

WASHINGTON DC HAS THE HIGHEST PERCENTAGE OF GAY CITIZENS
TAKE **ADVANTAGE** OF THE FACT

DC IS GAY!




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COMMUNITY



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queer
gender

NEWS AND INFORMATION
FOR WASHINGTON D.C. AND OUR NATION

Where News Comes Out

The nation's longest consistently
running gay publication.

75,000 READERS PER WEEK

100,000+ UNIQUE USERS
VIEW WASHINGTONBLADE.COM EACH MONTH

10,000+ OPT-IN SUBSCRIBERS
RECEIVE WEEKLY EBLASTS

17,000+ FOLLOWERS ON TWITTER

16,000+ "LIKES" ON FACEBOOK

TOTAL REACH
220,000+ QUALIFIED CLIENTS A MONTH

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STATISTICS TAKEN FROM THE HARRIS POLL AND WITECK-COMBS COMMUNICATIONS, INC.

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READERSHIP PROFILE



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Readership Profile

80% MALE READERSHIP

20% FEMALE READERSHIP

MEDIAN AGE OF READERS 40

MEDIAN HHI \$112,000

The top 3 professions for Washington Blade readers are Legal/Government at 11.8%, Education/Teaching at 9.0% and 'Other' at 8.2%.

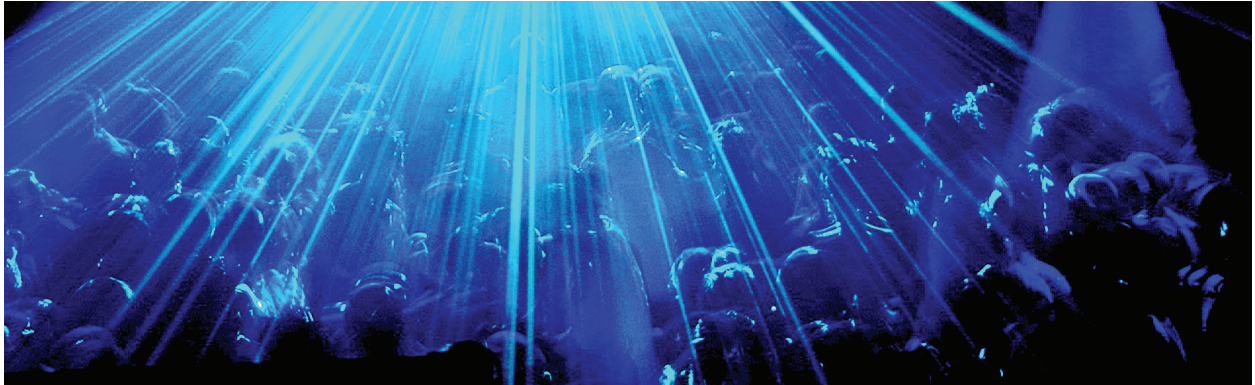
39.6% of the Washington Blade readers are single, 45.5% are in a relationship and live together and 14.9% are in a relationship but live apart.

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A Valuable Community

The buying power of approximately 15.3 million gay Americans is estimated at \$880 billion.

One quarter - 26% - of gay men and lesbians have a net worth of \$500,000 or more, compared to 14% of other U.S. adults.

43% of gay men and lesbians have personal incomes of \$50,000 or more, compared to 21 % of other U.S. adults.

The average household income of gay consumers is \$85,000.

Gay consumers are 3.4 times more likely to have a household income over \$250,000.

35 % of the Washington Blade readers have a household income of \$100,000 or more.

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CONSUMER LOYALTY



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Consumer Loyalty

72% of gay consumers prefer to buy from companies that advertise to them directly.

89% of gay men and lesbians are highly likely to seek out brands that advertise uniquely to them.

77% of gay consumers would switch brands to companies with a positive stance toward this community.

88% of the Washington Blade readers are positively influenced to buy products or do business with a company based on employment policies.

88% of the Washington Blade readers are positively influenced to buy products or do business with a company based on their sponsorship of LGBT events or support of LGBT charities.

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SHOPPING



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Shopping

55% of gay consumers prefer to buy from the "top-of-the-line".

59% of gay consumers say they **buy themselves whatever they want.**

Nearly half of gay men and lesbian (43%) spend \$500 or more per month using credit cards, compared to one quarter (27%) of othe U.S. adults.

93% of Washington Blade readers have purchased at least one item over the internet in the last 12 months.

32% of gay men and lesbians vs. 15% of others spend \$100 or more per month shopping online.

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2013 EDITORIAL/SPECIAL ISSUE CALENDAR



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JANUARY	11 Mid-Atlantic Leather/New Year/New You 18 Presidential Inauguration Guide	JULY	12 'Staycation' & Cheap Eats DC 26 Travel
FEBRUARY	8 Valentine's Dining & Gift Guide	AUGUST	16 Back to School 23 Gay Softball World Series
MARCH	1 Spring Arts Preview 15 Gay Families 22 Easter/Passover & Spirituality	SEPTEMBER	13 Fall Arts Preview 20 Real Estate 27 Home & Garden
APRIL	5 Travel Issue 12 Spring Real Estate 19 Home & Garden	OCTOBER	11 Private School Enrollment/Gay Families 25 Best Of Gay D.C.
MAY	3 Skin 17 Rehoboth 24 Black Pride 31 Capital Pride Preview	NOVEMBER	22 Holiday Gift Guides & Holiday Entertainment 29 Holiday Gift Guides & Holiday Decorating
JUNE	7 Capital Pride 14 Pride Wrap-Up/Baltimore Pride Preview	DECEMBER	6 Holiday Gift Guides 13 Holiday Gift Guides 20 Holiday Gift Guides 27 Year in Review

EDITORIAL CALENDAR IS SUBJECT TO CHANGE

HOLIDAYS AT A GLANCE. a guide to help you with your advertising decisions.

01.01.13 New Year's Day	03.20.13 Spring Equinox	06.14.13 Flag Day	10.31.13 Halloween
01.21.13 MLK Jr Day	03.24.13 Palm Sunday	06.16.13 Father's Day	11.03.13 Daylight Saving Time
02.02.13 Groundhog Day	03.26.13 Jewish Passover Starts	06.21.13 Summer Solstice	11.05.13 Election Day
02.03.13 Super Bowl Sunday	03.29.13 Good Friday	07.04.13 Independence Day	11.11.13 Veterans Day
02.10.13 Chinese New Year	03.31.13 Easter Sunday	07.28.13 Parent's Day	11.28.13 Thanksgiving Day
02.14.13 Valentine's Day	04.01.13 April Fool's Day	09.02.13 Labor Day	11.28.13 Hanukkah Starts
02.12.13 Fat Tuesday	04.22.13 Earth Day	09.05.13 Jewish New Year Starts	12.21.13 Winter Solstice
02.13.13 Ash Wednesday	05.05.13 Cinco de Mayo	09.14.13 Yom Kippur Starts	12.24.13 Christmas Eve
03.10.13 Daylight Saving Time	05.12.13 Mother's Day	09.22.13 Fall Equinox	12.25.13 Christmas Day
03.17.13 St. Patrick's Day	05.27.13 Memorial Day	10.14.13 Columbus Day	12.31.13 New Year's Eve

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WASHINGTON BLADE PHOTO BY MICHAEL KEY

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WASHINGTON DC HAS THE HIGHEST PERCENTAGE OF GAY CITIZENS
TAKE ADVANTAGE OF THE FACT

DC IS GAY!

BUILD YOUR BUSINESS FOR AS LOW AS \$75/WEEK

ADVERTISE IN THE NATION'S OLDEST AND MOST
RESPECTED LOCAL GAY PUBLICATION
REACH OUT TODAY AND CALL

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STATISTICS TAKEN FROM GALLUP DAILY TRACKING SURVEY

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ADVERTISE



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