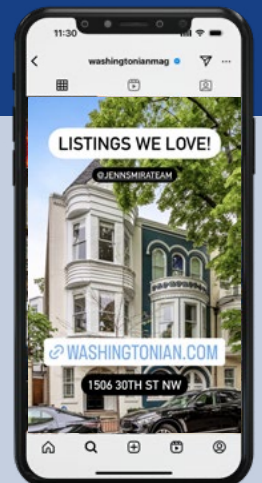
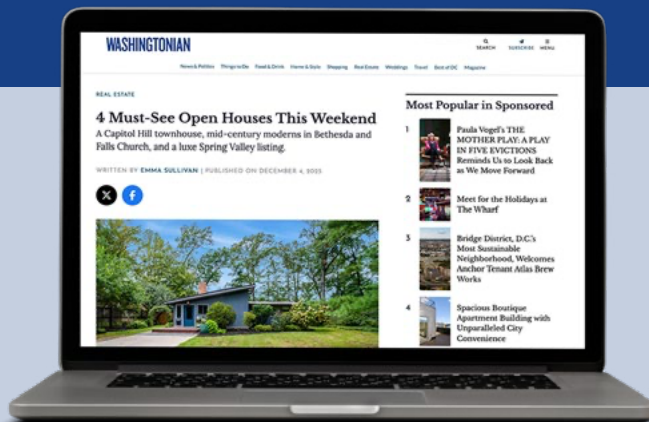




# WASHINGTONIAN

## 2026 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

Reporting, 2025  
Feature Story, 2025  
Leisure/Lifestyle Interests, 2024  
Feature Design, 2023  
Magazine Section, 2022  
Spread Design, 2022  
Best Weddings Publication, 2021  
Best Feature Story, 2020  
General Excellence, 2019  
Best Weddings Publication, 2019

**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 **90,607 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%**

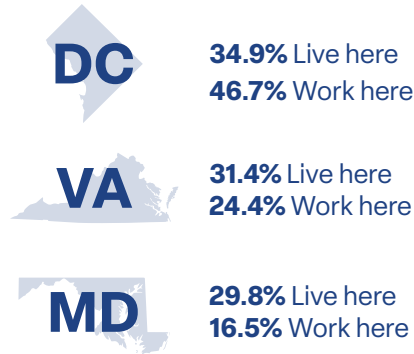
Owner/partner in a business: **17.2%**

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

## AVERAGE VALUE OF INVESTMENT PORTFOLIO:

**\$2,558,908**

## GEOGRAPHY

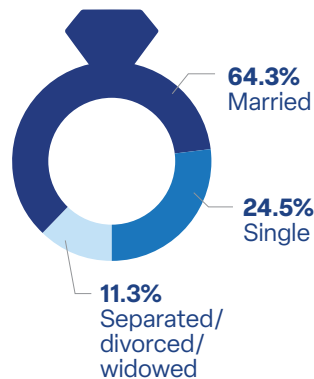


## EDUCATION

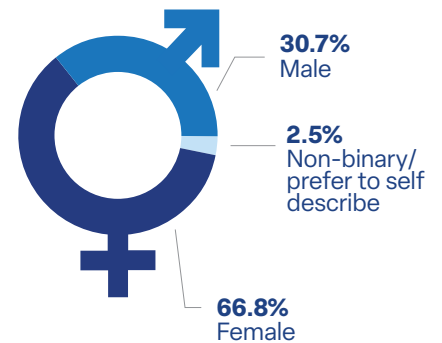


99.6% Attended college  
96.8% Graduated from college  
63.6% Completed postgraduate

## 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%**   **\$1 MILLION+: 68.2%**

**AVERAGE HOUSEHOLD INCOME: \$501,687**

**\$250,000+: 42.9%**   **\$100,000+: 87.4%**   **\$750,000+: 93.2%**

\*Sources: The 2024 Circulation Verification Council *Washingtonian* Reader Study and 2025 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

## Monthly Real Estate Section 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	\$6,195
2-Page Spread	\$13,950	\$10,950

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

## Selected Months: Professional Profiles



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

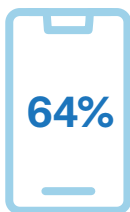
# DIGITAL & SOCIAL MEDIA

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.



**885,600**  
Average monthly unique visitors to Washingtonian.com



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

## SOCIAL MEDIA

**189K+**

FACEBOOK FOLLOWERS

**283K+**

X FOLLOWERS

**381K+**

INSTAGRAM FOLLOWERS

**41K+**

TIKTOK FOLLOWERS

TOTAL SOCIAL MEDIA FOLLOWERS: **893K+**

**\$185,000**

AVERAGE HOUSEHOLD INCOME

AVERAGE AGE

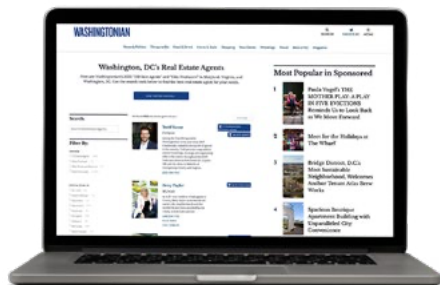
**39**

### WHERE THEY LIVE

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

### WHERE THEY WORK

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



## REAL ESTATE WEB HIGHLIGHTS (EDITORIAL CONTENT):

- 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: 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.

Sponsored article gets shared on the following  
Washingtonian social media feeds:

**INSTAGRAM**  
381K+ Followers

**FACEBOOK**  
188K+ Followers

WASHINGTONIAN

NEWS & POLITICS THINGS TO DO FOOD HEALTH SHOPPING HOME & STYLE REAL ESTATE WEDDINGS TRAVEL  
HOT RESTAURANTS TAKEOUT GUIDE NEIGHBORHOODS NEWSLETTERS DIRECTORIES SUBSCRIBE

SEARCH SUBSCRIBE MENU

SPONSORED

### Chain Bridge Estates Officially Launches: Redefining Elevated 60+ Living in McLean

Sales Momentum Builds as Luxury Wellness Community Attracts Interest Across the Region

Twitter Facebook

Nestled in the heart of downtown McLean, Chain Bridge Estates has officially opened its doors, and eager buyers are taking notice. With sales now underway, this exclusive 60+ community is redefining what it means to age in place with elegance, wellness, and intentional design.

Created by Bloomsbury Living, Chain Bridge Estates was thoughtfully conceived for active adults seeking a refined, lock and leave lifestyle with the ease of age-in-place features and the amenities of a private wellness retreat. The response has been strong, with many residences already spoken for, and momentum building weekly.

#### Modern Design, Timeless Living

washingtonianmag 351

### Chain Bridge Estates Officially Launches:

TAP HERE

Washingtonian's Post

Washingtonian August 28 · 🌐

Nestled in the heart of downtown McLean, Chain Bridge Estates has officially opened its doors, and eager buyers are taking notice. With sales now underway, this exclusive 60+ community is redefining what it means to age in place with elegance, wellness, and intentional design. #Sponsored

washingtonian.com

Chain Bridge Estates Officially Launches: Redefining Elevated 60+ Living in McLean - Washingtonian Learn more

**X**  
284K+ Followers

Washingtonian @washingtonian

Nestled in the heart of McLean, Chain Bridge Estates has officially opened its doors. With sales now underway, this exclusive 60+ community is redefining what it means to age in place with elegance, wellness, and intentional design. #Sponsored

washingtonian.com

Chain Bridge Estates Officially Launches: Redefining Elevated 60+ Living... Nestled in the heart of downtown McLean, Chain Bridge Estates has offic...

**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* **-900K monthly web readers and more than -400K 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". Below the title is a large photo of a modern, bright living room with white furniture and large windows. There are social media share buttons for Twitter and Facebook. Below the photo is a short paragraph of text describing the property. Another photo of a bedroom with a canopy bed is shown below that. The article is sponsored.



## INSTAGRAM

@washingtonianmag  
~400K Instagram 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 + Home e-newsletter (32K opt-in subscribers)

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

# DIGITAL ADVERTISING: SPONSORED POSTS & REELS

Engage *Washingtonian's* large, loyal social media footprint on Instagram and Facebook.



**INSTAGRAM**  
381K+ FOLLOWERS



## SPONSORED POSTS & REELS

- One post, giveaway, or Reel on the *Washingtonian* Instagram account of your choosing.
- **\$4,000 PER POST**

*Takeovers also available; please inquire.*



**FACEBOOK**  
189K+ FOLLOWERS



## SPONSORED POST

- **\$1,000 PER POST**

All sponsored social media posts will be subtly labeled with #sponsored.

# DIGITAL ADVERTISING: ADDITIONAL OPPORTUNITIES

## DEDICATED EMAIL

140,000 recipients, **\$5,000**

## REAL ESTATE + HOME NEWSLETTER

32,000 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.

**Available sizes:** 970x250, 970x90, 300x600, 300x250, 600x300, 320x50 (mobile)

**CPMs from \$20; takeover pricing varies by section.**

## 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**

The screenshot shows a newsletter header with the title "Real Estate + Home" and a sub-header "Real Estate + Home News From Around The DMV". Below this is a date "DECEMBER 12, 2025" and a sponsor line "SPONSORED BY YOUR COMPANY HERE". The main content features a large image of a house with the headline "The Most Expensive Homes Sold in Washington in October" and a sub-headline "Including a \$22 million McLean flip and the mansion owned by former Capitals star T.J. Oshie." A "READ NOW" link is provided. Below this is a blue box with the text "300 x 250" and "Your Text Here" followed by a 50-word Lorem Ipsum placeholder. Further down are two smaller article teasers: "Best Airbnbs for a Ski Weekend Near DC" and "Rave Worthy Rentals", each with a "READ NOW" link.

The screenshot shows a realtor's profile for Tracy Williams Barnett. The header includes the "WASHINGTONIAN" logo and navigation links for "NEWS", "THINGS TO DO", "FOOD", "HEALTH", "SHOPPING", "DESIGN + HOME", "REAL ESTATE", "WEDDINGS", and "TRAVEL". The profile section includes the name "Tracy Williams Barnett", social media icons for "TWITTER" and "F SHARE", and a "ABOUT THIS REALTOR" section with a photo of Tracy. The bio text describes her as a second-generation Realtor and entrepreneur, founder of District City Living with RLAI properties, and a licensed Associate Broker in Washington, DC. It also mentions her education at Howard University and her role as a Certified Luxury Home Marketing Specialist (CLHMS) and Certified Real Estate Negotiation Expert (CRENE).

# 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 2026

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 2026

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 2026

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.