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


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

Donald Robinson Memorial Award for Investigative Journalism

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

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%

MARITAL STATUS:
60.6% Married
27.3% Single
12.1% Separated/divorced/widowed

GENDER:
37.1% Male
62.6% Female
0.3% Non-binary/prefer to self describe

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

Live here: 41.8%
Work here: 38.7%
Live here: 33.9%
Work here: 27.5%
Live here: 18.3%
Work here: 17.5%

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.
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

Monthly Real Estate Section Advertising

Professional Profiles

RATES
(All rates are net)

<table>
<thead>
<tr>
<th>SIZE</th>
<th>EDIT-ADJACENT</th>
<th>R.E. AD SECTION (REAR)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/6 Page</td>
<td>$1,395</td>
<td>$1,095</td>
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<tr>
<td>1/3 Page</td>
<td>$2,595</td>
<td>$2,095</td>
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<tr>
<td>1/2 Page</td>
<td>$3,750</td>
<td>$3,195</td>
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<tr>
<td>2/3 Page</td>
<td>$5,000</td>
<td>$4,195</td>
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<tr>
<td>Full Page</td>
<td>$7,295</td>
<td>$6,095</td>
</tr>
<tr>
<td>2-Page Spread</td>
<td>$13,950</td>
<td>$10,950</td>
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</tbody>
</table>

The special projects listed on the next page carry unique prices; please inquire.
### 2024 CALENDAR & REAL ESTATE SPECIFIC PROJECTS

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

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

**Digital & Social Media**

**WASHINGTONIAN.COM**

- **2.5 MILLION** pageviews per month
- **2.14 MILLION** Washingtonian.com monthly unique users
- **70%** of the website’s traffic comes from mobile + tablet devices.

**Social Media**

- **173K+** Facebook followers
- **316K+** Twitter 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**

<table>
<thead>
<tr>
<th>DC</th>
<th>VA</th>
<th>MD</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>35%</td>
<td>34%</td>
<td>25%</td>
<td>6%</td>
</tr>
</tbody>
</table>

**Where They Work**

<table>
<thead>
<tr>
<th>DC</th>
<th>VA</th>
<th>MD</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>48%</td>
<td>26%</td>
<td>19%</td>
<td>7%</td>
</tr>
</tbody>
</table>

**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

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

INVESTMENT = $3,500 Per Article
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.

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.

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