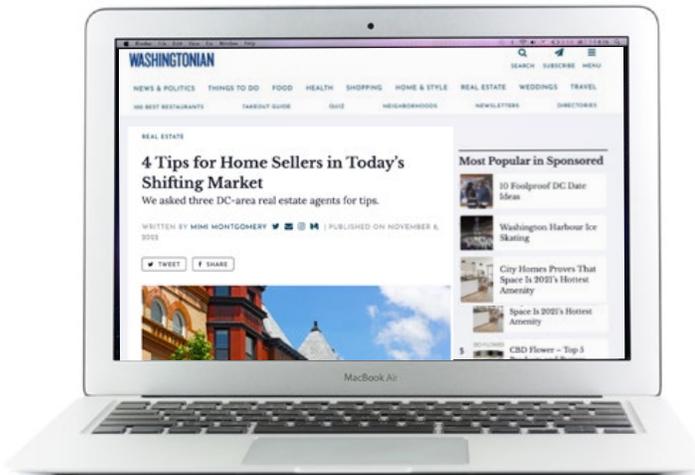
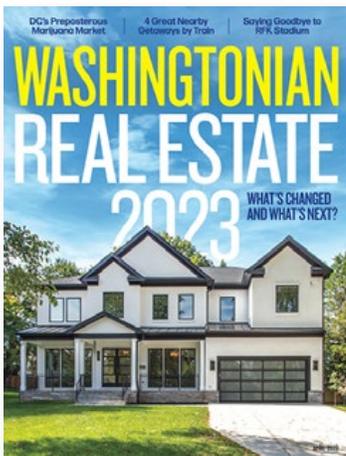




WASHINGTONIAN

2024 REAL ESTATE 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. 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. Sections of the magazine include Capital Comment, a buzzy dose of news, gossip and personalities; Things to Do, 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. Each issue also contains real estate content. And *Washingtonian's* highly-respected lists of the top restaurants, doctors, lawyers, real estate agents, getaways and more help readers get 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

PRINT READERSHIP

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 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



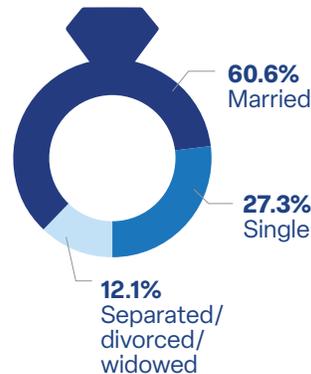
38.7% Live here
33.9% Work here

MARYLAND

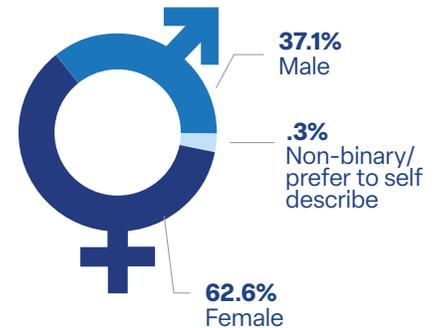


27.5% Live here
18.3% Work here

MARITAL STATUS:



GENDER:



AVERAGE HOUSEHOLD NET WORTH:

\$2.157 Million

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

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

AVERAGE HOME VALUE:

\$897,700

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

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

AVERAGE HOUSEHOLD INCOME:

\$337,500

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

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

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

PRINT ADVERTISING

Each issue of *Washingtonian* offers a choice of real estate advertising placements:

- Further-forward placements, positioned alongside key editorial content (see next page for a calendar of specific content/projects)
- Or, a traditional ad section toward the rear of the magazine, tied into our signature monthly roundup of headline-worthy real estate transactions

Editorial-Adjacent Advertising

1/2 Page

1/3 page;
Combine for a 2/3 page

RATES

(All rates are net)

SIZE	EDIT-ADJACENT	R.E. AD SECTION (REAR)
1/6 Page	\$1,395	\$1,095
1/3 Page	\$2,595	\$2,095
1/2 Page	\$3,750	\$3,195
2/3 Page	\$5,000	\$4,195
Full Page	\$7,295	\$6,095
2-Page Spread	\$13,950	\$10,950

The special projects listed on the next page carry unique prices; please inquire.

Monthly Real Estate Section Advertising

Professional Profiles

Available for Real Estate Agents, Mortgage Professionals, Commercial Real Estate Brokers, Design|Build firms, Retirement Living Communities & Resources

2024 CALENDAR & REAL ESTATE SPECIFIC PROJECTS

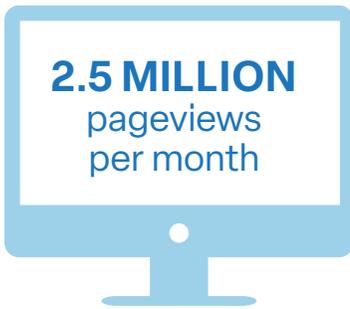
Advertising space is available directly adjacent to all of the following content

Month	Issue Highlights	Reservation Deadline	Materials Due	Publication Date
 Feb	100 Best Restaurants Cover Package - #1 on newsstands Real Estate Agent Profiles (ask about 2x program) Rockville neighborhood guide	Dec 29	Jan 5	Jan 25
Mar	Retirement content Arlington neighborhood guide	Jan 30	Feb 6	Feb 22
 Apr	Real Estate Cover Package Spring Real Estate Guide Ad Section Union Market neighborhood guide Mortgage Professionals Hall of Fame	Feb 27	Mar 5	Mar 21
May	Polybagged with special "500 Most Influential" publication Retirement Living Guide Eastern Shore and Annapolis feature Design Build spotlight on Additions Outstanding Women Profiles	Apr 2	Apr 9	Apr 25
Jun	Best of Washington Cover Package - Reader Favorite Beach feature SW Waterfront/Wharf neighborhood guide	Apr 30	May 7	May 23
Jul	Top Agents Brokerage and industry placements Real Estate Agent Profiles Design Build Company Profiles	May 30	Jun 6	Jun 27
 Aug	Petworth, Park View, 16th Street Heights neighborhood guide Design Build spotlight on Bathrooms	Jul 2	Jul 9	Jul 25
Sep	Fairfax neighborhood guide and placements Commercial Real Estate Hall of Fame	Jul 30	Aug 6	Aug 22
Oct	Fall Real Estate Guide Ad Section Bethesda neighborhood guide Design Build spotlight on Kitchens Outstanding Women Profiles	Aug 27	Sep 3	Sep 19
Nov	Top Docs Cover Package Adjacencies for medical office space advertising Retirement placements Alexandria neighborhood guide	Oct 4	Oct 11	Oct 31
Dec	Retirement Living Guide	Oct 28	Nov 5	Nov 21
 Jan 2025	Keepsake Inauguration Cover Package Faces of Washington - what are you/your business the "Face" of?	Nov 26	Dec 3	Dec 19

DIGITAL & SOCIAL MEDIA

WASHINGTONIAN.COM

Washingtonian.com, the region's premier lifestyle website, hosts a large, loyal following of affluent professionals. 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. On social media, *Washingtonian* has one of the largest and most engaged followings in the market.



2.14 MILLION
Washingtonian.com
monthly unique users



of the website's
traffic comes
from mobile +
tablet devices.

SOCIAL MEDIA

173K+
FACEBOOK
FOLLOWERS

316K+
X FOLLOWERS

306K+
INSTAGRAM
FOLLOWERS

30K+
TIKTOK
FOLLOWERS

TOTAL SOCIAL MEDIA FOLLOWERS- **825K+**

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

35% DC 34% VA 25% MD 6% OTHER

WHERE THEY WORK

48% DC 26% VA 19% MD 7% OTHER



REAL ESTATE SECTION HIGHLIGHTS:

- DC-Area Listings to Check Out (Recurring Series)
- The Most Expensive Homes Sold in Washington
- Top Agents Finder and Top Mortgage Pros Finder

DIGITAL ADVERTISING MENU

SPONSORED ARTICLES AND "LISTINGS WE LOVE"

Our signature digital products, powered by our massive social media engine. See pages 8 - 9!

DEDICATED EMAIL

~ 180,000 recipients, **\$5,000**

REAL ESTATE 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**

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)

UPGRADED ONLINE LISTINGS

Offered to winners of our Top Real Estate Agents and Top Mortgage Professionals awards, plus senior living communities and services. Raises your entry toward the top of the list; adds photo, bio, website, social media, full contact info; boosts SEO. **Please inquire.**

LUXURY RENTAL SHOWCASE

Feature your luxury apartment community and receive a customized fixed listing on the main page with promotions on Instagram, X, and Facebook.

\$2,400 for 12 month commitment

The screenshot shows a real estate article on the Washingtonian website. At the top, it says "WASHINGTONIAN Real Estate". Below that, the article title is "Real Estate News From Around The DMV" with the date "FEBRUARY 17, 2023 | SPONSORED BY VILLAGE AT CABIN BRANCH". The main image is a cityscape with a bridge over a river. The article title is "Is Richmond Turning Into the New Bedroom Community for DC Workers?" and the sub-headline is "Thanks to high housing prices and remote work, more Washingtonians are moving further down I-95." Below the article, there are two promotional boxes. The first is a blue box with the text "Your Text Here" and "300 x 250" and a short paragraph of placeholder text. The second is a white box with a photo of a modern interior and the text "11 Best Airbnbs in Washington DC" and "READ NOW". Below that is another white box with a photo of a modern interior and the text "Luxury Rental Showcase" and "A series of sponsored articles showcasing luxury apartment rentals."

The screenshot shows a realtor profile on the Washingtonian website. At the top, it says "WASHINGTONIAN" and "REAL ESTATE AGENTS". Below that, the realtor's name is "Tracey Williams Barnett" and there are social media icons for "TWEET" and "SHARE". To the right, there is a photo of the realtor and the text "About This Realtor". Below the photo, there is a short bio: "Tracey Williams Barnett—a second-generation Realtor and entrepreneur—is founder of District City Living with RE/MAX properties Christa's International Real Estate. She is a licensed Associate Broker in Washington, DC, and also holds licenses in Maryland and Virginia." Below the bio, there is a short paragraph: "Born and raised in New York, she studied advertising at Howard University and turned an MBA in marketing from The George Washington University into a business consultancy—serving as a strategist for Fortune 500 companies in the financial and technology sectors. Her career would soon lead to Fannie Mae, where she spearheaded the development and launch of HOME3, an award-winning app designed to educate homebuyers." At the bottom, there are icons for "PHOTOS", "ALIVE PROPERTIES", and "VISIT WEBSITE".

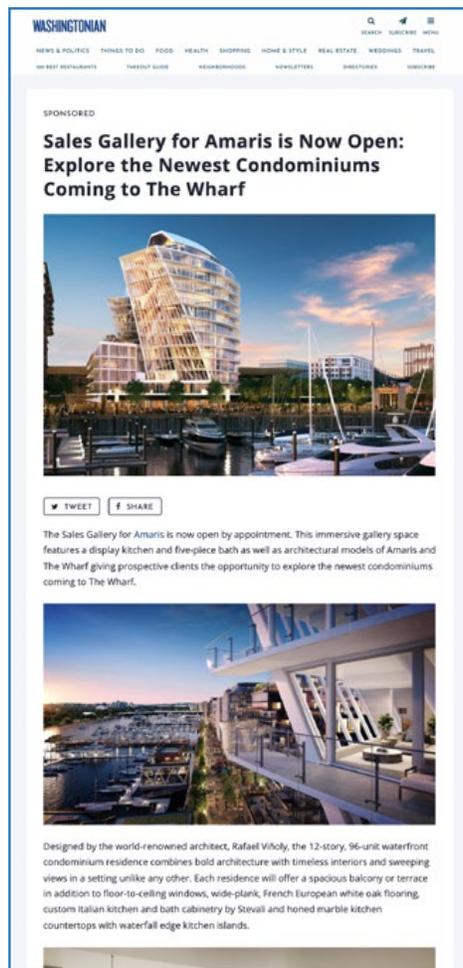
DIGITAL ADVERTISING: SPONSORED ARTICLES

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, an upcoming event/opening, or you/your team and we put it all together.

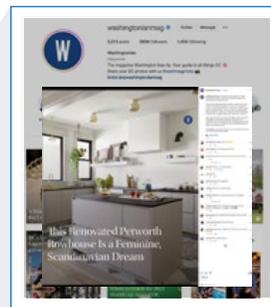
We lock the article on our homepage/real estate page for 1 week and utilize our massive social media following to drive traffic. The post stays up for as long as mutually agreeable.

WASHINGTONIAN.COM



INSTAGRAM

306K Followers



FACEBOOK

173K Followers



X 316K Followers



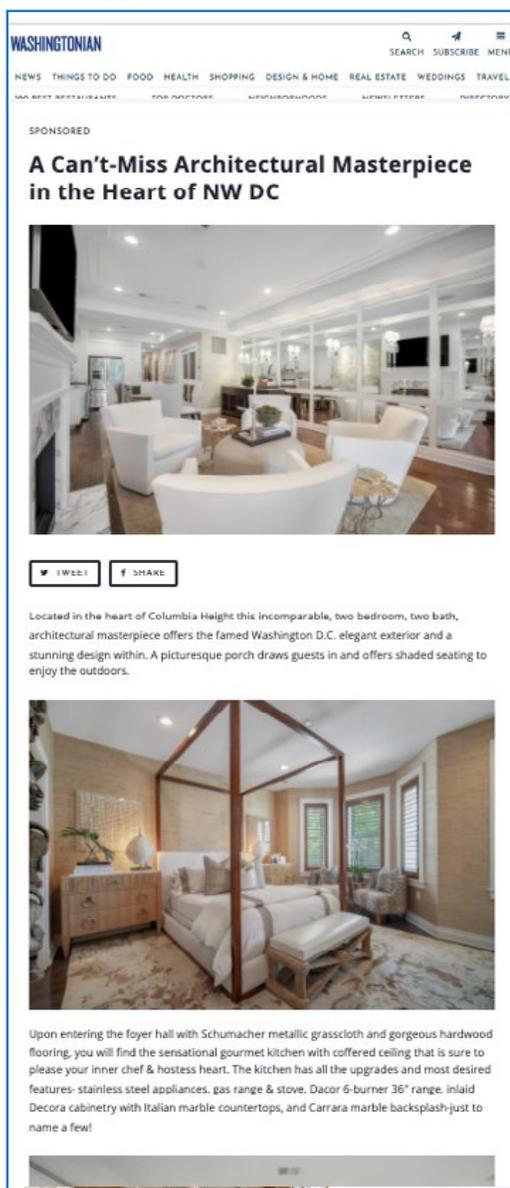
INVESTMENT = \$3,500 Per Article

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

DIGITAL ADVERTISING: LISTINGS WE LOVE

INDIVIDUAL HOMES AND CONDO UNITS

An article about your listing! This hugely-popular program connects *Washingtonian's* **2.4 million monthly web readers and over 300K Instagram followers** to stunning local homes. This program is ideal when a listing needs more visibility.



The screenshot shows a web article on Washingtonian.com. The title is "A Can't-Miss Architectural Masterpiece in the Heart of NW DC". The article features two large interior photos of a modern home. The first photo shows a bright, open-plan living and dining area with white furniture and large windows. The second photo shows a bedroom with a four-poster bed frame and a large window. The article includes social media sharing buttons for Twitter and Facebook, and a short description of the property.



INSTAGRAM

@washingtonianmag
306K+ followers

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 (40K opt-in subscribers)

INVESTMENT = \$1,400 for 1 sponsored article
\$3,300 for a 3x commitment

EVENTS

TOP AGENTS EVENT - WELCOME TO REALTOR PROM!

Every summer a packed house of realtors and other industry professionals gather to toast the region's Top Real Estate Agents. Creative and impactful sponsorship opportunities are available and provide valuable exposure before, during, and after the event. Please inquire.



OTHER SIGNATURE EVENTS

500 Most Influential Reception MAY 2024

Washingtonian will celebrate the 500 most influential people in Washington, a dynamic list of experts and advocates impacting the region's current policy debates.

Best of Washington JULY 2024

Washingtonian's signature event celebrating the best of the DC including tastes from more than 65 top-rated and 100 Very Best Restaurants.

Tech Titans SEPTEMBER 2024

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.

Custom Events

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