

# WASHINGTONIAN BRAND AUDIT

## WASHINGTONIAN MAGAZINE

12 MONTH PERIOD (JULY 1, 2021-JUNE 30, 2022)

As filed with the Circulation Verification Council; average per issue for 12 months ended June 30, 2022

Frequency	12 times per year
Total paid subscriptions	66,914
Average monthly copies placed on newsstands	17,480
Monthly copies sent to House and Senate offices	1,078
<b>Average Monthly Circulation, Print and Digital</b>	<b>93,617</b>

## WASHINGTONIAN.COM

12 MONTHS ENDED DECEMBER 31, 2022

Average unique pageviews per month	2,090,000
Average pageviews per month	2,340,000
<b>Total unique pageviews in period</b>	<b>25,130,000</b>
<b>Total pageviews in period</b>	<b>28,120,000</b>

## WASHINGTONIAN SOCIAL MEDIA

AS OF DECEMBER 31, 2022

	Monthly Impressions <small>(The number of times a post or a story was seen by users)</small>	Followers
Facebook	2,600,000	165,000
Twitter	1,600,000	321,200
Instagram	12,500,000	273,000
Pinterest		23,300
LinkedIn		7,116
TikTok		22,600
Wedding (All Channels)		40,043
Event (All Channels)		18,393
<b>Total Social Media Followers</b>		<b>870,652</b>

## READERSHIP

### GENDER

**Female:** 62.6%  
**Male:** 37.1%  
**Non-Binary/**  
**Prefer to Self Describe:** 0.3%

### 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**

## 2022 TOP EVENTS

**Washingtonian's Food for Thought Festival, Presented by PepsiCo**  
 Attendees: **350**

**Whiskey & Fine Spirits Festival**  
 Attendees: **350**

**Washington Women in Journalism Awards**  
 Attendees: **330**

**Top Agents Reception**  
 Attendees: **325**

**Top Doctors Reception**  
 Attendees: **300**

**Style Setters**  
 Attendees: **240**

**Washingtonians of the Year**  
 Attendees: **220**

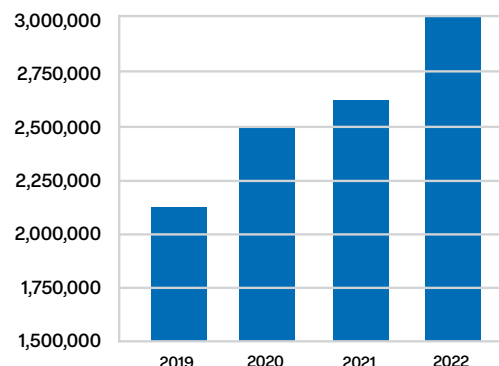
**Young Professionals Happy Hour**  
 Attendees: **100**

## E-MAIL NEWSLETTERS

AS OF DECEMBER 31, 2022

**Best Stories of the Week** / Weekly / 152,794 Subscribers  
**Food** / Weekly / 144,323 Subscribers  
**Things to Do** / Twice Weekly / 144,484 Subscribers  
**Best Brunches** / Weekly / 200,169 Subscribers  
**Health** / Weekly / 126,038 Subscribers  
**Real Estate** / Weekly / 41,471 Subscribers  
**Design & Shopping** / Weekly / 44,581 Subscribers  
**Weddings** / Weekly / 8,291 Subscribers  
**Exclusive** / As Requested / 197,824 Subscribers

## TOTAL AUDIENCE



## 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

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