

CELEBRATING 45 YEARS AS AMERICA'S GAY NEWS SOURCE



2014 ADVERTISING KIT

washington
blade
washingtonblade.com

2014 REACH

blade



lesbian
gay
bisexual
queer

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

CELEBRATING 45 YEARS AS AMERICA'S GAY NEWS SOURCE

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

15,000+ OPT-IN SUBSCRIBERS

RECEIVE WEEKLY EBLASTS

19,000+ FOLLOWERS ON TWITTER

20,000+ "LIKES" ON FACEBOOK

TOTAL REACH

229,000+ QUALIFIED CLIENTS A MONTH

202.747.2077

CREATIVE DESIGN/PRODUCTION
AZER CREATIVE
WE DESIGN WHAT YOU READ.
AZERCREATIVE.COM

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

2014 READERSHIP PROFILE

blade



lesbian
gay
bisexual
transgender
queer

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

CELEBRATING 45 YEARS AS AMERICA'S GAY NEWS SOURCE

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.

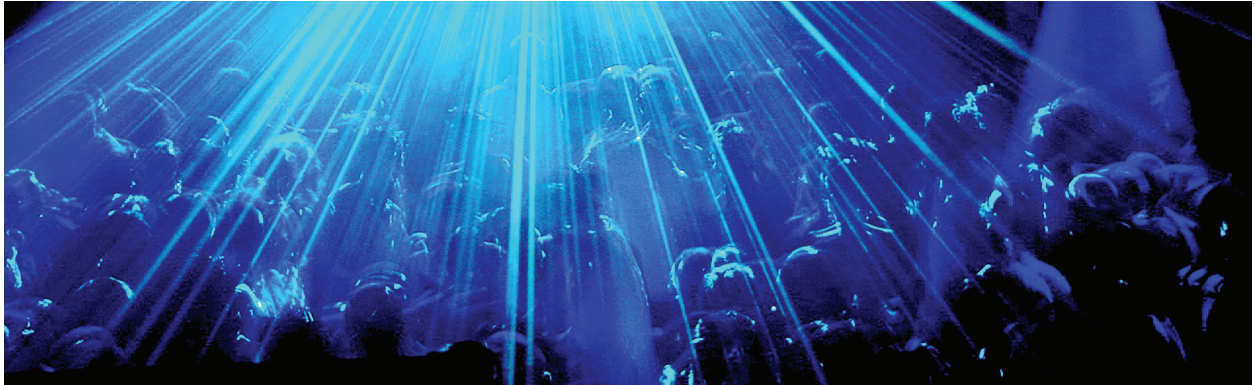
202.747.2077

CREATIVE DESIGN/PRODUCTION
AZER CREATIVE
WE DESIGN WHAT YOU READ.
AZERCREATIVE.COM

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

2014 COMMUNITY

blade



lesbian
gay
bisexual
queer
transgender

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

CELEBRATING 45 YEARS AS AMERICA'S GAY NEWS SOURCE

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.

202.747.2077

CREATIVE DESIGN/PRODUCTION
AZER CREATIVE
WE DESIGN WHAT YOU READ.
AZERCREATIVE.COM

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

2014 CONSUMER LOYALTY

blade



lesbian
gay
bisexual
queer
gender

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

CELEBRATING 45 YEARS AS AMERICA'S GAY NEWS SOURCE

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.

202.747.2077

CREATIVE DESIGN/PRODUCTION
AZER CREATIVE
WE DESIGN WHAT YOU READ.
AZERCREATIVE.COM

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

2014 SHOPPING

blade



lesbian
gay
bisexual
queer

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

CELEBRATING 45 YEARS AS AMERICA'S GAY NEWS SOURCE

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.

202.747.2077

CREATIVE DESIGN/PRODUCTION
AZER CREATIVE
WE DESIGN WHAT YOU READ.
AZERCREATIVE.COM

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

2014 EDITORIAL CALENDAR

blade



lesbian
gay
bisexual
queer
transgender

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

CELEBRATING 45 YEARS AS AMERICA'S GAY NEWS SOURCE

JANUARY	3	2013 Year in Review	JUNE	6	Capital Pride
	10	New Year, New You (Skin, Fitness, Health, Weight Loss)		13	Pride Wrap-Up/Baltimore Pride Preview
	17	Mid-Atlantic Leather Weekend	JULY	11	'Staycation' & Cheap Eats DC
FEBRUARY	7	Sochi Olympics Preview/ Valentine's Dining & Gift Guide	AUGUST	8	2nd Annual Sports Issue w/Special Guest Editor
	14	Valentine's Special: Guide to Planning Your Gay Wedding		15	Back to School
MARCH	7	Spring Arts Preview		29	Labor Day Issue
	14	Career Issue	SEPTEMBER	12	Fall Arts Preview
	21	Gay Families (Summer Camp Planning)		19	Real Estate
	28	DC Election Preview		26	Home & Garden
APRIL	4	Spring Real Estate	OCTOBER	10	Private School Enrollment/ Gay Families
	11	Easter/Passover and Spirituality Issue		17	Washington Blade 45th Anniversary Special
	25	Home & Garden		24	Best Of Gay D.C.
MAY	2	Skin Care	NOVEMBER	21	Holiday Gift Guides & Holiday Decorating
	16	Rehoboth Summer Preview		28	Holiday Gift Guides & Holiday Decorating
	23	Black Pride/Memorial Day	DECEMBER	5	Holiday Gift Guides
	30	Capital Pride Preview Issue		12	Holiday Gift Guides
				19	Holiday Gift Guides
				26	Year in Review

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

01.01.14 New Year's Day	03.09.14 Daylight Saving Time	04.22.14 Earth Day	07.27.14 Parent's Day	11.04.14 Election Day
01.20.14 MLK Jr Day	03.17.14 St. Patrick's Day	05.05.14 Cinco de Mayo	09.01.14 Labor Day	11.11.14 Veterans Day
01.31.14 Chinese New Year	03.20.14 Spring Equinox	05.11.14 Mother's Day	09.23.14 Fall Equinox	11.27.14 Thanksgiving Day
02.02.14 Groundhog Day	04.01.14 April Fool's Day	05.26.14 Memorial Day	09.25.14 Jewish New Year Starts	12.17.14 Hanukkah Starts
02.02.14 Super Bowl Sunday	04.13.14 Palm Sunday	06.14.14 Flag Day	10.04.14 Yom Kippur Starts	12.21.14 Winter Solstice
02.14.14 Valentine's Day	04.15.14 Jewish Passover Starts	06.15.14 Father's Day	10.13.14 Columbus Day	12.24.14 Christmas Eve
03.04.14 Fat Tuesday	04.18.14 Good Friday	06.21.14 Summer Solstice	10.31.14 Halloween	12.25.14 Christmas Day
03.05.14 Ash Wednesday	04.20.14 Easter Sunday	07.04.14 Independence Day	11.02.14 Daylight Saving Time	12.31.14 New Year's Eve

202.747.2077

CREATIVE DESIGN/PRODUCTION
AZER CREATIVE
WE DESIGN WHAT YOU READ.
AZERCREATIVE.COM

EDITORIAL CALENDAR IS SUBJECT TO CHANGE

2014 WHITE HOUSE PRESS POOL

blade



lesbian
gay
bisexual
transgender
queer

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

CELEBRATING 45 YEARS AS AMERICA'S GAY NEWS SOURCE

WASHINGTON BLADE ADMITTED TO WHITE HOUSE PRESS POOL MOVE MARKS FIRST TIME A GAY NEWSPAPER HAS BEEN INVITED TO JOIN RANKS OF MAINSTREAM OUTLETS COVERING THE PRESIDENT

Washington, D.C. — The Washington Blade, the nation's oldest LGBT newspaper, has been selected to join the in-town pool rotation for the White House press corps, becoming the first LGBT publication to take part in the duties.

The board of the White House Correspondents' Association approved the Blade's application to take part in the pool earlier this month. The duty entails having a reporter monitor the president on a rotating basis to inform other members of the press about his activities within the Capital Beltway.

"This designation reflects the Blade's nearly 45-year commitment to quality journalism," said Blade editor Kevin Naff. "We're excited to get started and continue the Blade's long tradition of excellence in objective reporting."

Blade political reporter Chris Johnson will take the lead in covering the president. Johnson has been attending daily White House press briefings for several years.

The Washington Blade was founded in 1969 and is the nation's oldest LGBT newspaper, widely known as the "newspaper of record" for the LGBT community locally and nationally.

202.747.2077

CREATIVE DESIGN/PRODUCTION
AZER CREATIVE
WE DESIGN WHAT YOU READ.
AZERCREATIVE.COM

2014 DC IS GAY!

blade



WASHINGTON BLADE PHOTO BY MICHAEL KEY

lesbian
gay
bisexual
transgender
queer

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

CELEBRATING 45 YEARS AS AMERICA'S GAY NEWS SOURCE

DC IS THE GAYEST PLACE IN AMERICA! AS FEATURED IN THE NEW YORK TIMES

"When the District of Columbia is compared with the 50 states, it has **the highest percentage of adults who identify as lesbian, gay, bisexual or transgender.**" At 10 percent, that is double the percentage in the state that ranks No. 2, Hawaii, and nearly triple the overall national average of 3.5 percent."

"The Census Bureau looked at where the highest percentage of same-sex couple households were and also found that **the District of Columbia ranked far higher than the 50 states**, with 4 percent. The national average is just under 1 percent."

"Gary J. Gates, who studies census data for the Williams Institute at the University of California, Los Angeles, reports that Washington has **18.1 same-sex couples per 1,000 households.**"

202.747.2077

CREATIVE DESIGN/PRODUCTION
AZER CREATIVE
WE DESIGN WHAT YOU READ.
AZERCREATIVE.COM

* ACCORDING TO GALLUP

2014 CONTACT US

blade



lesbian
gay
bisexual
queer

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

CELEBRATING 45 YEARS AS AMERICA'S GAY NEWS SOURCE

Contact Us

202.747.2077
202.747.2070 (fax)

PUBLISHER

LYNNE J. BROWN, EXT. 8075
LBROWN@WASHBLADE.COM

SENIOR ACCOUNT EXECUTIVES

BRIAN PITTS, EXT. 8089
BPITTS@WASHBLADE.COM

JERYL PARADE, EXT. 8072
JPARADE@WASHBLADE.COM

ACCOUNT EXECUTIVES

ERIN WOMMACK, EXT. 8094
EWOMMACK@WASHBLADE.COM

MARKETING & EVENTS

STEPHEN RUTGERS, EXT. 8077
SRUTGERS@WASHBLADE.COM

CLASSIFIED ADVERTISING/ADMINISTRATION

PHILLIP G. ROCKSTROH, EXT. 8092
PROCKSTROH@WASHBLADE.COM

202.747.2077

CREATIVE DESIGN/PRODUCTION
AZER CREATIVE
WE DESIGN WHAT YOU READ.
AZERCREATIVE.COM