

WASHINGTONIAN BRAND AUDIT

WASHINGTONIAN.COM

6 MONTHS ENDED JUNE 30, 2024

Average users per month	1,383,454
Average pageviews per month	2,306,241
Total users in period	8,300,724
Total pageviews in period	13,837,919

WASHINGTONIAN MAGAZINE

12 MONTH PERIOD (JULY 1, 2023- JUNE 30, 2024)

As filed with the Circulation Verification Council; average per issue for 12 months ended June 30, 2024

Frequency	12 times per year
Total paid subscriptions	62,361
Average monthly copies placed on newsstands	11,368
Monthly copies sent to House and Senate offices	878
Average Monthly Circulation, Print and Digital	90,571

WASHINGTONIAN SOCIAL MEDIA

AS OF JUNE 30, 2024

	Monthly Impressions <small>(The number of times a post or a story was seen by users)</small>	Followers
Instagram	8,970,288	333,871
X	1,188,779	315,643
Facebook	1,614,904 (reach)	180,339
Pinterest		25,800
LinkedIn		8,401
TikTok		31,428
Wedding (All Channels)		41,725
Event (All Channels)		23,565
Total Social Media Followers		960,772

READERSHIP

GENDER

Female: 66.8%
Male: 30.7%
Non-Binary/
Prefer to Self Describe: 2.5%

EDUCATION

Attended College: 99.6%
Graduated College: 96.8%
Completed Postgraduate: 63.6%

AVERAGE HOUSEHOLD INCOME

\$501,687

HOUSEHOLD INCOME

\$75,000+: 93.2%
\$100,000+: 87.4%
\$250,000+: 42.9%

AVERAGE HOUSEHOLD NET WORTH

\$3,000,865

2024 TOP EVENTS

White House Correspondents' Soiree
Attendees: **1,000**

Washington Women in Journalism Awards
Attendees: **450**

Top Agents
Attendees: **400**

500 Most Influential Reception
Attendees: **300**

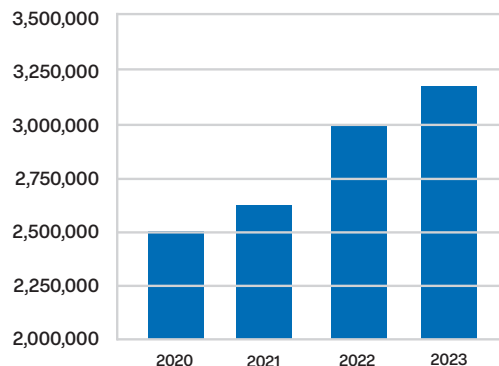
Washingtonians of the Year
Attendees: **200**

E-MAIL NEWSLETTERS

AS OF JUNE 30, 2024

Best Stories of the Week / Weekly / 125,023 Subscribers
Food / Weekly / 117,862 Subscribers
Things to Do / Twice Weekly / 118,516 Subscribers
Best Brunches / Weekly / 186,677 Subscribers
Health / Weekly / 101,462 Subscribers
Real Estate + Home / Weekly / 37,432 Subscribers
Travel / Bi-Weekly / 38,071 Subscribers
Weddings / Weekly / 7,720 Subscribers
Exclusive / As Requested / 185,856 Subscribers

TOTAL AUDIENCE



SOURCES

PRINT CIRCULATION
Circulation Verification Council

DIGITAL CIRCULATION
Web analytics and app download data

E-MAIL NEWSLETTERS
ActiveCampaign reports

SOCIAL MEDIA
Media analytics

AUDIENCE & DEMOGRAPHICS
The 2024 Circulation Verification Council Washingtonian Reader Study

AFFIRMATION
I certify that the statements made in this report are correct and complete.

Cathy Merrill
President and CEO
Washingtonian Media

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