><strong>1.1 Hours</strong></td>
</tr>
<tr>
<td><strong>Average Value of Investment Portfolio:</strong></td>
<td><strong>$1.492 MILLION</strong></td>
</tr>
<tr>
<td><strong>95.8% of Washingtonian Subscribers Currently Own Investments</strong></td>
<td></td>
</tr>
</tbody>
</table>

### 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%

### Average Home Value

- **$897,700**
  - $1 MILLION+: 28.6%
  - $750,000+: 51.4%

### Average Age

- **54**
  - 35.7% are between 25-49

### Sex

- **37.1%**
- **62.6%**
- **3%** Non-Binary/Third Gender

**Self Describe**
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.

ONGOING PRINT ADVERTISING OPPORTUNITIES

REAL ESTATE SECTION ADVERTISING RATES
(All rates are net.)

<table>
<thead>
<tr>
<th>SIZE</th>
<th>COLOR</th>
<th>SPECS (inches - width x height)</th>
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<tbody>
<tr>
<td>1/6 Page</td>
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<td>$995 3 1/2 x 3</td>
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<td></td>
<td>$1,975 3 1/2 x 6 1/8 or 7 1/8 x 3</td>
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<td>2/3 Page</td>
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<td>$5,850 7 x 10</td>
</tr>
</tbody>
</table>

ALLISON MOORE | AMOORE@WASHINGTONIAN.COM | O: 540.359.5565
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**
- Real Estate Agent Profiles (ask about 2x program)

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

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

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

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

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

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

**DECEMBER**
- Major “Retirement Living Guide”, adjacencies, and profiles
- National Landing neighborhood guide and placements

**JANUARY 2023**
- 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.

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.

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.

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.