



THE AUTHORITY ON BEING A *WASHINGTONIAN*

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



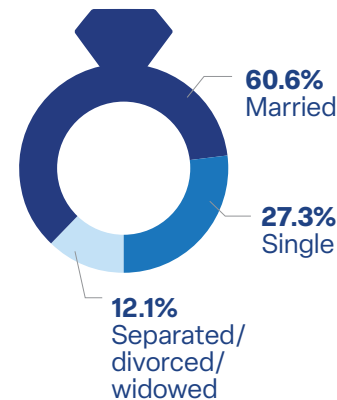
38.7% Live here
33.9% Work here

MARYLAND

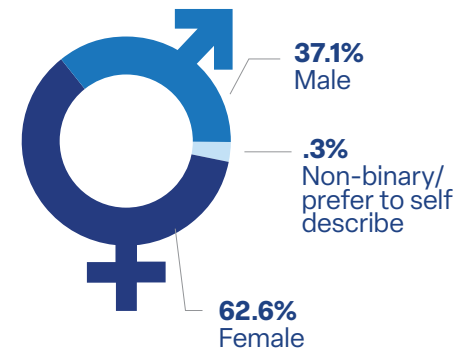


27.5% Live here
18.3% Work here

MARITAL STATUS:



GENDER:



*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

Ad Size	Inches	Picas
Full Page	7 x 10	42p6 x 60
Full Page w/Bleed	8.5 x 11.125	51 x 66p9
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

Covers

Placement
Inside Cover or Inside Back Cover
Back Cover

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

Advertising submission guidelines can be viewed at:
washingtsonian.com/advertising-file-submission-guidelines



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@washingtsonian.com

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

BRAND LOYALTY + SOCIAL MEDIA INFLUENCE

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

Washingtonian's digital and social media platforms offer:

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



306K+

Instagram
Followers



173K+

Facebook
Followers



316K+

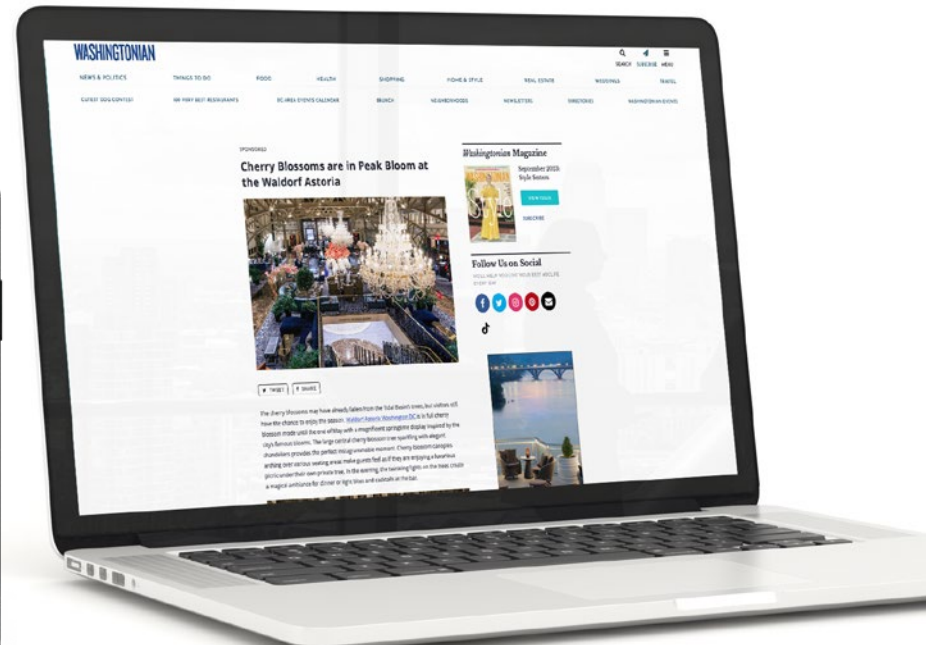
X Followers



31K+

TikTok
Followers

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



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

LET'S GET DIGITAL

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.

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.

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
-  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.

BE SEEN ONLINE AT ANY TIME

Website Banner Ads & Section Sponsorships

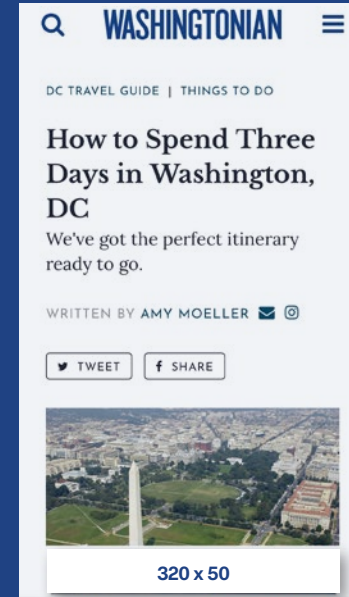
Customize banner ad placements to maximize return on investment. Appeal to a broad audience by threading ads throughout the entire website. Or target your preferred niche (foodies, eventgoers, affluent homeowners and more) by surrounding the content they crave.

SECTION	BANNER AD IMPRESSIONS*
RUN-OF-SITE	Amount determined by advertiser
CONTENT TARGETED	Amount determined by advertiser
GEO-TARGETED	Amount determined by advertiser
FOOD	1,200,000/month
NEWS	1,100,000/month
THINGS TO DO	700,000/month
TRAVEL	250,000/month
HEALTH	185,000/month
DESIGN & HOME	115,000/month
SHOPPING	100,000/month
WEDDINGS	80,000/month
TOP DOCTORS	225,000/month
100 VERY BEST RESTAURANTS	170,000/month
HOMEPAGE	70,000/week

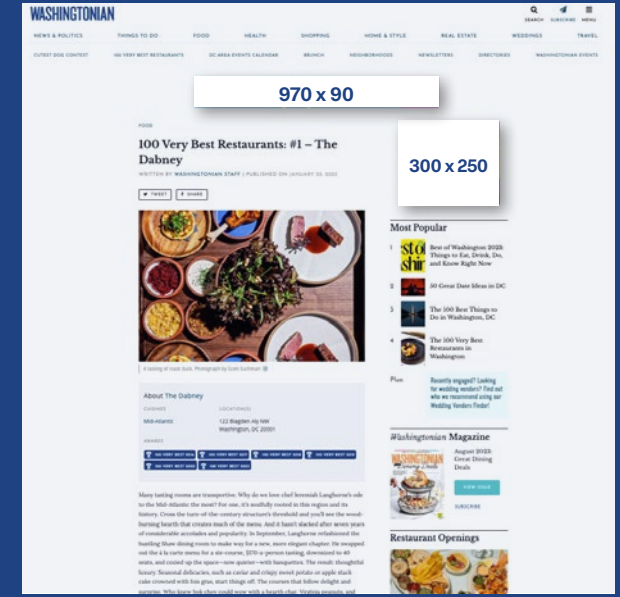
*Estimated based on average traffic. Actual amount of impressions may vary.

*CPM = cost per thousand impressions

MOBILE VIEW:



DESKTOP VIEW:



AD

SIZE

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

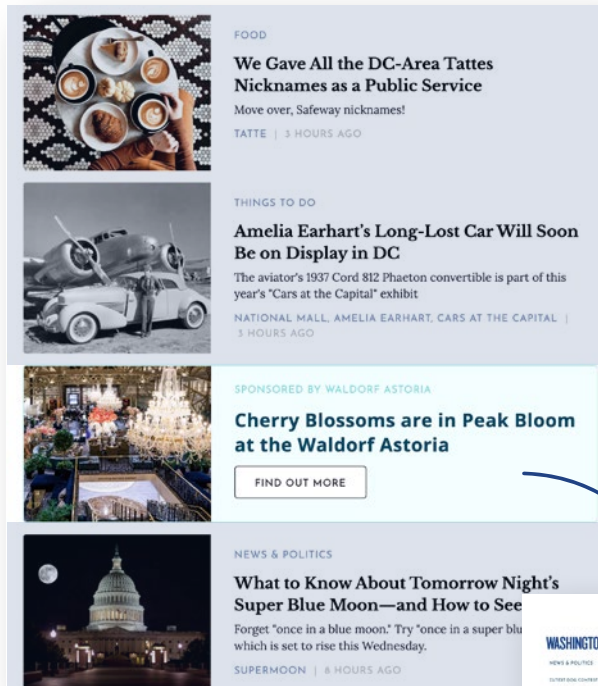
SPECS

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

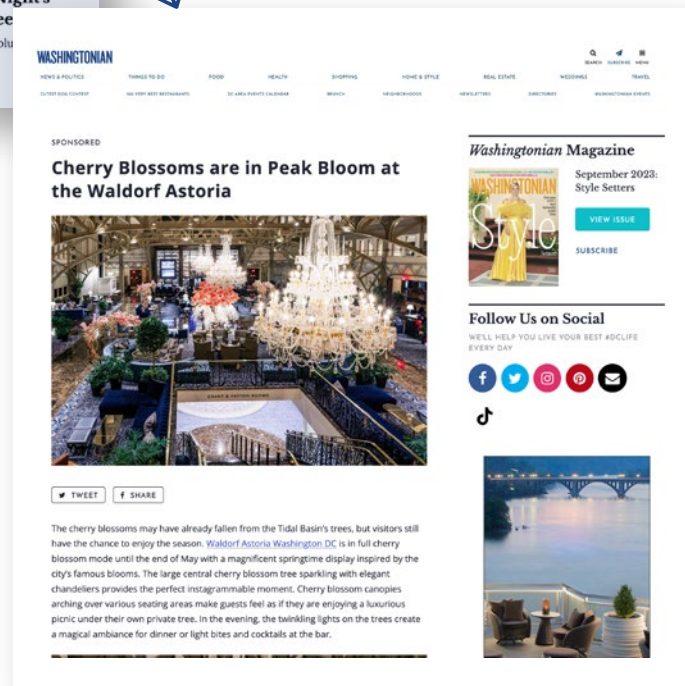
*Submit all materials at least 3 business days before scheduled run.

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.



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

Things to Do

The can't-miss events and activities in the Washington area.

Distribution: Monday, Thursday
Subscribers: 130,000

Food

Food, beverage, and restaurant news and reviews.

Distribution: Wednesday
Subscribers: 130,000

Travel

Learn about great destinations for both quick weekend trips and longer vacations.

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 & Home

A peek inside the region's best real estate listings and interior-design projects.

Distribution: Friday
Subscribers: 40,000

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**.

Washingtonian
Food

The Best Ice Cream Around DC

JULY 12, 2023



Photograph courtesy of The Creamery at Urban Market


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 call. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum sed magna vel nibh venenatis. Pellentesque ut consequat velit.

300 x 250

Good afternoon!

A little fun fact about me: before I was a professional food writer, I wrote an ice cream recipe blog. (I'm probably going to regret sharing this, but it [is here](#) on the internet, untouched for more than a decade). So let me tell you, I am VERY passionate about our latest ice cream guide. To start, we've compiled [15 of our favorite frozen treat shops](#) in the DC area. I also highly recommend these top DC restaurants which happen to [sell the best containers of their ice cream](#) for all your late-night cravings. If you're into weird flavors like me (yes, I once made green-pea ice cream), you'll appreciate [these oddball creations](#), incorporating uni and candy cap mushrooms. We've even [documented all the spots](#) where famed ice cream aficionados (and POTUS) Joe Biden has visited during his time in the White House.



Best of Washington is in ONE DAY!
Food lovers — Best of Washington is just 1 day away! Join us for a phenomenal evening featuring 60 of Washington's favorite restaurants, delicious drinks, and nonstop entertainment. Step into our disco-themed evening ready to light up the night — and those same buds! Get your tickets today before it's too late!

BUY TICKETS

Newsletter Specs

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

Swingers
NAVY YARD

IS OPENING TOMORROW
MARCH 10



BOOK TICKETS NOW

- 3 CRAZY GOLF COURSES
- 3 COCKTAIL BARS
- 4 STREET FOOD VENDORS
- PRIVATE HIRE SPACES
- LIVE DJS

Step into Swingers Navy Yard and find yourself in a quintessentially British world of fun fairs, pubs and handily fun crazy golf courses.

At our brand new venue you can expect stunning cocktail bars, delicious gourmet street food, live DJs and three brand new crazy golf courses that celebrate the quirky joy of the Great British seaside.

EMAIL: NAVY@NAVYDC.COM
ADDRESS: 1250 HALF STREET SE, WASHINGTON D.C. 20003
TELEPHONE: 202.465.8867

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.

WASHINGTONIAN EVENTS

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.

