WASHINGTONIAN
THE MAGAZINE WASHINGTON LIVES BY
Founded in 1965

2023 MEDIA KIT
While other magazines have come and gone, Washingtonian has not only remained but has achieved unprecedented prestige within the journalism community.

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


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

Donald Robinson Memorial Award for Investigative Journalism
**AUDIENCE 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%

**MARITAL STATUS**
- 60.6% MARRIED
- 27.3% SINGLE
- 12.1% SEPARATED/ DIVORCED/WIDOWED
- .3% NON-BINARY/THIRD GENDER/ PREFER TO SELF DESCRIBE

**SEX**
- 62.6% FEMALE
- 37.1% MALE
- .3% NON-BINARY/THIRD GENDER/ PREFER TO SELF DESCRIBE

**AVERAGE VALUE OF INVESTMENT PORTFOLIO:**
- $1.492 MILLION

**95.8% OF WASHINGTONIAN SUBSCRIBERS CURRENTLY OWN INVESTMENTS**

**TOTAL MONTHLY READERSHIP**
- 374,468

**PAID CIRCULATION**
- 93,617

**WHERE THEY LIVE**
- 27% DC
- 38.7% VA
- 27.5% MD
- 6.8% OTHER

**WHERE THEY WORK**
- 41.8% DC
- 33.9% VA
- 18.3% MD
- 6% OTHER

**AVERAGE TIME SPENT WITH EACH ISSUE**
- 1.1 HOURS

**AVERAGE ANNUAL CHARITABLE DONATION**
- $4,690

**AVERAGE AGE**
- 54

35.7% are between 25-49

*Source: 2022 CVC Publication Audit Report*
**AUDIENCE**

**DEMOGRAPHICS**

**HOME**
- Own .................................................. 78.6%
- Rent ................................................. 19.9%

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

**SPORTS & LEISURE ACTIVITIES**
- Exercised regularly ................................ 76.9%
- Beach .............................................. 69.9%
- Own a pet ....................................... 43.2%
- Spas ................................................. 41.6%
- Hiking/camping .................................. 40.1%
- Running/jogging .................................. 43.2%
- Yoga .................................................. 28.3%
- Cycling ........................................... 27.8%
- Skiing ............................................... 10.4%
- Golf .................................................. 16.6%

**EDUCATION**
- Attended college ................................ 99.4%
- Graduated from college ..................... 91.2%
- Completed postgraduate ..................... 57.1%

**BUSINESS LEADERS**
- Corporate Executives or higher (SVP, EVP, C-Suite, CEO, Owner/Partner) .................................... 27.7%
- Owner/partner in a business ................ 19.6%
- Sit on a board of directors .................. 17.5%

**READERSHIP DUPLICATION**
- Washington Post ................................ 75.3%
- New York Times ................................. 40.7%
- Wall Street Journal ............................ 19.2%
- Politico ........................................... 17.5%
- The Atlantic ...................................... 14.4%
- Bethesda Magazine ............................ 12.4%
- The Hill ........................................... 9.6%
- Washington Business Journal ............. 7.8%
- DC Magazine .................................... 4.4%
- Capitol File ...................................... 3.6%
- Roll Call .......................................... 3.6%

**USE A SMARTHOME SYSTEM**
- 47.9%

**OWN A PET**
- 45%

**VISIT A SPECIFIC RESTAURANT SEEN IN WASHINGTONIAN**
- 77.2%

**SAVE OR SHARE A WASHINGTONIAN ARTICLE WITH OTHERS**
- 63.7%

**ATTENDED AN EVENT FEATURED IN THE MAGAZINE**
- 38.6%

*Source: The 2019 Washingtonian Reader Study, conducted by MRI-Simmons*
AUDIENCE

DEMOGRAPHICS

TRAVEL

96.9%
TOOK A DOMESTIC TRIP
WITHIN THE
LAST 12 MONTHS

Averaging 5.5 domestic trips
over the past 12 months

78.4%
HAVE TRAVELED
OUTSIDE THE U.S.
IN THE PAST 3 YEARS

Averaging 3.8 foreign trips
over the past 3 years

64.5%
USE WASHINGTONIAN
FOR TRAVEL
RECOMMENDATIONS

ACTIVITIES AND INTERESTS

Visit museums.................................................... 88.4%
Drank an alcoholic beverage in the past 30 days.............. 85.1%
Attend live concerts/music performances ...................... 83.9%
Visit art galleries ............................................ 78.4%
Dine out at least once per week............................... 77.2%
Travel to the beach........................................... 71.3%
Watch live theatre............................................ 70.5%
Attend sporting events ...................................... 67.8%
Book at spas .................................................. 44.4%
Hike/go camping ............................................. 42%
Attend charity galas/balls .................................. 32%
Spend time at casinos ..................................... 23%
Play golf....................................................... 15.7%
Go skiing...................................................... 10.4%

*Source: Th 2019 Washingtonian Reader Study, conducted by MRI-Simmons
Please note: Special deadlines apply for ads needing typesetting or design work. Contact your sales representative for information regarding in-house digital design deadlines.

Late Charges: Late copy may be subject to a late-processing fee of at least $50.

Special Rates: Available upon request for monthly magazine sections, including Real Estate, Marketplace, Home, Taste, Life & Travel, and Style, Beauty & Health.

Sponsored Sections: Washingtonian publishes special advertising sections throughout the year, including Faces of Washington, Advertorials, Professional Profiles, Eat and Drink Local, Camps and Private Schools, and more. Please contact 202-296-1246 or e-mail adinfo@washingtonian.com for more information or with any questions.
SPECS
PRINT ADVERTISING

AD SIZES

<table>
<thead>
<tr>
<th>SIZE</th>
<th>INCHES</th>
<th>PICAS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page Non-Bleed</td>
<td>7 x 10</td>
<td>42p6 x 60</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>4.625 x 10</td>
<td>28 x 60</td>
</tr>
<tr>
<td>1/2 Page Vertical</td>
<td>4.625 x 7.375</td>
<td>28 x 45</td>
</tr>
<tr>
<td>1/2 Page Horizontal</td>
<td>7 x 4.875</td>
<td>42p6 x 29p6</td>
</tr>
<tr>
<td>1/3 Page Vertical</td>
<td>2.25 x 10</td>
<td>13p6 x 60</td>
</tr>
<tr>
<td>1/3 Page Square</td>
<td>4.625 x 4.875</td>
<td>28 x 29p6</td>
</tr>
<tr>
<td>1/6 Page Vertical</td>
<td>2.25 x 4.875</td>
<td>13p6 x 29p6</td>
</tr>
<tr>
<td>1/6 Page Horizontal</td>
<td>4.625 x 2.375</td>
<td>28 x 14p6</td>
</tr>
<tr>
<td>1/12 Page</td>
<td>2.25 x 2.375</td>
<td>13p6 x 14p6</td>
</tr>
</tbody>
</table>

Do not add a bleed allowance to fractional ads.

FULL PAGE BLEED
Document and Trim Size: 8.25 x 10.875
Bleed Size (adds .125 all around) ......... 8.5 x 11.125

SPREAD BLEED
Document and Trim Size: 16.5 x 10.875
Bleed Size (adds .125 all around) ......... 16.75 x 11.125

SAFETY MARGIN:
Keep all live matter at least .25” from head, foot, gutter, and outer trim.

ADDITONAL INFORMATION

Discounts: 10% discount for spreads, in addition to earned frequency discounts. 5% discount for three consecutive full pages, in addition to earned frequency and spread discounts.

PRODUCTION GUIDELINES

Please follow the advertising submission guidelines at:
washingtonian.com/advertising-file-submission-guidelines

HOW TO SEND

E-MAIL completed Washingtonian advertising files to your sales representative or to readyads@washingtonian.com.

FOR PRODUCTION QUESTIONS:
Johanna Daproza, Production Director
202-739-2409
WASHINGTONIAN.COM

AUDIENCE

Washingtonian.com is the region’s premier lifestyle destination that helps area residents and visitors alike make the most out of their time in the nation’s capital and beyond. New content is posted each day, covering local & national news stories, advice on things to do, restaurant reviews, health & fitness recommendations, directories of professional service providers, and more.

2.4 MILLION
PAGEVIEWS
PER MONTH

2.14 MILLION
WASHINGTONIAN.COM
MONTHLY
UNIQUE USERS

AVERAGE HOUSEHOLD INCOME: $185,000

★ 57% own their home
★ 93% go out to eat at least monthly
★ 54% buy clothing/accessories at least once a month
★ 62% purchase health & beauty services at least monthly
★ 67% have drinks at a bar at least monthly
★ 71% travel domestically at least every few months

TOP REASONS PEOPLE VISIT
WASHINGTONIAN.COM

★ What to do around town/events calendar
★ Food and drink content/restaurant finder
★ News and local updates
★ Neighborhood guides
★ Best lists and roundups

80%
Washingtonian.com readers have bachelor's degrees or higher

MEDIAN AGE
39

WHERE THEY LIVE

31% DC 28% VA 22% MD 18% OTHER

WHERE THEY WORK

47% DC 21% VA 22% MD 10% OTHER

OF THE WEBSITE’S TRAFFIC COMES FROM MOBILE AND TABLET DEVICES.

39

65%

Source: Google Analytics, 2022; Washingtonian Digital Audience Survey, 2022
WASHINGTONIAN.COM

CONTENT & SERVICES

In addition to features found in the monthly magazine issues, Washingtonian.com hosts popular sections and service directories that, altogether, make it simple to navigate the region in one spot.

SECTIONS

FOOD
Washingtonian's food reporters and critics will keep you satisfied with the latest restaurant openings, food trends, and best things to eat.

THINGS TO DO
Plan your week by perusing staff recommendations for entertainment, nightlife, theater performances, and music shows.

NEWS & POLITICS
Washingtonian provides information on politics, newsmakers, and the media to stories about sports, transportation, and the region's tech scene.

SHOPPING
Look to Washingtonian for insight on how to shop smarter, dress chic, and save money.

HEALTH
Washingtonian is the region's go-to resource for tips on how to stay fit, eat healthy, and live smart.

TRAVEL
Plan your day trips to easy escapes from the region, as well as far-reaching destinations for any occasion using Washingtonian's travel guides.

WEDDINGS
Real wedding inspiration, trends, and a recommended vendor guide to help plan the perfect occasion.

REAL ESTATE
Take a peek inside some of Washington's most desired listings.

HOME & STYLE
Learn to get the most out of your current space.

EVENTS CALENDAR
A searchable calendar of DC-area events (concerts, shows, festivals, and more) hand-picked by Washingtonian editors.

NEIGHBORHOOD GUIDE
A launching point for you to explore and get to know DC's neighborhoods better.

VISITORS' GUIDE
A comprehensive insider's guide that offers visitors and residents alike unique insight into our nation's capital.

SEARCHABLE DATABASES
Need help navigating your choices in the area? Washingtonian.com's searchable databases give you vetted options when it comes to finding one of the following:

- DENTISTS
- DOCTORS
- FINANCIAL ADVISERS
- HEALTH EXPERTS
- HOME RESOURCES
- INDUSTRY LEADERS
- LAWYERS
- LUXURY RENTALS
- MORTGAGE PROFESSIONALS
- PET CARE
- PRIVATE SCHOOLS
- REAL ESTATE AGENTS
- RESTAURANTS
- WEDDING VENDORS

Prominently display your business within one of the above databases. Ask your sales representative for more details.
Sponsored content appears on Washingtonian.com within the editorial feed on the website. Advertisers set their own messaging by providing all text and photos for the article (a Washingtonian writer is available to assist upon request). The post will be marked as sponsored, live in a set spot on the homepage or section opener for a week per post, and will also be promoted via traffic drivers throughout the website.

The article will also be shared on Washingtonian’s Facebook and Twitter feeds.

SPECS

ARTICLE
- Supplied article text
- Headline
- Links
- Up to four images (featured image must be 1024x576 pixels in size) or YouTube or Vimeo link

SOCIAL MEDIA
- Engaging teaser for Facebook post
- Up to 140 characters for Twitter post
* Both posts will include #sponsored and article link
WASHINGTONIAN.COM ADVERTISING

Washingtonian’s website is designed for optimal user experience on a desktop, tablet, and mobile device. Engage with our large, loyal online readership via a schedule of banner impressions. Banners can be either run-of-site (ROS) or targeted to specific sections or geographic locations.

**SPECs**
- Jpeg, gif, png, HTML5, and third party tags accepted
- Files must be less than 1MB
- Include hyperlink

*Submit all materials at least 3 business days before scheduled run.

<table>
<thead>
<tr>
<th>Ad</th>
<th>Size</th>
<th>Desktop</th>
<th>Mobile</th>
</tr>
</thead>
<tbody>
<tr>
<td>Billboard</td>
<td>970x250</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Super Leaderboard</td>
<td>970x90</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Half Page</td>
<td>300x600</td>
<td>★</td>
<td></td>
</tr>
<tr>
<td>High-Impact In-Article</td>
<td>600x300</td>
<td>★</td>
<td>★</td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>300x250</td>
<td>★</td>
<td>★</td>
</tr>
<tr>
<td>Mobile Leaderboard</td>
<td>320x50</td>
<td></td>
<td>★</td>
</tr>
</tbody>
</table>

★ The starred ad units will stick with readers as they scroll.

**DESKTOP VIEW:**

**MOBILE VIEW:**
Deliver your message with authority by taking over a specific Washingtonian.com section. Your target clientele will see your ads—and only your ads—on all pages within the section. Custom sponsorship opportunities are available upon request.

<table>
<thead>
<tr>
<th>SECTION</th>
<th>BANNER AD IMPRESSIONS*</th>
</tr>
</thead>
<tbody>
<tr>
<td>NEWS</td>
<td>1,100,000/month</td>
</tr>
<tr>
<td>FOOD</td>
<td>1,200,000/month</td>
</tr>
<tr>
<td>HEALTH</td>
<td>300,000/month</td>
</tr>
<tr>
<td>THINGS TO DO</td>
<td>230,000/month</td>
</tr>
<tr>
<td>TRAVEL</td>
<td>110,000/month</td>
</tr>
<tr>
<td>WEDDINGS</td>
<td>160,000/month</td>
</tr>
<tr>
<td>SHOPPING</td>
<td>110,000/month</td>
</tr>
<tr>
<td>DESIGN &amp; HOME</td>
<td>80,000/month</td>
</tr>
<tr>
<td>100 VERY BEST RESTAURANTS</td>
<td>219,000/month</td>
</tr>
<tr>
<td>TOP DOCTORS</td>
<td>115,000/month</td>
</tr>
<tr>
<td>HOMEPAGE</td>
<td>70,000/week</td>
</tr>
</tbody>
</table>

*Estimated based on average traffic. Actual amount of impressions may vary.

SEND ALL OF THE FOLLOWING AD SIZES FOR SECTION SPONSORSHIPS:

- 970x250
- 970x90
- 600x300
- 300x600
- 300x250
- 320x50

★ Submit all materials at least 3 business days before scheduled run.
Make a can’t-miss statement to our readers with a popup ad. The ad unit covers the page as readers enter the website, and must be interacted with before editorial content can be accessed. Other high-impact ad units can be custom developed upon request (rates vary based on time and development work needed to create ad unit).

**SPECS**
- 600x1,200 pixel image
- Text to be included on ad (no minimum or maximum)
- Include hyperlink

**FREQUENCY CAP**
Appears one time per unique user per day
Washingtonian hosts a variety of reader-engaging contests on its website throughout the year, all of which are promoted in print, online, and on social media. Align your brand with one of the pre-existing popular photo contests listed below, or the magazine staff can execute a custom contest based on your interests.

ANNUAL PHOTO CONTESTS

| CUTEST BABY   | CUTEST CAT   | CUTEST DOG   | MOST STYLISH |

SPONSORSHIP INCLUDES

- Takeover of all banner advertising units on contest page (estimated 150,000 impressions)
- Logo on digital faux covers sent to all entrants (estimated 300-400 entrants)
- Logo included on all contest promotions (print, online, email, and social media) (estimated 750,000 impressions)
- Sponsorship mention on Washingtonian’s Instagram story and page (estimated 115,000 impressions)
- Logo and company description on contest page
- Opportunity to contribute a prize package for winner(s)
E-mail newsletter sponsorships allow you to deliver your message or special offer directly to the inboxes of Washingtonian readers. Be strategically positioned and co-branded with the latest Washingtonian.com content. Only one advertiser is featured per newsletter, and booked on a first-come, first-served basis by date.

**BEST STORIES OF THE WEEK**
A roundup of the best stories of the week featured on Washingtonian.com.
**Distribution:** Saturday
**Subscribers:** 130,000

**THINGS TO DO**
The can’t-miss events and activities in the Washington area.
**Distribution:** Monday, Thursday
**Subscribers:** 120,000

**FOOD**
Food, beverage, and restaurant news and reviews.
**Distribution:** Wednesday
**Subscribers:** 120,000

**DESIGN & SHOPPING**
Fashion finds and deals, and the latest trends for you and your home.
**Distribution:** Monday
**Subscribers:** 30,000

**WEDDINGS**
Everything you need to know about getting married in Washington.
**Distribution:** Tuesday
**Subscribers:** 8,000

**HEALTH**
A weekly roundup of our best news and reports on health and fitness.
**Distribution:** Tuesday
**Subscribers:** 105,000

**REAL ESTATE**
A weekly roundup of the best real estate listings, tips, and news.
**Distribution:** Friday
**Subscribers:** 40,000

**BEST BRUNCHES**
The best weekend brunches to go to around Washington, selected by our food editors.
**Distribution:** Friday
**Subscribers:** 110,000

**SPECs**
- 300x250 jpeg
- 35 character headline (max)
- 40 words of text (max)
- Call-to-action button text (1-3 words max)
- Hyperlink(s)

* Submit all materials at least 3 business days before scheduled run.
Utilize Washingtonian's unique and affluent e-mail list by sending a dedicated e-mail. Advertisers own entire message space, and message can be sent out on any available day.

**180,000 RECIPIENTS**

**SPECs**
- 600x1,000 pixels
- Jpeg, png, html or gif files accepted
- Files must be less than 1MB
- Subject line
- Hyperlink
- ★ Submit all materials at least 3 business days before scheduled run.
Washingtonian’s digital reach doesn’t stop with just our website—we interact with readers on all major social channels, and our followers continue to steadily climb.

<table>
<thead>
<tr>
<th>Platform</th>
<th>Followers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>168K+</td>
</tr>
<tr>
<td>Twitter</td>
<td>318K+</td>
</tr>
<tr>
<td>Instagram</td>
<td>288K+</td>
</tr>
<tr>
<td>TikTok</td>
<td>26K+</td>
</tr>
<tr>
<td>Pinterest</td>
<td>24K+</td>
</tr>
</tbody>
</table>

Total followers on all social channels: 824K+

Please inquire with your sales representative regarding sponsored post opportunities on Washingtonian’s Instagram, Facebook, TikTok, and Twitter feeds.
WASHINGTONIAN WEDDINGS

PRINT & DIGITAL ADVERTISING

Washingtonian also offers a luxury wedding section—published twice-yearly—that celebrates local love, that showcases area talent, and that serves as the ultimate resource for couples planning one of the most meaningful days of their lives. Contact your sales representative for special advertising rates to target these audiences.

15 REAL WEDDINGS

PHOTOGRAPH BY PAOLA NAZATI

PLUS:

Our guide to the most recommended vendors and venues in DC, Maryland, and Virginia

Bridal-style inspo for every occasion

The most popular gown trends on the runway

Nine takeaways from Naomi Biden's White House wedding

Break the Rules

Matching rings are no longer the sparkler standard. Skip the set for a less likely pair that's doubly chic.

by AMY MOELLER


2. Sylvie Collection cushion double-halo ring with 18-karat rose and white gold and 1.25-carat round diamond; Sylvie Collection round/marquise-shaped rose-gold band. From Midtown Jewelers.


5. The Roslyn Collection platinum and diamond halo ring; Mark Patterson 18-karat yellow gold and diamond eternity band. From Tiny Jewel Box, 202-393-2747; tinyjewelbox.com.


8. The Roslyn Collection platinum and diamond petal ring; Roslyn Collection platinum and diamond deco band. From Tiny Jewel Box.

9. The Roslyn Collection platinum three-stone petal ring; Roslyn Collection 18-karat yellow gold and diamond band. From Tiny Jewel Box.

PHOTOGRAPH BY JEFF ELKINS

THE DETAILS

What's in Season?

Two florists show us what's in bloom

STANDARD ROSE

Clematis

Garden Rose

Scabiosa

Sweet Pea

Ranunculus

Lysimachia

Oh So Spring!

41 WINTER / SPRING 2020

WASHINGTONIAN WEDDINGS

PHOTOGRAPH BY JEFF ELKINS

ADVICE
WASHINGTONIAN EVENTS

SPONSORSHIPS & CUSTOM OPTIONS

Washingtonian Events produces more than 25 events a year, spanning private, invite-only, and ticketed public events. These events—featuring unique experiences and thought-provoking content—provide opportunities to showcase your organization’s brand and message to a premier audience. All event sponsors and partners receive impactful exposure through complementary marketing plans that include print, digital, and social media promotion.

EXPERIENTIAL GATHERINGS

Washingtonian delivers engaging and entertaining events to the DMV area. The magazine partners with local businesses and organizations, and provides unique activations on-site to create exclusive experiences for the community to come together, and socialize, network, and enjoy. Each event showcases the region’s best, and encourages attendees to support and uplift the region.

EXCLUSIVE AWARD PRESENTATIONS

Washingtonian highlights the region’s top contributors in professional fields, such as law, medicine, technology, real estate, and more. These invite-only cocktail parties—hosted at the region’s leading venues—provide access and visibility to the area’s greatest industry leaders and influencers.

THOUGHT LEADERSHIP CONTENT

Washingtonian works closely with brands to create custom panels and roundtable discussions about relevant and cutting-edge topics and ideas. These thought-provoking conversations allow brands to present their voice and expertise directly to a cultivated audience.

CUSTOM OPPORTUNITIES

Interested in producing a unique and tailored experience showcasing your brand? Washingtonian’s team will partner with you to create a customized event that will bring your vision to life.