Our brand needs no introduction for those that live in the Washington region. Since 1965, the magazine has dominated local newsstands as the most trusted source to living, working, and thriving in the area.

Millions of residents and visitors regularly engage with us in print, online, via social media, at events, and more, thanks to buzz-worthy features and experiences, award-winning editorial content, and a deep knowledge of the nation’s capital and its surrounding suburbs.
AUDIENCE SNAPSHOT

With an audited distribution of 92,022 copies, Washingtonian reaches 368,000+ readers every month that spend an average 1.1 hours with each issue.

AVERAGE HOUSEHOLD INCOME:
$337,500
- $250,000+: 32.8%
- $100,000+: 77.9%
- $75,000+: 87.1%

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

AVERAGE HOUSEHOLD NET WORTH:
$2.157 Million
- $2 Million+: 33.9%
- $1 Million+: 55.5%

AVERAGE AGE:
54
- 35.7% are between 25-49

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%

AVERAGE VALUE OF INVESTMENT PORTFOLIO:
$1.492 Million

EDUCATION:
99.4% Attended college
91.2% Graduated from college
57.1% Completed postgraduate

DC
- 27% Live here
- 41.8% Work here

VIRGINIA
- 38.7% Live here
- 33.9% Work here

MARYLAND
- 27.5% Live here
- 18.3% Work here

MARITAL STATUS:
- 60.6% Married
- 27.3% Single
- 12.1% Separated/ divorced/ widowed
- 0.3% Non-binary/ prefer to self describe

GENDER:
- 37.1% Male
- 62.6% Female

*Sources: The 2019 Washingtonian Reader Study, conducted by MRI-Simmons and 2023 CVC Publication Audit Report*
STRATEGICALLY POSITION YOURSELF IN PRINT

Washingtonian’s opportunities range from brand advertising, native storytelling, professional profiles, high impact placements, and more.

Brand Advertising
See edit calendar for monthly issue topics and special sections.

Native Content
Your brand’s input is weaved seamlessly into relevant advertorial features.

Professional Profiles
Spotlight your business in highly coveted expert guides referenced by readers.

High Impact
Gatefolds, inserts, blow-in cards, and more.
PRINT ADVERTISING
Rates & Specs

Full Color

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Inches</th>
<th>Picas</th>
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</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>7 x 10</td>
<td>42p6 x 60</td>
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<tr>
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<tr>
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<tr>
<td>1/6 Page Horizontal</td>
<td>4.625 x 2.375</td>
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Covers

<table>
<thead>
<tr>
<th>Placement</th>
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</thead>
<tbody>
<tr>
<td>Inside Cover or Inside Back Cover</td>
</tr>
<tr>
<td>Back Cover</td>
</tr>
</tbody>
</table>

*Cover placements should be produced using the full page ad specs listed above

Special advertising rates are available upon request for monthly magazine sections (including Real Estate, Marketplace, Home, Taste, Life, Health, Travel & Style), and for advertorials, professional profiles, and more.

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

Please contact 202-296-1246 or e-mail adinfo@washingtonian.com for more information or with any questions.

Advertising submission guidelines can be viewed at: washingtonian.com/advertising-file-submission-guidelines
WASHINGTONIAN’s digital and social media platforms offer:

- A trusted source
- High engagement
- Sought-after content
- Loyal users and followers

The magazine’s digital reach goes beyond just the website. Washingtonian is everywhere its audience is, and your business can be too.

2,500,000
Average monthly pageviews

2,140,000
Average monthly unique visitors to Washingtonian.com

39
Median age

65%
Traffic to Washingtonian.com from mobile and tablet devices.

$185,000
Average household income

Sources: 2023 Google Analytics and 2022 Washingtonian.com Reader Survey

Please inquire with your sales representative regarding sponsored post opportunities on Washingtonian’s Instagram, Facebook, Twitter, and TikTok feeds.
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. Washingtonian’s website is designed for optimal user experience on a desktop, tablet, and mobile device.

**LET’S GET DIGITAL**

Washingtonian.com's searchable databases give you vetted options when it comes to finding one of the following:

- Dentists
- Doctors
- Events calendar
- 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.

**We’ve got our readers covered.** Our editors share their expertise on the following topics:

**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, music shows, and more.

**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.
BE SEEN ONLINE AT ANY TIME

Website Banner Ads & Section Sponsorships

Customize banner ad placements to maximize return on investment. Appeal to a broad audience by threading ads throughout the entire website. Or target your preferred niche (foodies, eventgoers, affluent homeowners and more) by surrounding the content they crave.

<table>
<thead>
<tr>
<th>SECTION</th>
<th>BANNER AD IMPRESSIONS*</th>
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<tbody>
<tr>
<td>RUN-OF-SITE</td>
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<tr>
<td>CONTENT TARGETED</td>
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<tr>
<td>GEO-TARGETED</td>
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<td>FOOD</td>
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<td>NEWS</td>
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<td>THINGS TO DO</td>
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<td>TRAVEL</td>
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<td>HEALTH</td>
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<td>DESIGN &amp; HOME</td>
<td>115,000/month</td>
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<tr>
<td>SHOPPING</td>
<td>100,000/month</td>
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<tr>
<td>WEDDINGS</td>
<td>80,000/month</td>
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<tr>
<td>TOP DOCTORS</td>
<td>225,000/month</td>
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<tr>
<td>100 VERY BEST RESTAURANTS</td>
<td>170,000/month</td>
</tr>
<tr>
<td>HOMEPAGE</td>
<td>70,000/week</td>
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</tbody>
</table>

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

AD      SIZE
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Billboard 970 x 250
Super Leaderboard 970 x 90
Half Page 300 x 600
High-Impact In-Article 600 x 300
Medium Rectangle 300 x 250
Mobile Leaderboard 320 x 50

SPECS

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

*Submit all materials at least 3 business days before scheduled run.
STAND OUT BY BLENDING IN
Sponsored Content Post

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—which will have the look and feel of an editorial article—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.

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 X post
- Any Facebook, X, and Instagram account handles to tag

The article link—marked as #sponsored—will also be shared on Washingtonian’s Facebook, X, and Instagram Story feeds.

RATE
- $3,500/post
- $12,000 to sponsor 4 posts
- $25,000 to sponsor 10 posts
- There is an additional $500 charge if post is to be written by Washingtonian.

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—which will have the look and feel of an editorial article—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.

WASHINGTONIAN

SPOONS
Cherry Blossoms are in Peak Bloom at the Waldorf Astoria

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INFLUENCE THE INBOXES

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. Advertisements are booked on a first-come, first-served space basis by date.

Best Stories of the Week
A roundup of the best stories of the week featured on Washingtonian.com.
Distribution: Saturday
Subscribers: 140,000

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

Things to Do
The can’t-miss events and activities in the Washington area.
Distribution: Monday, Thursday
Subscribers: 130,000

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

Food
Food, beverage, and restaurant news and reviews.
Distribution: Wednesday
Subscribers: 130,000

Real Estate & Home
A peek inside the region’s best real estate listings and interior-design projects.
Distribution: Friday
Subscribers: 40,000

Travel
Learn about great destinations for both quick weekend trips and longer vacations.
Distribution: Friday
Subscribers: 30,000

Best Brunches
The best weekend brunches to go to around Washington, selected by our food editors.
Distribution: Friday
Subscribers: 130,000

Dedicated E-Mail
Want to take charge of your own space? Send a Dedicated E-Mail to Washingtonian’s full list of 180,000 opt-in recipients, and own the entire message on any available day.

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

Dedicated E-Mail Specs
• 600x1,000 pixels
• Files accepted: jpeg, png, HTML or gif
• Files must be less than 1MB
• Subject line
• Hyperlink(s)

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

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.
EVENT CALENDAR

JANUARY
Washingtonians of the Year
JANUARY 10, 2024
200 GUESTS | INVITE ONLY
Washingtonian hosts a luncheon to honor the local heroes who make the region a better place to live.

APRIL
Washington Women in Journalism Awards
APRIL 25, 2024
400 GUESTS | INVITE ONLY
Washingtonian and Story Partners host an intimate cocktail reception to kick off the White House Correspondents’ Association Dinner festivities that honors four outstanding female journalists.

MAY
500 Most Influential Reception
MAY 2024
400 GUESTS | INVITE ONLY
Washingtonian will celebrate the 500 most influential people in Washington, a dynamic list of experts and advocates impacting the region’s current policy debates.

Sips & Spritz
MAY 2024
350 GUESTS | TICKETED
Washingtonian presents “Sips & Spritz,” a vibrant evening of refreshing cocktails, entertainment, and dancing.

JULY
Best of Washington
JULY 2024
2,000 GUESTS | TICKETED
Guests will sip, celebrate and sample bites from more than 65 of Washingtonian’s top rated and 100 Very Best Restaurants. The magazine will also host a private Publisher’s Party during the event that allows sponsors to entertain clients and access the top influencers in Washington.

AUGUST
Top Real Estate Agents Reception
AUGUST 2024
400 GUESTS | INVITE ONLY
Washingtonian celebrates its 2024 Best Real Estate Agents and Top Producers in Maryland, Virginia, and Washington, DC.

SEPTEMBER
Style Setters Reception
SEPTEMBER 2024
150 GUESTS | INVITE ONLY
Washingtonian hosts a reception to showcase the area’s most stylish trendsetters.

Tech Titans Reception
SEPTEMBER 2024
250 GUESTS | INVITE ONLY
Washingtonian’s reception honors the technology leaders in the DMV named to the 2024 Tech Titans list.

OCTOBER
Fall Festival
OCTOBER 2024
400 GUESTS | TICKETED
This outdoor extravaganza blends the familiar charm of Washingtonian’s signature events with the excitement of the fall season, including dishes from local eateries, creative cocktails, and engaging activities.

NOVEMBER
Top Doctors Reception
NOVEMBER 2024
400 GUESTS | INVITE ONLY
Washingtonian honors its 2024 Top Doctors at a reception where medical professionals can mingle.

Whiskey & Fine Spirits Festival
NOVEMBER 2024
400 GUESTS | TICKETED
The annual Washingtonian Whiskey & Fine Spirits Festival will feature more than 25 brands of spirits from across the country and a delectable fare of mouthwatering bites for attendees to sample throughout the evening.

DECEMBER
Top Lawyers Reception
DECEMBER 2024
200 GUESTS | INVITE ONLY
Washingtonian’s reception celebrates the area’s top legal talent named to the magazine’s Top Lawyers list.