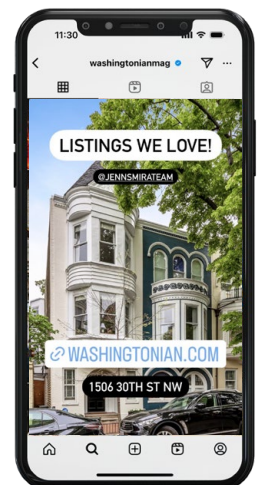
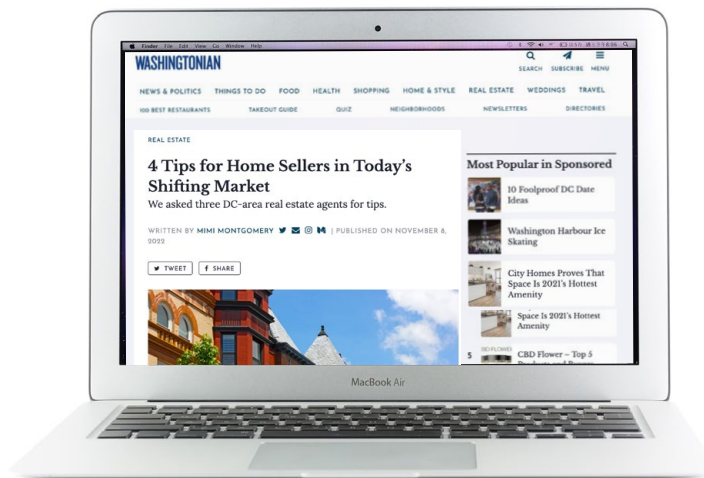
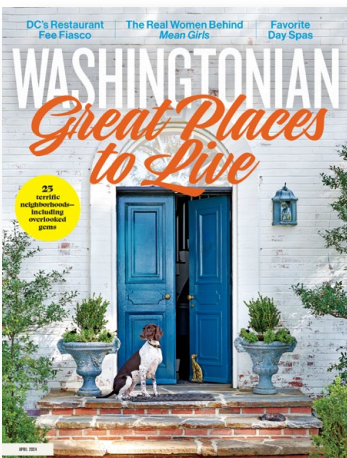




WASHINGTONIAN

2025 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 **90,571 copies**, *Washingtonian* reaches **362,000+ readers** every month that spend an average **1.1 hours** with each issue.

AVERAGE AGE:

56

31.6% are between 35-54

BUSINESS LEADERS:

Corporate Executives or higher (SVP, EVP, C-Suite, CEO, Owner/Partner): **47.7%**

Owner/partner in a business: **17.2%**

Sit on a board of directors: **26.1%**

DC



34.9% Live here
46.7% Work here

VIRGINIA



31.4% Live here
24.4% Work here

MARYLAND



29.8% Live here
16.5% Work here

AVERAGE VALUE OF INVESTMENT PORTFOLIO:

\$2,558,908



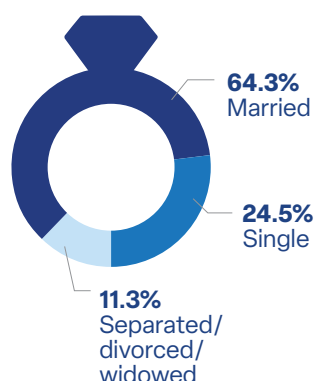
EDUCATION:

99.6% Attended college

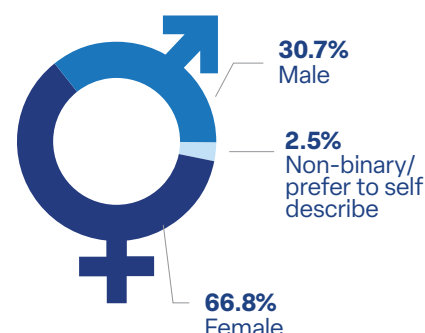
96.8% Graduated from college

63.6% Completed postgraduate

MARITAL STATUS:



GENDER:



AVERAGE HOUSEHOLD NET WORTH:

\$3,000,865

\$2 Million+: **45.5%**

\$1 Million+: **64.7%**

AVERAGE HOME VALUE:

\$1,247,222

\$1 Million+: **47.3%**

\$750,000+: **68.2%**

AVERAGE HOUSEHOLD INCOME:

\$501,687

\$250,000+: **42.9%**

\$100,000+: **87.4%**

\$75,000+: **93.2%**

*Sources: The 2024 Circulation Verification Council *Washingtonian* Reader Study and 2023 CVC Publication Audit Report

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

The sample shows two types of editorial-adjacent advertising. On the left is a 1/2 page ad for a luxury home, featuring multiple photos of the property and descriptive text. On the right is a 1/3 page ad for a real estate agent, Janice Pouch, featuring a photo of her and contact information. Both ads are integrated into the magazine's layout, appearing alongside editorial content.

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	\$6,195
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

The sample shows the Monthly Real Estate Section, which is a dedicated section of the magazine featuring real estate listings and agent profiles. The featured ad for Tommy Acini includes a large photo of him, a list of his achievements, and contact information. The section is designed to provide readers with a comprehensive overview of the local real estate market and the services of top agents.

Professional Profiles

The sample shows the Professional Profiles section, which features profiles of prominent real estate professionals. The profiles include photos of the agents, their names, and a brief biography of their careers and achievements. The section is designed to provide readers with insight into the lives and work of the top real estate professionals in the area.

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

2025 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 Very Best Restaurants Cover Package Real estate article, leading into Agent Profiles (ask about discounted 2x program) National Harbor neighborhood guide	Jan 2	Jan 7	Jan 23
Mar	Retirement content Greater Middleburg neighborhood guide	Jan 30	Feb 4	Feb 20
Apr	Real Estate Cover Package Spring Real Estate Guide ad section Capitol Hill neighborhood guide Top Mortgage Professionals awards	Feb 27	Mar 4	Mar 20
May	Special Cover Package - 60th Anniversary, also polybagged with 500 Most Influential publication Retirement Living Guide Chesapeake Bay feature Design Build spotlight on Outdoor Living	Apr 3	Apr 8	Apr 24
Jun	Special Cover Package - Pride Guide Beach feature Navy Yard neighborhood guide	May 1	May 6	May 22
Jul	TOP REAL ESTATE AGENTS, also Best of Washington Cover Package Brokerage and industry placements Real Estate Agent Profiles	May 29	Jun 5	Jun 26
Aug	National Landing neighborhood guide Design Build package TBD	Jul 3	Jul 8	Jul 24
Sep	Bloomingdale & Eckington neighborhood guide Title & Settlement feature and company profiles	Jul 31	Aug 5	Aug 21
Oct	Real estate feature and Fall Real Estate Guide ad section Chevy Chase (MD + DC) neighborhood guide Design Build spotlight on Kitchens Women of Influence profiles	Sep 4	Sep 9	Sep 25
Nov	Top Doctors Cover Package Adjacencies for medical office space advertising Retirement placements Georgetown neighborhood guide	Oct 2	Oct 7	Oct 23
Dec	Retirement Living Guide Tysons & Vienna Neighborhood guide	Oct 30	Nov 4	Nov 20
Jan 2026	Faces of Washington - what are you/your business the "Face" of?	Nov 26	Dec 2	Dec 18

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.



1.95 MILLION
Washingtonian.com
monthly unique users



SOCIAL MEDIA

183K+

FACEBOOK
FOLLOWERS

309K+

X FOLLOWERS

347K+

INSTAGRAM
FOLLOWERS

35K+

TIKTOK
FOLLOWERS

TOTAL SOCIAL MEDIA FOLLOWERS: **874K+**

58% EARN A
HOUSEHOLD INCOME OF
\$100,000+

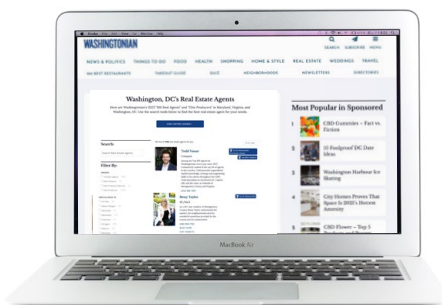
AVERAGE AGE
39

WHERE THEY LIVE

31% DC 28% VA 22% MD 19% OTHER

WHERE THEY WORK

47% DC 21% VA 22% MD 10% OTHER



REAL ESTATE SECTION HIGHLIGHTS:

- Weekend Open Houses (Recurring Series)
- The Most Expensive Homes Sold in Washington (Recurring Series)
- Top Agents Finder and Top Mortgage Pros Finder
- Home Design Trends (Home & Style Section)

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

~ 160,000 recipients, **\$5,000**

REAL ESTATE + HOME NEWSLETTER

35,000 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.**

RAVE WORTHY RENTALS

A paid article about a specific rental apartment (or specific model/tier of units) for lease. This program mirrors "Listings We Love" (see page 9), including promoting the article on our website and Instagram (347K+ followers).


\$1,700 for 1 article; \$4,200 for a 3x commitment

WASHINGTONIAN

Real Estate

Real Estate News From Around The DMV

FEBRUARY 17, 2023 | SPONSORED BY [VILLAGE AT CABIN BRANCH](#)



Is Richmond Turning Into the New Bedroom Community for DC Workers?

Thanks to high housing prices and remote work, more Washingtonians are moving further down I-95.

Your Text Here

300 x 250

50 word Limit. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt.

11 Best Airbnbs in Washington DC

[READ NOW](#)

Luxury Rental Showcase

A series of sponsored articles showcasing luxury apartment Rentals.

WASHINGTONIAN

NEWS THINGS TO DO FOOD HEALTH SHOPPING DESIGN & HOME REAL ESTATE WEDDINGS TRAVEL

REAL ESTATE AGENTS


Tracey Williams Barnett

TWEET SHARE

Tracey Williams Barnett—a second-generation Realtor and entrepreneur. Is founder of District City Living with REALTIPROPERTIES Christie's International Real Estate. She is a licensed Associate Broker in Washington, DC, and also holds licenses in Maryland and Virginia.

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 HOME®, an award-winning app designed to educate homebuyers.

About This Realtor



AWARDS

4.5/5 PROSOLAR

VISIT WEBSITE

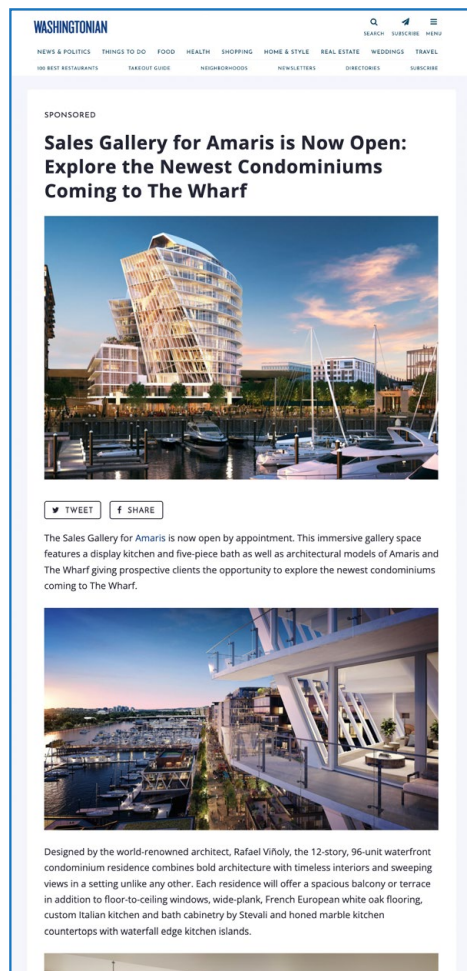
DIGITAL ADVERTISING: SPONSORED ARTICLES

FOR DEVELOPMENTS, COMPANY/TEAM BIOS, ETC.

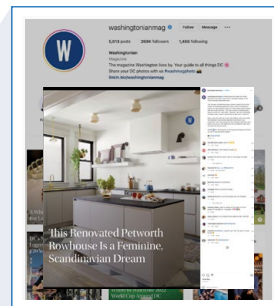
An editorial-looking and editorial-feeling article on our website, only subtly labeled as sponsored. You provide photos and text about a new development, an upcoming event/opening, or you/your team and we put it all together.

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



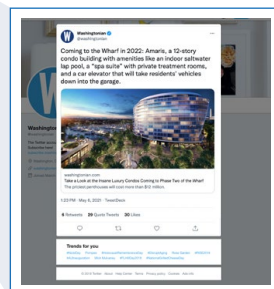
INSTAGRAM
347K Followers



FACEBOOK
183K Followers



X
309K Followers



INVESTMENT = \$3,500 per article

A freelance advertorial writer can be arranged for an additional \$500

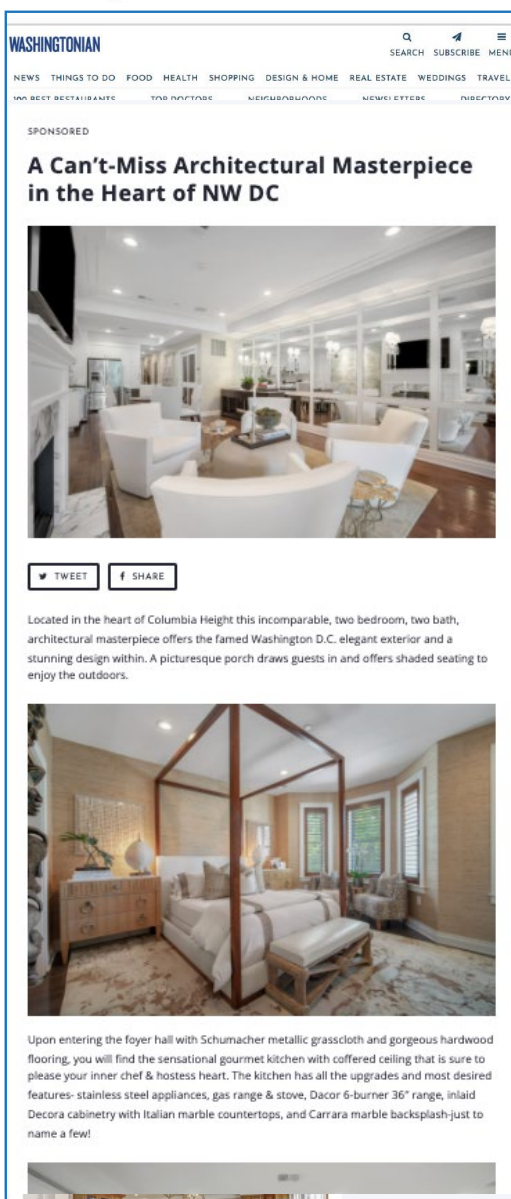
Matt Hendrickson | 301-351-6042 | mhendrickson@washingtonian.com

DIGITAL ADVERTISING: LISTINGS WE LOVE

INDIVIDUAL HOMES AND CONDO UNITS FOR SALE

Working instead with an apartment rental? Inquire about our "Rave Worthy Rentals" program

An article about your listing! This hugely-popular program connects *Washingtonian's* **1.9 million monthly web readers and more than 347K Instagram followers** to stunning local homes. This program is ideal when a listing needs more visibility.



INSTAGRAM

@washingtonianmag
347K+ 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 (35K 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 2025

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 2025

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 OCTOBER 2025

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.