



# WASHINGTONIAN

THE MAGAZINE WASHINGTON LIVES BY



*Founded in 1965*

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2023 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



# AUDIENCE

## DEMOGRAPHICS

### AVERAGE HOUSEHOLD INCOME

**\$337,500**

**\$250,000+**: 32.8%

**\$100,000+**: 77.9%

**\$75,000+**: 87.1%

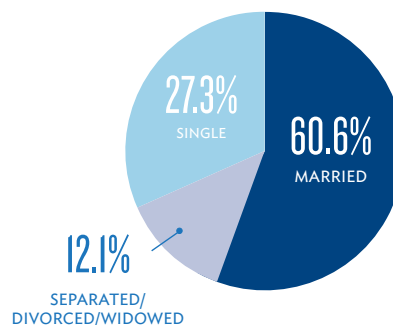
### AVERAGE HOUSEHOLD NET WORTH

**\$2.157 MILLION**

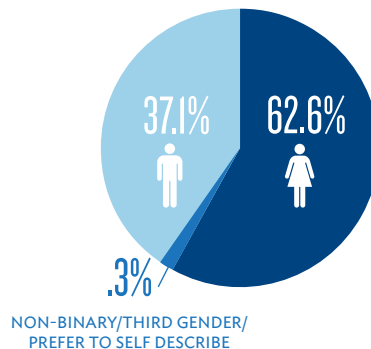
**\$2 MILLION+**: 33.9%

**\$1 MILLION+**: 55.5%

### MARITAL STATUS



### SEX



### AVERAGE VALUE OF INVESTMENT PORTFOLIO:

**\$1.492 MILLION**



**95.8%**

**OF  
WASHINGTONIAN  
SUBSCRIBERS  
CURRENTLY  
OWN  
INVESTMENTS**



### AVERAGE ANNUAL CHARITABLE DONATION

**\$4,690**

### TOTAL MONTHLY READERSHIP

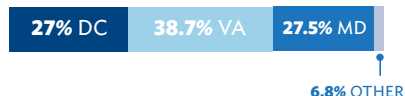
**374,468**



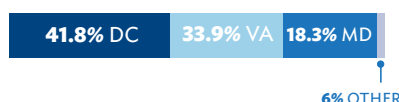
### PAID CIRCULATION

**93,617**

### WHERE THEY LIVE



### WHERE THEY WORK



### AVERAGE TIME SPENT WITH EACH ISSUE

**1.1 HOURS**

### AVERAGE AGE

**54**

**35.7%** are between 25-49

# AUDIENCE

## DEMOGRAPHICS

### HOME

Own .....	78.6%
Rent .....	19.9%

### AVERAGE HOME VALUE

**\$897,700**

**\$1 MILLION+**: 28.6%

**\$750,000+**: 51.4%



**47.9 %**

USE A SMARTHOME SYSTEM



**45%**

OWN A PET

### 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

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

**77.2%**

VISIT A SPECIFIC RESTAURANT SEEN IN WASHINGTONIAN

**63.7%**

SAVE OR SHARE A WASHINGTONIAN ARTICLE WITH OTHERS

**38.6%**

ATTENDED AN EVENT FEATURED IN THE MAGAZINE

# AUDIENCE

## DEMOGRAPHICS

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### TRAVEL

**96.9%**

TOOK A DOMESTIC TRIP  
WITHIN THE  
LAST 12 MONTHS

Averaging **5.5 domestic trips**  
over the past 12 months

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AVERAGE SPENT ON  
WEEKEND TRIPS

**\$1,800**

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**78.4%**

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

Averaging **3.8 foreign trips**  
over the past 3 years

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**64.5%**

USE WASHINGTONIAN  
FOR TRAVEL  
RECOMMENDATIONS



### ACTIVITIES AND INTERESTS

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

# RATE CARD

## PRINT ADVERTISING

### FULL COLOR

Ad Size
Full Page
2/3 Page
1/2 Page
1/3 Page
1/6 Page

**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](mailto:adinfo@washingtonian.com) for more information or with any questions.

### COVERS

Placement
Inside Cover
Inside Back Cover
Back Cover



# SPECS

## PRINT ADVERTISING

### AD SIZES



SIZE	INCHES	PICAS
Full Page Non-Bleed	7 x 10	42p6 x 60
2/3 Page	4.625 x 10	28 x 60
1/2 Page Vertical	4.625 x 7.375	28 x 45
1/2 Page Horizontal	7 x 4.875	42p6 x 29p6
1/3 Page Vertical	2.25 x 10	13p6 x 60
1/3 Page Square	4.625 x 4.875	28 x 29p6
1/6 Page Vertical	2.25 x 4.875	13p6 x 29p6
1/6 Page Horizontal	4.625 x 2.375	28 x 14p6
1/12 Page	2.25 x 2.375	13p6 x 14p6
Do not add a bleed allowance to fractional ads.		

FULL PAGE BLEED	INCHES	SPREAD BLEED	INCHES
Document and Trim Size..	8.25 x 10.875	Document and Trim Size..	16.5 x 10.875
Bleed Size (adds .125 all around).....	8.5 x 11.125	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.

### ADDITIONAL 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](http://washingtonian.com/advertising-file-submission-guidelines)

### HOW TO SEND

**E-MAIL** completed *Washingtonian* advertising files to your sales representative or to [readyads@washingtonian.com](mailto: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.*



**2.14 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

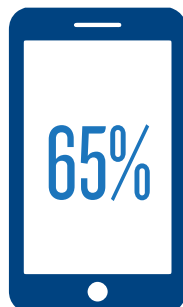
MEDIAN AGE  
**39**

### 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.



# 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

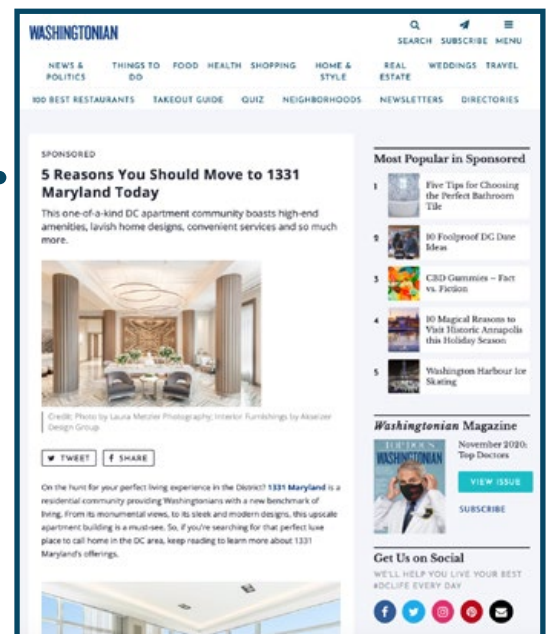
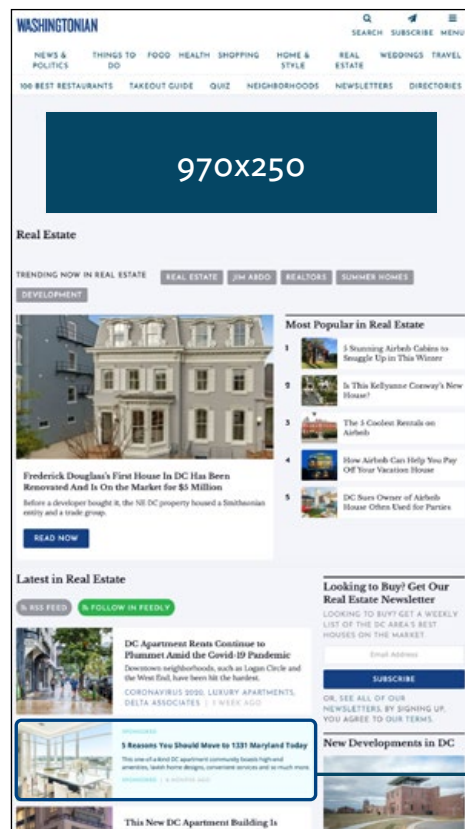
## WASHINGTONIAN.COM ADVERTISING

**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

# BANNER ADS

## 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.*

Ad	Size	Desktop	Mobile
Billboard	970x250	●	
Super Leaderboard	970x90	●	
Half Page	300x600	★	
High-Impact In-Article	600x300	●	
Medium Rectangle	300x250	★	●
Mobile Leaderboard	320x50		★

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

## DESKTOP VIEW:

WASHINGTONIAN

NEWS & POLITICS THINGS TO DO FOOD HEALTH SHOPPING HOME & STYLE REAL ESTATE WEDDINGS TRAVEL

100 BEST RESTAURANTS TAKEOUT GUIDE QUIZ NEIGHBORHOODS NEWSLETTERS DIRECTORIES

970x90

TRENDING NOW IN FOOD THANKSGIVING DECLARATION

BREAKFAST FOOD EVENTS MINIBAR

FOOD

**6 Fun Food Events Around DC This Weekend**

On the menu: Cozy fondue, a cider-making class, and a Renaissance night.

WRITTEN BY DANIELLA BYCK | PUBLISHED ON OCTOBER 1, 2020

TWEET SHARE

300x250

Most Popular in Food

- Great Restaurants for Thanksgiving Takeout and Delivery Around DC
- It's Been a Really Brutal Week for DC Restaurant Closures
- 10 Pandemic-Born Breakfast Spots Worth Rolling Out of Bed For
- 5 Fun Food Events Around DC This Weekend
- Washingtonians Ordered a Lot of Hard Seltzer and Wine on Election Night

Plus: This is the Most Gerrymandered

320x50

## MOBILE VIEW:

WASHINGTONIAN

SEARCH SUBSCRIBE MENU

TRENDING NOW IN FOOD

THANKSGIVING DECLARATION

FOOD

**6 Fun Food Events Around DC This Weekend**

On the menu: Cozy fondue, a cider-making class, and a Renaissance night.

WRITTEN BY DANIELLA BYCK | PUBLISHED ON OCTOBER 1, 2020

TWEET SHARE

300x250

320x50

## 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.

# SECTION SPONSORSHIPS

## WASHINGTONIAN.COM ADVERTISING

***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.*

SECTION	BANNER AD IMPRESSIONS*
NEWS	1,100,000/month
FOOD	1,200,000/month
HEALTH	300,000/month
THINGS TO DO	230,000/month
TRAVEL	110,000/month
WEDDINGS	160,000/month
SHOPPING	110,000/month
DESIGN & HOME	80,000/month
100 VERY BEST RESTAURANTS	219,000/month
TOP DOCTORS	115,000/month
HOMEPAGE	70,000/week

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

**SEND ALL OF THE FOLLOWING AD SIZES FOR SECTION SPONSORSHIPS:**

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

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



# LIGHTBOX POPUP

## WASHINGTONIAN.COM ADVERTISING

**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).



Special Offer

## Get one year of the magazine and our January issue for \$18!

SIGN UP

### 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

# CONTEST SPONSORSHIPS

## CROSS-PLATFORM ADVERTISING

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 NEWSLETTERS


## WASHINGTONIAN.COM ADVERTISING

**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.

**WASHINGTONIAN**  
**BEST BRUNCHES**

**6 New Bakeries and Cafes to Try Around  
DC This Weekend**

SEPTEMBER 18, 2020 | SPONSORED BY  
[BRAND NAME](#)



A brioche egg sandwich at Ghostline. Photograph by Rey Lopez.

Where to find homemade pastries and decadent breakfast sandwiches.

**Baker's Daughter**  
1402 Okie St., NE

Michelin-starred Gravitachef Matt Baker has branched out in Ivy City with a dressed down, all-day cafe and gourmet market. Mornings bring sweet and savory pastries, fresh-pressed juices, coffee drinks, and dishes that run the gamut from just-worked-out (acai bowls, avocado toast) to weekend items like a decadent short rib polenta bowl.

**300x250**

SPONSORED  
Sponsored Headline Goes  
Here Lorem Ipsum

Place ad description text here. Go to  
"Style" tab to update the background  
and text color of this ad. Lorem ipsum  
dolor sit amet, consectetur adipiscing  
elit. Vivamus sodales ex magna, vel  
fructus sem congue nec. Fusce ut  
consequat velit.

**Mah-Ze-Dahr**  
1201 Half St., SE

James Beard semifinalist Umber Ahmad opens her first venture outside NYC—a serene blue-and-white bakery near Nationals Park proffering La Colombe coffees, croissants, brioche doughnuts, dark chocolate brownies, and other confections, which have earned avid fans in Manhattan.

**Stay in Touch**  
Follow Washingtonian to stay up-to-date  
on the latest happenings in DC.

[f](#) [t](#) [@](#)

### 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

### SPECS

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

### 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

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

# DEDICATED E-MAIL

## WASHINGTONIAN.COM ADVERTISING

*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.*

A message from our partner: [Georgetown BID](#)



The graphic is a vertical rectangle with a dark blue background. At the top, there's a decorative flourish of cutlery. Below it, the text 'TASTE and SHOP' is in large, bold, white and red letters. Underneath, 'GEORGETOWN' is in white, and 'OCTOBER 5-25' is in green. A white line separates this from the next section, which says 'WE'RE GIVING YOU A REASON TO GET DRESSED.' in white. Below that, a paragraph in small white text describes the event. Then, there are four sections: 'TASTE' (red text), 'TAKE-OUT OR TAKE A SEAT' (red text), 'SHOP' (red text), and 'PARK' (red text), each followed by a description in white text. At the bottom of these sections is the website 'georgetowndc.com/taste-of-georgetown' in green. Below that is a circular button that says 'CLICK HERE FOR ALL DETAILS' in white. To the right of the button is the 'by GEORGETOWN \* DC BUSINESS IMPROVEMENT DISTRICT' logo. The bottom of the graphic has a red banner with 'EAT. DRINK. SHOP.' in white, and 'Rediscover Georgetown' in white below it. The very bottom is a dark blue section with white text about sponsoring a newsletter, mailing address, and email preferences.

**TASTE and SHOP**  
**GEORGETOWN**  
**OCTOBER 5-25**

**WE'RE GIVING YOU A REASON TO GET DRESSED.**

Join us for Taste and Shop Georgetown! Inspired by the Taste of Georgetown, this revamped promotional event features three weeks of sips, bites and deals at over 65 restaurants, shops and services.

**TASTE** | From brunch to family style meals, \$5 happy hour cocktails, and \$1 cannolis to satisfy your sweet tooth – there's something for everyone (and every budget!)

**TAKE-OUT OR TAKE A SEAT** | Enjoy take-out or dine outdoors while practicing social distancing at 25+ streateries. Visit our Streateries Guide at [georgetowndc.com/guides](#).

**SHOP** | More than 30 shops, salons and services are offering up to 50% off, gifts with purchase, private in-store appointments, at-home trunk shows, and more!

**PARK** | Enjoy discounted parking at select garages.

[georgetowndc.com/taste-of-georgetown](#)

CLICK HERE FOR ALL DETAILS

by **GEORGETOWN \* DC**  
BUSINESS IMPROVEMENT DISTRICT

**EAT. DRINK. SHOP.**  
Rediscover Georgetown

Interested in sponsoring a Washingtonian newsletter?  
Contact us at [adinfo@washingtonian.com](mailto:adinfo@washingtonian.com)

Our mailing address is:  
Washingtonian Media  
1775 K St NW  
Suite 600  
Washington, DC 20006  
United States

Want to change how you receive these emails?  
You can [update your preferences](#) or [unsubscribe](#) from this list.

**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.



# SOCIAL MEDIA

## AUDIENCE

*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.*



**168K+**

FACEBOOK  
FOLLOWERS



**318K+**

TWITTER  
FOLLOWERS



**288K+**

INSTAGRAM  
FOLLOWERS



**26K+**

TIKTOK  
FOLLOWERS



**24K+**

PINTEREST  
FOLLOWERS



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.



# 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.



# WASHINGTONIAN

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