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
John Bartlow Martin Award for Public Interest Magazine Journalism
(from the Medill School of Journalism)
Donald Robinson Memorial Award for Investigative Journalism

Matt Hendrickson | 301-351-6042 | mhendrickson@washingtonian.com
## PRINT READERSHIP

### DEMOGRAPHICS

<table>
<thead>
<tr>
<th>AVERAGE HOUSEHOLD INCOME</th>
<th>TOTAL MONTHLY READERSHIP</th>
<th>AVERAGE VALUE OF INVESTMENT PORTFOLIO:</th>
</tr>
</thead>
<tbody>
<tr>
<td>$337,500</td>
<td>374,468</td>
<td>$1.492 MILLION</td>
</tr>
<tr>
<td>$250,000+</td>
<td></td>
<td></td>
</tr>
<tr>
<td>$100,000+</td>
<td></td>
<td></td>
</tr>
<tr>
<td>$75,000+</td>
<td></td>
<td></td>
</tr>
<tr>
<td>$2 MILLION+</td>
<td></td>
<td></td>
</tr>
<tr>
<td>$1 MILLION+</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>AVERAGE HOUSEHOLD NET WORTH</th>
<th>PAID CIRCULATION</th>
<th>AVERAGE TIME SPENT WITH EACH ISSUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>$2.157 MILLION</td>
<td>93,617</td>
<td>1.1 HOURS</td>
</tr>
<tr>
<td>$2 MILLION+</td>
<td></td>
<td></td>
</tr>
<tr>
<td>$1 MILLION+</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### ABOUT US

<table>
<thead>
<tr>
<th>HOME</th>
<th>WHERE THEY LIVE</th>
<th>AVERAGE AGE</th>
<th>SEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>Own a home .................................. 78.6%</td>
<td>27% DC 38.7% VA 27.5% MD 6.8% OTHER</td>
<td>54</td>
<td>37.1% 62.6%</td>
</tr>
<tr>
<td>Rent home/apartment ...................... 19.9%</td>
<td></td>
<td>35.7% are between 25-49</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>EDUCATION</th>
<th>AVERAGE HOME VALUE</th>
<th>NON-BINARY/THIRD GENDER/PREFER TO SELF DESCRIBE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attended college ......................... 99.4%</td>
<td>$897,700</td>
<td>3%</td>
</tr>
<tr>
<td>Graduated from college ................... 91.2%</td>
<td>$1 MILLION+ 28.6% $750,000+ 51.4%</td>
<td></td>
</tr>
<tr>
<td>Completed postgraduate ................... 57.1%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>OCCUPATION</th>
<th>AVERAGE AGE</th>
<th>SEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>Managerial or higher .................... 70.7%</td>
<td>37.1%</td>
<td></td>
</tr>
<tr>
<td>Serve on a board ........................ 17.5%</td>
<td>62.6%</td>
<td></td>
</tr>
</tbody>
</table>

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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.
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.

**ISSUE-SPECIFIC PROJECTS**

FEBRUARY – 100 VERY BEST RESTAURANTS COVER *(Top Seller)*  
*R: 12/30  M: 1/6  P: 1/26*  
- Real Estate Agent Profiles (ask about 2x program)

MARCH  
*R: 2/1  M: 2/7  P: 2/23*  
- Retirement Living article, adjacencies and profiles  
- Loudoun County neighborhood guide and placements  
- Home Design content and adjacencies

APRIL - REAL ESTATE COVER STORY  
*R: 3/1  M: 3/7  P: 3/23*  
- Spring Real Estate Guide Advertising Section  
- Shaw/Logan Circle neighborhood guide and placements  
- Top Mortgage Professionals awards, adjacencies and profiles

MAY - POLYBAGGED WITH "500 MOST INFLUENTIAL" SPECIAL ISSUE  
*R: 4/5  M: 4/11  P: 4/27*  
- Major "Retirement Living Guide", adjacencies, and profiles  
- Eastern Shore article and adjacencies  
- Chevy Chase (MD and DC) neighborhood guide and placements  
- Major Design | Build feature, adjacencies and company profiles

JUNE - BEST OF WASHINGTON *(Reader Favorite!)*  
*R: 5/3  M: 5/6  P: 5/25*  
- Beach travel feature and adjacencies  
- Navy Yard neighborhood guide and placements

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

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

**AUGUST**  
*R: 7/5  M: 7/11  P: 7/21*  
- National Harbor neighborhood guide and placements  
- Home Design content and adjacencies

**SEPTEMBER**  
*R: 8/2  M: 8/8  P: 8/24*  
- Bloomingdale/Eckington neighborhood guide and placements  
- Commercial Real Estate awards, adjacencies and profiles  
- American Institute of Architects Awards

**OCTOBER**  
*R: 9/6  M: 9/12  P: 9/28*  
- Fall Real Estate Guide Advertising Section  
- Capitol Hill neighborhood guide and placements  
- Major Design | Build feature, adjacencies and company profiles  
- Outstanding Women profiles

**NOVEMBER - TOP DOCS COVER**  
*R: 10/4  M: 10/10  P: 10/26*  
- Retirement/senior placements alongside Top Doctors awards  
- Medical office space placements  
- Vienna neighborhood guide and placements

**DECEMBER**  
*R: 11/1  M: 11/7  P: 11/23*  
- Major "Retirement Living Guide", adjacencies and profiles  
- Tysons neighborhood guide and placements

**JANUARY 2024**  
*R: 11/30  M: 12/5  P: 12/21*  
- Faces of Washington - what are you/your business the "Face" of?
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.

**DIGITAL READERSHIP**

**WASHINGTONIAN.COM**

Washingtonian.com hosts a large, loyal following of active, affluent adults. It’s 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.

- **2.94 MILLION PAGEVIEWS PER MONTH**
- **1.7 MILLION WASHINGTONIAN.COM MONTHLY UNIQUE USERS**
- **70% OF THE WEBSITE’S TRAFFIC COMES FROM MOBILE + TABLET DEVICES.**

**SOCIAL MEDIA**

<table>
<thead>
<tr>
<th>Platform</th>
<th>Followers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>162K+</td>
</tr>
<tr>
<td>Twitter</td>
<td>311K+</td>
</tr>
<tr>
<td>Instagram</td>
<td>233+</td>
</tr>
<tr>
<td>Pinterest</td>
<td>20K+</td>
</tr>
</tbody>
</table>

**TOTAL SOCIAL MEDIA FOLLOWERS**: 726K+

**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**

<table>
<thead>
<tr>
<th>Region</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>DC</td>
<td>35%</td>
</tr>
<tr>
<td>VA</td>
<td>34%</td>
</tr>
<tr>
<td>MD</td>
<td>25%</td>
</tr>
<tr>
<td>OTHER</td>
<td>6%</td>
</tr>
</tbody>
</table>

**WHERE THEY WORK**

<table>
<thead>
<tr>
<th>Region</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>DC</td>
<td>48%</td>
</tr>
<tr>
<td>VA</td>
<td>26%</td>
</tr>
<tr>
<td>MD</td>
<td>19%</td>
</tr>
<tr>
<td>OTHER</td>
<td>7%</td>
</tr>
</tbody>
</table>

**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

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DIGITAL ADVERTISING MENU

SPONSORED ARTICLES AND “LISTINGS WE LOVE”
Our signature digital products, powered by our massive social media engine. See next 2 pages!

DEDICATED EMAIL
- 200,000 recipients, $5,000

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
38,000 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. $1,250.

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. 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

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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 269K 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
  38,000 Subscribers

INVESTMENT=

- $1,400 for 1 sponsored article
- $3,300 for a 3x commitment

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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

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.

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.

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