

# CELEBRATING 45 YEARS AS AMERICA'S GAY NEWS SOURCE



2014 ADVERTISING KIT

washington  
**blade**  
washingtonblade.com



2014 REACH

# 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**

## Where News Comes Out

The nation's longest consistently running gay publication.

**75,000 READERS PER WEEK**

**175,000+ UNIQUE USERS**  
VIEW WASHINGTONBLADE.COM EACH MONTH

**15,000+ OPT-IN SUBSCRIBERS**  
RECEIVE WEEKLY EBLASTS

**20,000+ FOLLOWERS ON TWITTER**

**25,000+ "LIKES" ON FACEBOOK**

**TOTAL REACH**  
**310,000+ QUALIFIED CLIENTS A MONTH**

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

2014 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.

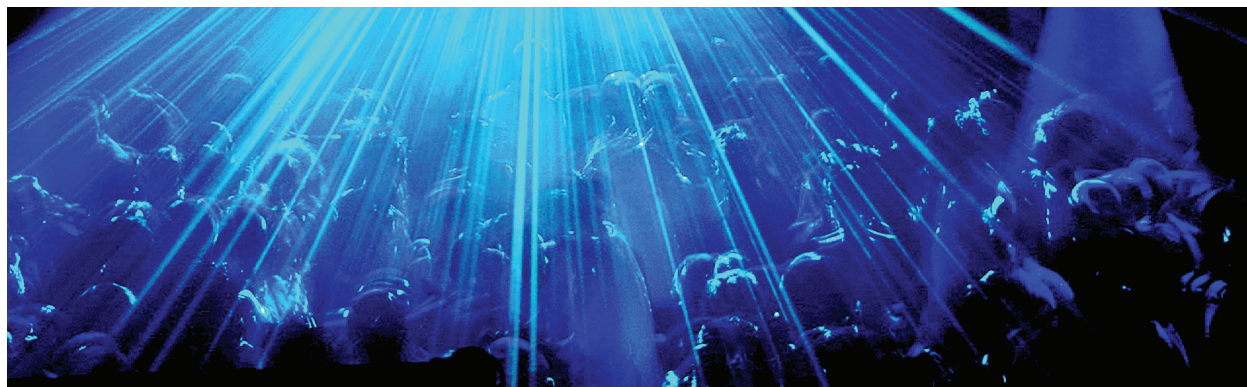
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2014 COMMUNITY

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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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2014 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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2014 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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## 2014 EDITORIAL CALENDAR



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<b>JANUARY</b>	3 2013 Year in Review	<b>JUNE</b>	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	<b>JULY</b>	11 'Staycation'
<b>FEBRUARY</b>	7 Sochi Olympics Preview/ Valentine's Dining & Gift Guide		18 Pets
	14 Valentine's Special: Guide to Planning Your Gay Wedding	<b>AUGUST</b>	15 Back to School
<b>MARCH</b>	7 Spring Arts Preview		22 2nd Annual Sports Issue w/Special Guest Editor
	14 Career Issue		29 Labor Day Issue
	21 Gay Families (Summer Camp Planning)	<b>SEPTEMBER</b>	12 Fall Arts Preview
	28 DC Election Preview		19 Real Estate
<b>APRIL</b>	4 Spring Real Estate		26 Home & Garden
	11 Easter/Passover and Spirituality Issue	<b>OCTOBER</b>	3 Washington Blade 45th Anniversary Special
	25 Home & Garden		10 Private School Enrollment/Gay Families
<b>MAY</b>	2 Skin Care		24 Best Of Gay D.C.
	16 Rehoboth Summer Preview	<b>NOVEMBER</b>	21 Holiday Gift Guides & Holiday Decorating
	23 Black Pride/Memorial Day		28 Holiday Gift Guides & Holiday Decorating
	30 Capital Pride Preview Issue	<b>DECEMBER</b>	5 Holiday Gift Guides
			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 Fools 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

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2014 WHITE HOUSE PRESS POOL

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WASHINGTON BLADE PHOTO BY MICHAEL KEY

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## **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.

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2014 DC IS GAY!



WASHINGTON BLADE PHOTO BY MICHAEL KEY

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# 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.**"

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\* ACCORDING TO GALLUP

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