

2016

MEDIA KIT



washington
blade
America's LGBT News Source



lesbian
gay
sexual
gender
queer

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

blade

AMERICA'S LGBT NEWS SOURCE

TIMELINE

46 Years of the Washington Blade

The *Washington Blade* was founded in 1969 as a black & white, one-sheet community newsletter. In 2014 the *Blade* celebrated its 45th anniversary as America's Gay News Source. The *Washington Blade* was selected to join the pool rotation for the White House Press Corps, becoming the first LGBT publication to participate in these duties. Readers locally and globally rely on the *Blade's* unmatched coverage, which has garnered scores of local and national journalism awards. The *Blade* is recognized as the nation's "Newspaper of Record for the LGBT Community."

OCTOBER 1969

The Gay Blade first published as a monthly newsletter.



JULY 1974

Blade printed in newsprint for first time.

JUNE 1972

Blade publishes first multi-page edition.

1979

Blade changes publication from monthly to bi-weekly.



OCTOBER 1980

Name changed to The Washington Blade



JANUARY 1983

Washington Blade publishes weekly.



SEPTEMBER 1995

Online edition of Washington Blade launched.

OCTOBER 2008

John McCain becomes first Republican presidential nominee to do interview with LGBT publication.



APRIL 2010

Washington Blade purchased by Brown, Naff, Pitts Omnimedia.

2013

Washington Blade admitted to White House pool rotation (First LGBT publication ever).



OCTOBER 2014

Washington Blade celebrates 45th Anniversary.



= 1,839
consecutive
issues of the
Blade!

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LGBT

COMMUNITY SNAPSHOT

38
MEDIAN AGE

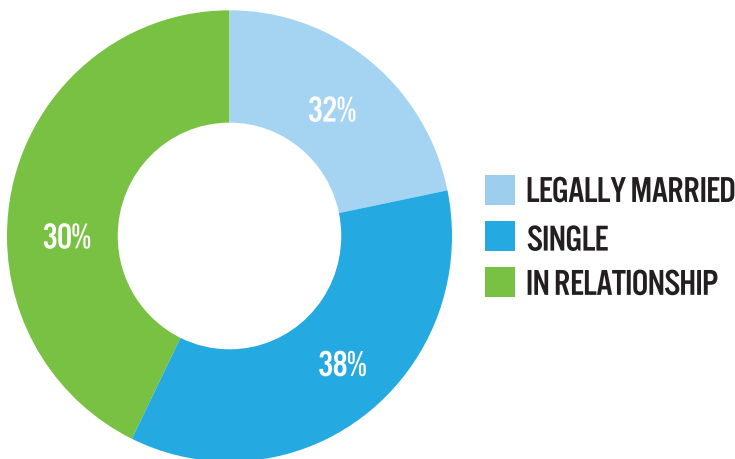
- 10% of DC residents identify as lesbian, gay, bisexual or transgender – **highest percentage in the country.**
- Gay consumers are 3.4 times more likely to have a household income over \$250,000.
- 89% of gay men & lesbians are highly likely to seek out brands that advertise uniquely to them.
- 55% of gay consumers prefer to buy from the "top-of-the-line."

\$115,000 AVERAGE
HOUSEHOLD
INCOME

45%
RENT

55%
OWN

80% — \$ — **42%**
MAKE 50K OR MORE MAKE 100K OR MORE



GENDER



35%



65%

EDUCATION

46%
POST GRADUATE
STUDIES

92%
COLLEGE
EDUCATED

Data from 2015 Community Market Survey

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lesbian
gay
of sexual
gender
queer

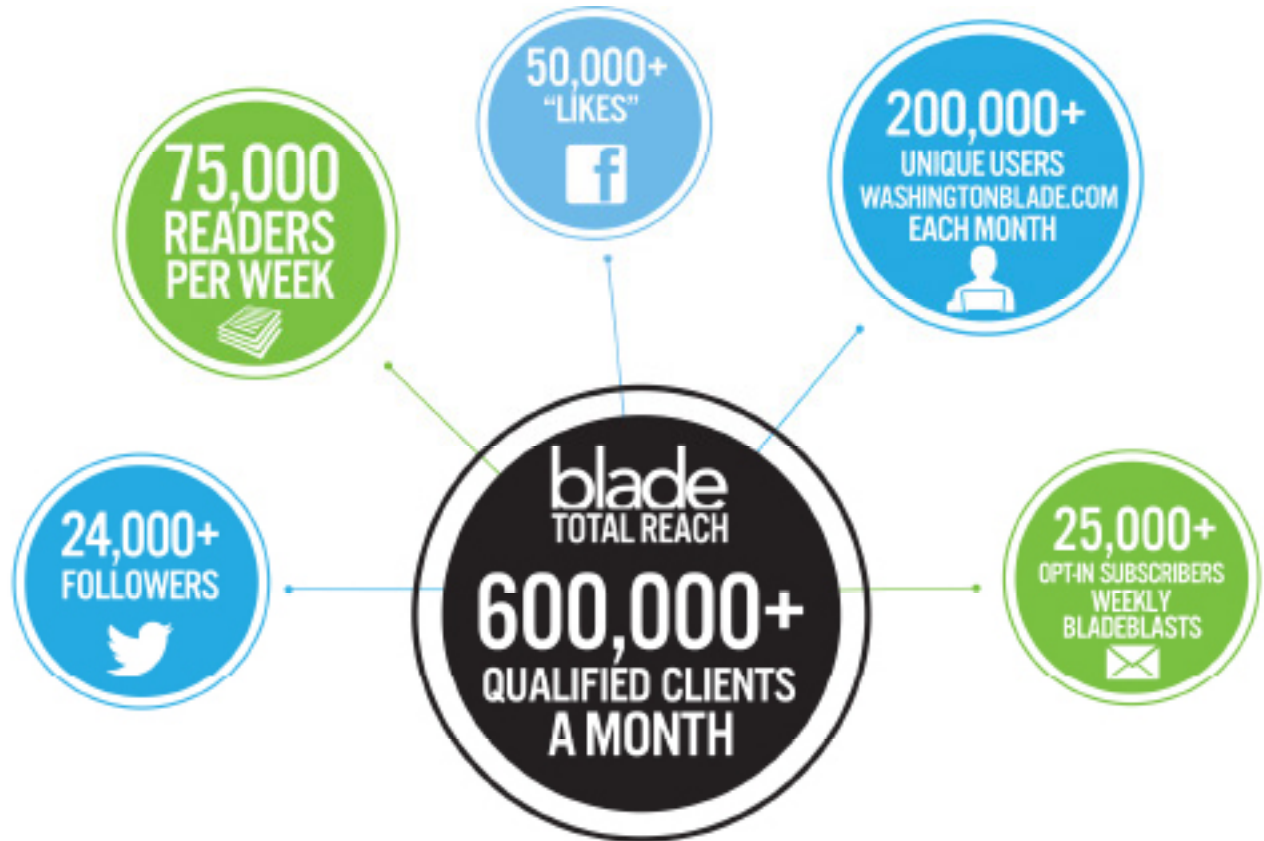
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BLADE READERSHIP



THE NATION'S LONGEST CONSISTENTLY RUNNING GAY PUBLICATION

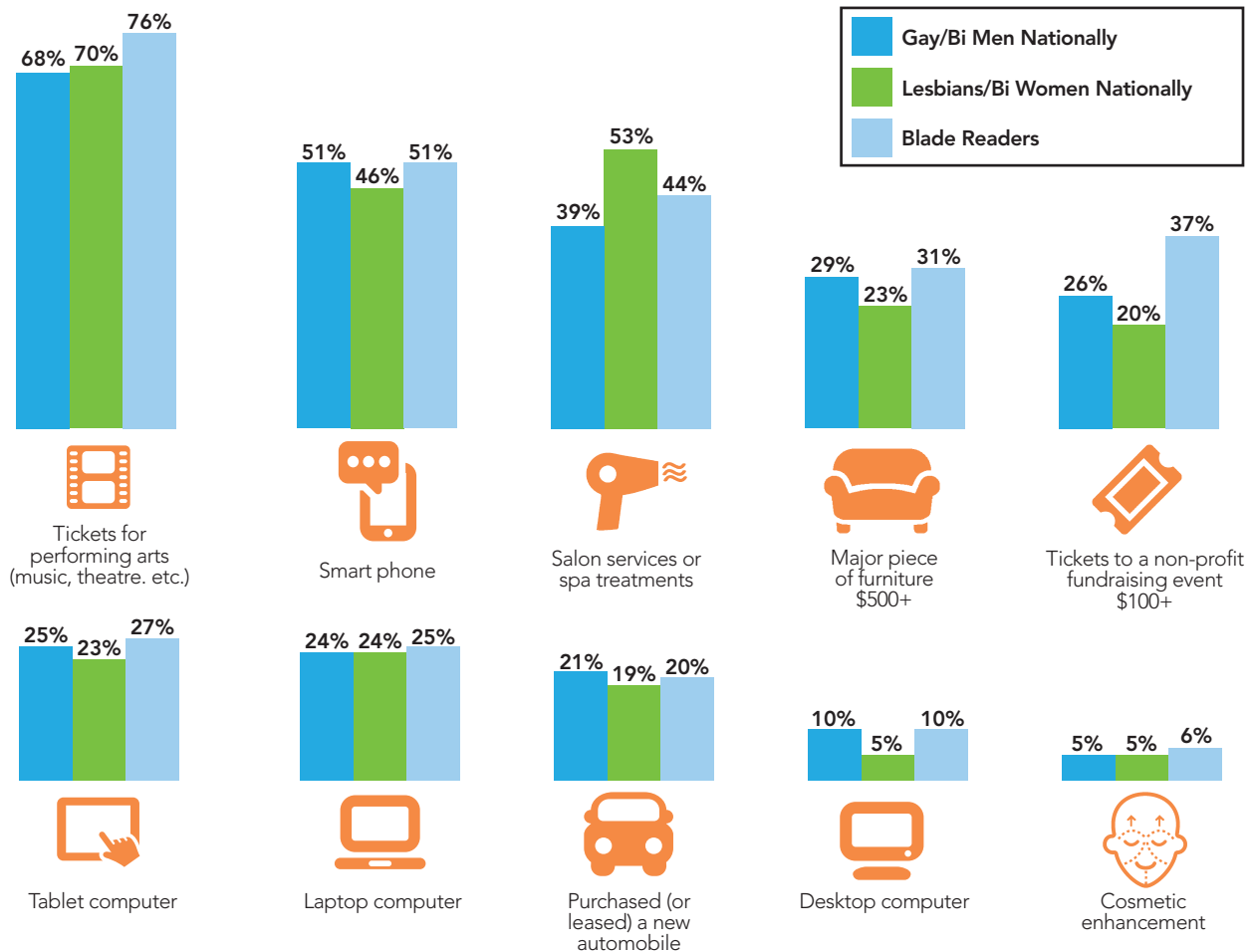
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LGBT

PURCHASING POWER

In the past 12 months, Blade readers have made these purchases:



Data from 2015 Community Market Survey

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BLADE READERS WHO PLAN TO PURCHASE A HOUSE IN THE NEXT THREE YEARS.



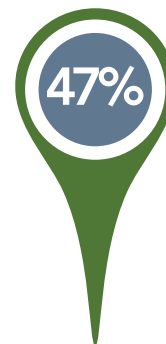
PLAN ON BUYING
A SINGLE
FAMILY HOME



PLAN ON BUYING
A CONDO



PLAN ON BUYING
A VACATION
HOME



PLAN ON
SPENDING BETWEEN
\$250,000-\$1,000,000

Data from 2015 Community Market Survey

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EDITORIAL CALENDAR

JANUARY

- 1 2015 Year in Review
- 8 New Year, New You (Skin, Fitness, Health, Weight Loss)

FEBRUARY

- 5 Valentine's Dining & Gift Guide
- 11 DC's Most Eligible LGBT Singles Party
- 12 DC's Most Eligible LGBT Singles Issue
- 19 Pink Dollars (Tax Tips & Financial Planning)

MARCH

- 4 Spring Arts Preview/Coverage of Super Tuesday Results
- 11 Gay Families: Education, Summer Camp Planning
- 18 Spirituality (Easter & Passover)

APRIL

- 8 Wedding Planning Guide
- 15 Spring Real Estate Issue
- 22 Home & Garden

MAY

- 13 20th Anniversary Youth Pride
- 20 Return to Rehoboth
- 20 Rehoboth Summer Kickoff Party @ Blue Moon
- 27 26th Anniversary of Black Pride

JUNE

- 3 Capital Pride Preview
- 10 Capital Pride 41st Anniversary Issue
- 11 Capital Pride Parade Party
- 17 Capital Pride Wrap-Up

JULY

- 8 Summer in the City (Concerts, Exhibits, Things To Do)
- 15 Pampering Our Pets
- 22 In-depth Coverage of Republican National Convention
- 29 In-depth Coverage of Democratic National Convention

AUGUST

- 12 Back to School
- 18 Sports Issue Celebration
- 19 4th Annual Sports Issue

SEPTEMBER

- 16 Fall Arts Preview
- 23 Real Estate
- 30 Home & Garden

OCTOBER

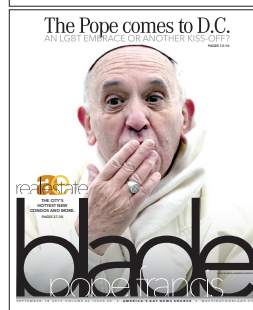
- 7 Gay Families: Private School Enrollment
- 14 DC Bowl (Flag Football "Super Bowl")
- 20 Best Of Gay D.C. Party
- 21 Best Of Gay D.C. Issue

NOVEMBER

- 4 Election Day
- 18 Holiday Entertainment (Concerts and More)
- 25 Holiday Gift Guides I

DECEMBER

- 2 Holiday Gift Guides II
- 9 Holiday Gift Guides III
- 16 Holiday Gift Guides IV



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Event Special Issue Special Content

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