



# WASHINGTONIAN

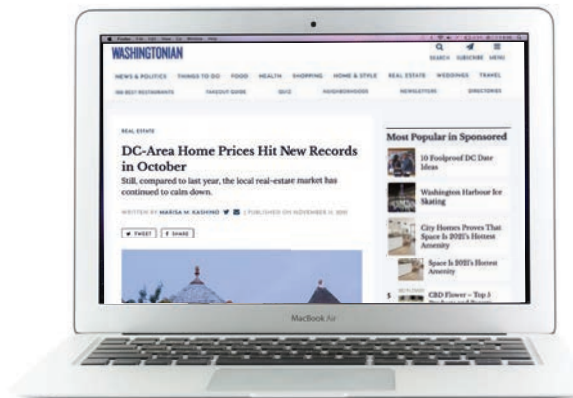
THE MAGAZINE WASHINGTON LIVES BY



*Founded in 1965*

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## 2022 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. Sections of the magazine include Capital Comment, a buzzy dose of news, gossip and personalities; Where & When, 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. 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. And *Washingtonian's* lists of best doctors, best restaurants, best getaways and best neighborhoods represent the simplest tools for getting 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

## DEMOGRAPHICS

### AVERAGE HOUSEHOLD INCOME

**\$337,500**

\$250,000+: 32.8%  
\$100,000+: 77.9%  
\$75,000+: 87.1%

### AVERAGE HOUSEHOLD NET WORTH

**\$2.157 MILLION**

\$2 MILLION+: 33.9%  
\$1 MILLION+: 55.5%



### TOTAL MONTHLY READERSHIP

**433,944**

### PAID CIRCULATION

**108,486**

### AVERAGE TIME SPENT WITH EACH ISSUE

**1.1 HOURS**

### AVERAGE VALUE OF INVESTMENT PORTFOLIO:

**\$1.492 MILLION**



**95.8%**  
OF

WASHINGTONIAN SUBSCRIBERS CURRENTLY OWN INVESTMENTS

### HOME

Own a home ..... **78.6%**  
Rent home/apartment ..... **19.9%**

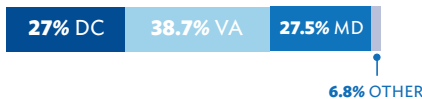
### EDUCATION

Attended college ..... **99.4%**  
Graduated from college ..... **91.2%**  
Completed postgraduate ..... **57.1%**

### OCCUPATION

Managerial or higher ..... **70.7%**  
Serve on a board ..... **17.5%**

### WHERE THEY LIVE



### AVERAGE HOME VALUE



**\$897,700**

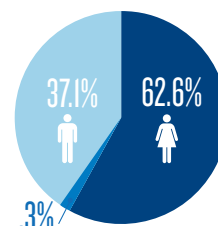
\$1 MILLION+: 28.6%  
\$750,000+: 51.4%

### AVERAGE AGE

**54**

35.7% are between 25-49

### SEX



NON-BINARY/THIRD GENDER/  
PREFER TO SELF DESCRIBE

# ONGOING PRINT ADVERTISING OPPORTUNITIES

Teed up by our signature "Off The Market" editorial roundup of big name and/or big ticket real estate transactions, our monthly Real Estate Advertising Section buzzes with new developments, brokerages, agents, individual home listings, mortgage bankers, and more. This is the magazine's real estate hub.

"Off the Market!"  
Editorial Feature

**OFF THE MARKET!**  
The nuts and bolts of some of Washington's most expensive residential transactions

**BOUGHT BY:** Ryan...  
**LISTED:** \$1,200,000  
**SOLD:** \$1,200,000

**BRADING POINTS:** Four bedrooms and four baths, plus an executive three-car garage and a large pool.

**BOUGHT BY:** Linda...  
**LISTED:** \$1,200,000  
**SOLD:** \$1,200,000

**BRADING POINTS:** Four bedrooms and four baths, plus an executive three-car garage and a large pool.

**BOUGHT BY:** Tom...  
**LISTED:** \$1,200,000  
**SOLD:** \$1,200,000

**BRADING POINTS:** Four bedrooms and four baths, plus an executive three-car garage and a large pool.

**BOUGHT BY:** Mary...  
**LISTED:** \$1,200,000  
**SOLD:** \$1,200,000

**BRADING POINTS:** Four bedrooms and four baths, plus an executive three-car garage and a large pool.

Full Page

theleishergroup  
THE FLEISHER GROUP PRESENTS  
LUXURY LIVING AT ITS FINEST

**3030 CHAIN BRIDGE ROAD NW • WASHINGTON, DC**  
DC'S Finest Residence • Incomparable Design, Finishes and Expert Workmanship  
Offered at \$ 19,950,000

**5517 PEMBROKE ROAD • BETHESDA, MD**  
Exquisite Custom Built Masterpiece • Spectacular 1 1/2 Acre Property in Close In Bethesda  
Offered at \$15,950,000

MAIC FLEISHER  
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maic@theleishergroup.com  
5456 Wisconsin Avenue, Chevy Chase Maryland 20815

TRR Sotheby's INTERNATIONAL REALTY

2/3 Page

Welcome home.

The LizLuke Team introduced 89 families to their new homes in 2017. It's time to find yours!

**LIZLUKE TEAM**  
of Long & Foster Real Estate  
LIZLUKE.COM

**LONG & FOSTER** REAL ESTATE  
**CHRISTIE'S** INTERNATIONAL REAL ESTATE

OLDTOWNHISTDISTSALES | 400 KING ST ALEXANDRIA, VA 22314

**THE RESIDENCES**  
LUXURIOUS CITY • BEVERLY BEACH

LIFE'S BETTER at the beach.

Situated on Rehoboth Bay with views of the Atlantic Ocean, residents of Lighthouse Cove are able to enjoy unparalleled amenities, including public beach access, on-site dining, a fitness center, a rooftop pool and more. New construction, 1, 2, 3 & 4 bedroom homes starting at \$49,900. Now accepting reservations on our first phase! Call today to schedule a tour.

5301 COASTAL HIGHWAY | DRIVE BEACH, DE 19913  
302-212-0022 | THERESIDENCES.COM

1/3 Page Horizontal

1/3 Page Vertical

LOOKING FOR YOUR PERFECT BEACH HOME?  
CALL THE #1 RE/MAX TEAM IN THE DE/PA REGION!

**THE REED TEAM**

**15 HICKMAN ST, SOUTH REHOBOTH BEACH**  
Ocean View in South Rehoboth. Beautifully renovated 3 bedrooms, 4 bath, 600 square foot home on approximately 1/2 acre with a pool. Large master suite with a full bath & a double island in the kitchen. Call today to schedule your showing. Call today to schedule your showing. Call today to schedule your showing.

Offered at \$2,199,000

RE/MAX Beach Group | 317 Rehoboth Ave. | Rehoboth Beach DE  
Phone: (302) 227-3819 Mobile: (302) 227-4800  
Email: thereedteam.com | www.thereedteam.com

**LEWIS CORP.**

**TRIPLE TOWN / CHEVY CHASE | \$1,200,000**  
Light bright contemporary 3 bedroom with 2.5 baths, full of upgrades. Open floor plan with hardwood floors, granite, stainless steel appliances, walk-in closets, full finished basement. Call today to schedule your showing. Call today to schedule your showing. Call today to schedule your showing.

Call today to schedule your showing. Call today to schedule your showing. Call today to schedule your showing.

1/2 Page Vertical

**Kimberly Dixon**  
Realtor, MRP

**&**

**Steven M. Summers**  
President, Loan Officer

The #1 Real Estate Mortgage Team who know PEOPLE and know MARYLAND! Let us help you get into your new home for market and sell your home!

Beautiful Annapolis Area Waterfront L2322 and 502.0 IN 38 DAYS IN DECEMBER

Purchased Eigenheim - EXPANSIVE 16-AC WF  
For Sale \$1,199,000

With both of our expertise, working side by side, we will show you how we can help buying and selling in Maryland and beyond!

We specialize in Luxury Waterfront Homes in the Annapolis area, the Eastern Shore and all of Maryland. Kim is a Military Relocation Specialist with over 20 years experience while Steve has the most competitive, Jumbo, Commercial and VA rates around with Quik, Professional 30 House Processing. We work with the best and most experienced and reputable staff work with you on any transaction! Give us a try today and work with the Pros of the Real Estate Mortgage industry!

**KIMBERLY DIXON**  
402781  
Realtor, MRP  
KIM@REDFIN.COM  
410-433-4333

**STEVEN M. SUMMERS**  
411110  
President, THE MORTGAGE LIAISON  
SERVING YOU IN 30 DAYS WITH  
A NEW EXPERIENCE OF LUXURY REALTY

## REAL ESTATE SECTION ADVERTISING RATES

(All rates are net.)

SIZE	COLOR	SPECS (inches - width x height)
1/6 Page	\$995	3 1/2 x 3
1/3 Page	\$1,975	3 1/2 x 6 1/8 or 7 1/8 x 3
1/2 Page	\$2,975	3 1/2 x 9 1/2
2/3 Page	\$3,925	7 1/8 x 6 1/8
Full Page	\$5,850	7 x 10

1/6 Page Square

# ISSUE-SPECIFIC PROJECTS

Each issue features opportunities to align with specific editorial/advertorial content. These placements appear further-forward in the issue and can often be positioned directly adjacent to the article's content. Rates and specs vary. Please inquire.



## FEBRUARY

**R: 12/30 M: 1/6 P: 1/20**

-Real Estate Agent Profiles (ask about 2x program)

## MARCH

**R: 1/29 M: 2/4 P: 2/24**

- Retirement Living article, adjacencies, and profiles  
- Clarendon/Ballston neighborhood guide and placements  
- Home Design content, adjacencies, and Custom Home Builders Directory  
- Luxury Rental Showcase

## APRIL - REAL ESTATE COVER STORY

**R: 3/1 M: 3/4 P: 3/24**

- Spring Real Estate Guide Advertising Section  
- Easton/St. Michaels guide and placements  
- Top Mortgage Professionals awards, adjacencies, and profiles

## MAY

**R: 3/31 M: 4/1 P: 4/21**

- Major "Retirement Living Guide", adjacencies, and profiles  
- Annapolis guide and placements  
- Design | Build feature, adjacencies, company profiles, and Custom Home Builders Directory

## JUNE -- BEST OF WASHINGTON - Reader Favorite!

**R: 4/30 M: 5/6 P: 5/26**

- Beach/lake travel feature and adjacencies  
- The Wharf/SW Waterfront neighborhood guide and placements

## KEY

**R:** Reserve by date | **M:** Materials due date | **P:** Publication date

## JULY - TOP AGENTS

**R: 5/28 M: 6/3 P: 6/23**

- Real Estate Agent Profiles, brokerage and industry placements, all tied into list of Best Agents and Top Producing Agents

## AUGUST

**R: 6/30 M: 7/1 P: 7/21**

- Union Market District neighborhood guide and placements  
- Home Design content, adjacencies, and Custom Home Builders Directory

## SEPTEMBER

**R: 7/30 M: 8/5 P: 8/25**

- Dupont/Farragut neighborhood guide and placements  
- Commercial Real Estate awards, adjacencies, and profiles  
- Home staging content and adjacencies

## OCTOBER

**R: 8/31 M: 9/2 P: 9/22**

- Fall Real Estate Guide Advertising Section  
- Bethesda neighborhood guide and placements  
- Design | Build feature, adjacencies, company profiles, and Custom Home Builders Directory  
- Outstanding Women profiles

## NOVEMBER - TOP DOCS COVER

**R: 9/30 M: 9/30 P: 10/20**

- Retirement/senior placements alongside Top Doctors awards  
- Medical office space placements  
- Alexandria neighborhood guide and placements

## DECEMBER

**R: 10/29 M: 10/28 P: 11/17**

- Major "Retirement Living Guide", adjacencies, and profiles  
- National Landing neighborhood guide and placements

## JANUARY 2023

**R: 12/1 M: 12/2 P: 12/22**

-Faces of Washington - what are you/your business the "Face" of?

# DIGITAL READERSHIP

WASHINGTONIAN.COM

Washingtonian.com, the region's premier lifestyle website, hosts a large, loyal following of active, affluent adults. 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. Washingtonian.com is a site that people bookmark. It's where area residents go to take a break from work, unwind at home, plan an evening on the town, and find help they can trust.



1.7 MILLION  
WASHINGTONIAN.COM  
MONTHLY  
UNIQUE USERS



OF THE WEBSITE'S  
TRAFFIC COMES  
FROM  
MOBILE + TABLET  
DEVICES.

## SOCIAL MEDIA

TOTAL SOCIAL MEDIA FOLLOWERS

726K+

162K+

FACEBOOK  
LIKES

311K+

TWITTER  
FOLLOWERS

233+

INSTAGRAM  
FOLLOWERS

20K+

PINTEREST  
FOLLOWERS

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-CENTRIC SECTIONS OF WEBSITE INCLUDE:

**REAL ESTATE:** a roundup of hot listings, open houses, new developments, industry news/trends, etc.

**DESIGN & HOME:** inspiring content on making the most out of your space

**TOP AGENT FINDER:** the year-round source for finding and selecting the area's top realtors



# DIGITAL ADVERTISING OVERVIEW

## SPONSORED ARTICLES AND "LISTINGS WE LOVE"

Our signature digital products, powered by our massive social media engine. See next 2 pages!

## DEDICATED EMAIL

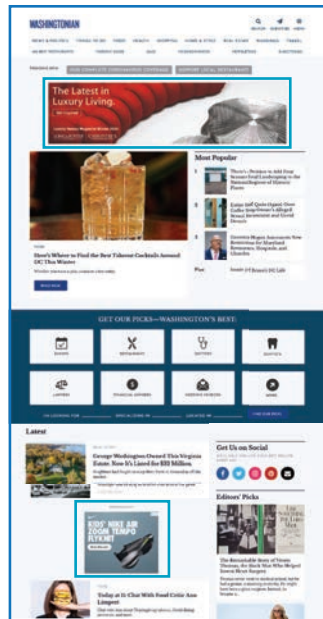
~ 150,000 recipients, \$4,500

## 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)

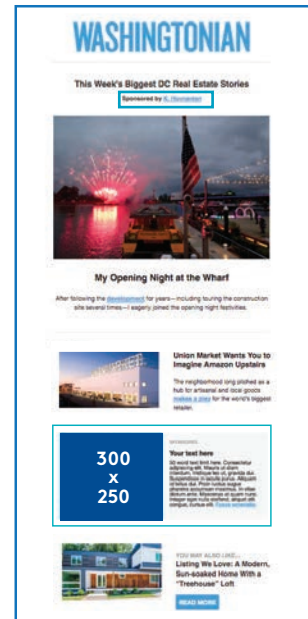


## REAL ESTATE E-NEWSLETTER

**45,000 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. **\$1,000.**

Other newsletters (Food, Things to Do, Health, etc.) also available. Please inquire



## UPGRADED ONLINE LISTING FOR TOP AGENTS

Raises your entry; adds photo, bio, website, all contact info, social; boosts SEO. Inquire about the Top Agents Marketing Package. **\$160/mo, or sold in conjunction with Top Agents Marketing Package. Please inquire.**



## LUXURY RENTAL SHOWCASE

Feature your luxury apartment community and receive a customized fixed listing on the main page with promotions on Instagram, Twitter, and Facebook. **\$2,400 for 12 month commitment**

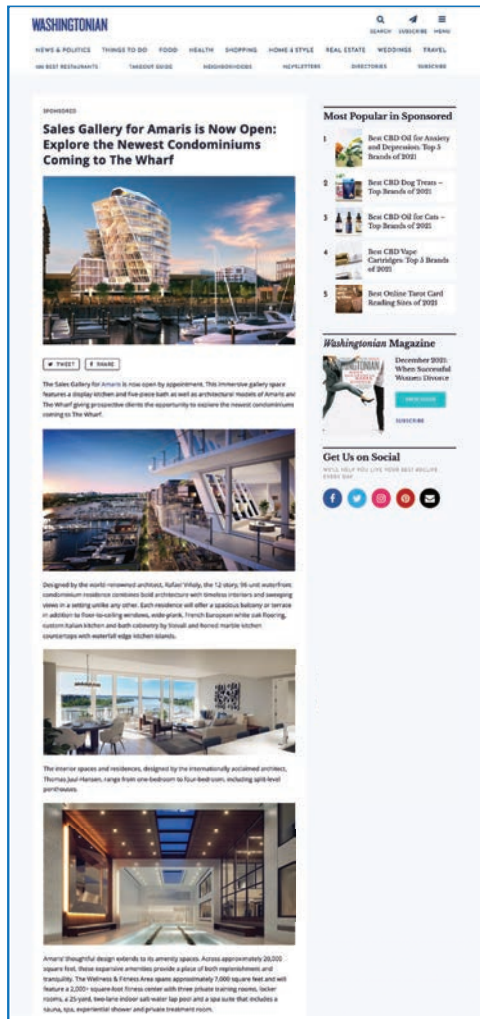
# DIGITAL ADVERTISING: SPONSORED ARTICLES

FOR DEVELOPMENTS, COMPANY/TEAM BIOS, ETC.

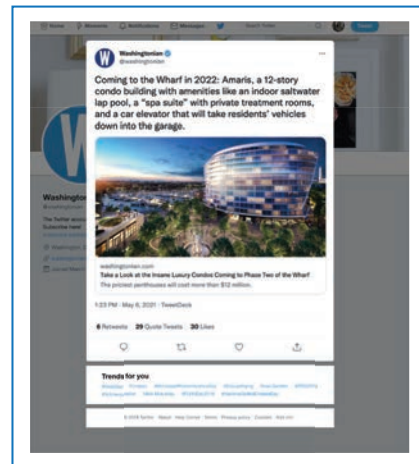
An editorial-looking and editorial-feeling article on our website, only subtly labeled as sponsored. You provide photos and text about a new development, or you/your team and we put it all together.

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



## TWITTER



## FACEBOOK



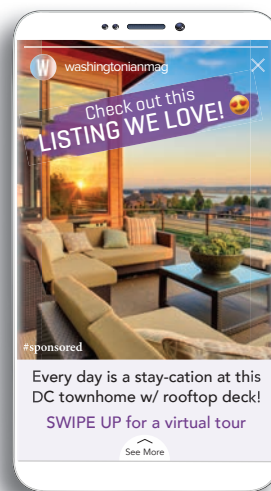
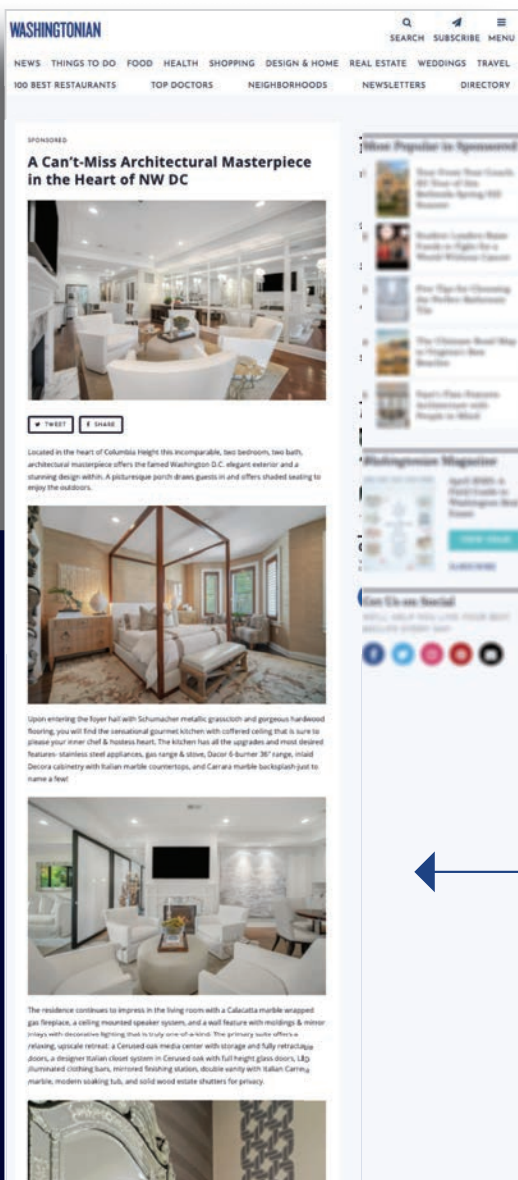
Investment = \$3,500 per article



# DIGITAL ADVERTISING: LISTINGS WE LOVE

## INDIVIDUAL HOMES AND CONDO UNITS

An article about your listing. Introducing **"Listings We Love"** - a featured collection of sponsored articles, connecting Washingtonian's **1.7 million monthly web readers and over 233K Instagram followers** to stunning local homes.



**INSTAGRAM**  
washingtonianmag   
233K+ 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 (55k subscribers)

INVESTMENT= \$1,200 for 1 sponsored article  
\$3,000 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 their recognition as Top Agents. Creative and impactful sponsorship opportunities are available and provide valuable exposure before, during, and after the event. Please inquire.*

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## OTHER SIGNATURE EVENTS

### **UNVEILED SHOWCASE**

Washingtonian Weddings's five-star wedding showcase that features the area's top-rated vendors from the luxury wedding community for brides, grooms, and their wedding parties to preview the latest trends, helpful tips, and insights from the experts as attendees are planning the next chapter in their lives.

### **BEST OF WASHINGTON**

Washingtonian's signature event celebrating the best of the DC including tastes from over 50 top-rated and 100 Very Best Restaurants.

### **TECH TITANS**

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.

### **WHISKEY & FINE SPIRITS FESTIVAL**

The 11th annual libations event features 25+ vendors offering tastes of their spirits including premium whiskey, bourbon, scotch, vodka, gin, tequila, and more at a festive evening with 500 guests.

### **CUSTOM EVENTS**

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