

2018 MEDIA KIT

WASHINGTON

blade

America's LGBTQ News Source



OCTOBER 1969

The Gay Blade first published as a monthly newsletter.

JULY 1974

Blade printed in newsprint for first time.

OCTOBER 1980

Name changed to The Washington Blade.

SEPTEMBER 1995

Online edition of Washington Blade launched.

APRIL 2010

Washington Blade purchased by Brown, Naff, Pitts Omnimedia.

OCTOBER 2014

Washington Blade celebrates 45th Anniversary.

1,839 consecutive issues of the Blade!

JUNE 1972

Blade publishes first multi-page edition.

1979

Blade changes publication from monthly to bi-weekly.

JANUARY 1983

Washington Blade publishes weekly.

OCTOBER 2008

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

2013

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

TIMELINE

49 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."

lesbian
gay
bisexual
transgender

blade

AMERICA'S LGBT NEWS SOURCE

READERSHIP



75,000+
READERS
PER WEEK



80,000+
"LIKES"



25,000+
OPT-IN SUBSCRIBERS
WEEKLY
BLADEBLASTS



30,000+
FOLLOWERS

300,000+ **UNIQUE USERS**
WASHINGTONBLADE.COM
EACH MONTH

TOTAL REACH **QUALIFIED CLIENTS**
700,000+ A MONTH

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lesbian
gay
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queer
transgender

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

blade

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PURCHASING POWER

TRAVEL

68% Short Vacation
(1-3 Nights)

60% Long Vacation
(4+ Nights)

DINING

87% of Blade readers eat
dinner out at least
once during the week.

55% of Blade readers spend at
least \$100 a week on meals
and drinks at restaurants and bars.

65% of Blade readers
eat dinner out
2-5 times a week.

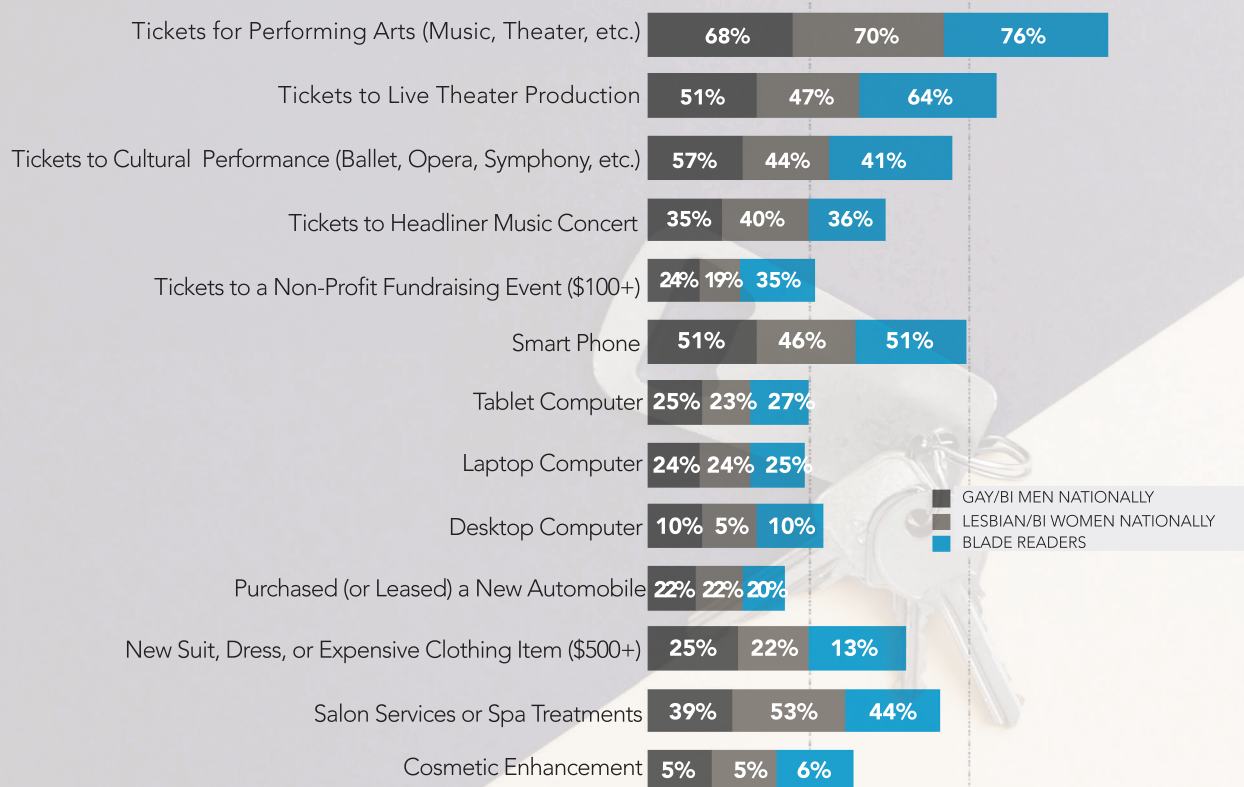
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BLADE READERS HAVE MADE THESE PURCHASES

IN THE PAST 12 MONTHS



lesbian
gay
bisexual
transgender
queer

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COMMUNITY SNAPSHOT

GENDER

♂ 60%

♀ 40%

EDUCATION

92% COLLEGE
EDUCATED

46% POST-GRADUATE
STUDIES

STATUS

31% IN A
RELATIONSHIP

33% LEGALLY
MARRIED

36% SINGLE

MEDIAN AGE

36

80%

MAKE 50K
OR MORE

45%

MAKE 100K
OR MORE

AVG HHI:

\$115,000

- 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."

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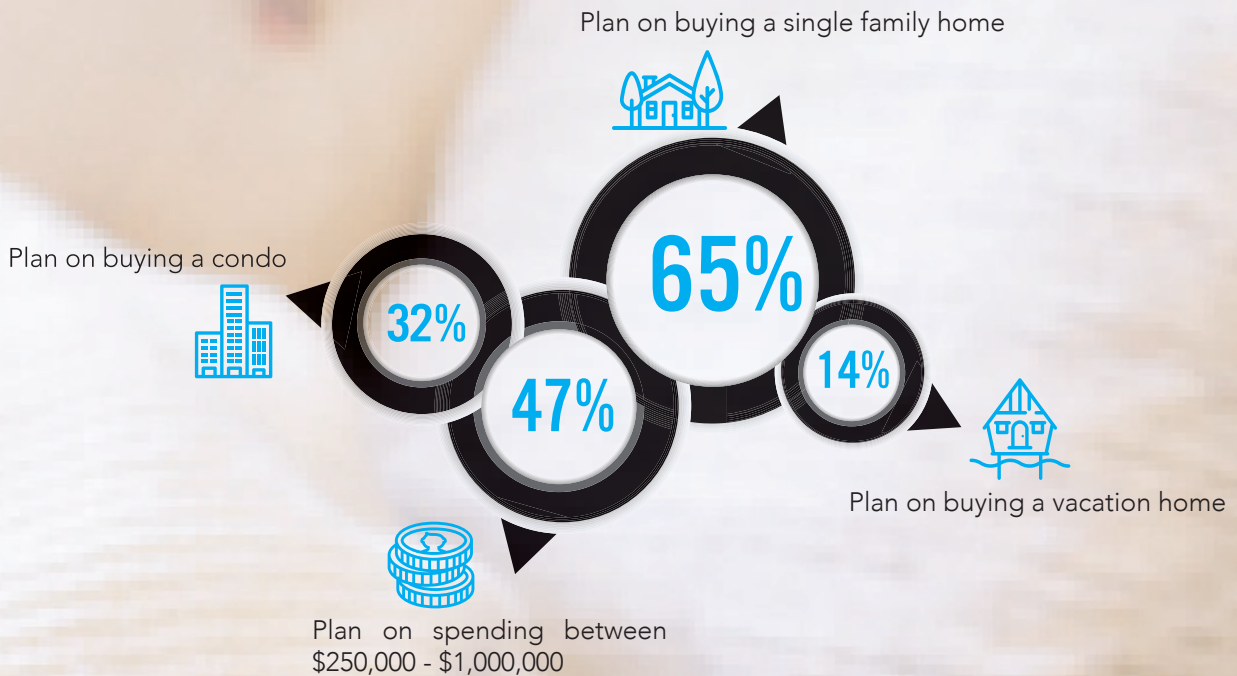
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REAL ESTATE

BLADE READERS WHO PLAN TO PURCHASE
A HOUSE IN THE NEXT 3 YEARS



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2018 EDITORIAL CALENDAR

JANUARY

- 05
- 12 **New Year, New You**
Skin, Fitness, Health, Weight Loss
- 19 **Creating Change Preview**
- 26

FEBRUARY

- 02 Valentine's Dining & Gift Guide
- 09 D.C.'S Most Eligible LGBT Singles Issue
- 10 **D.C.'S Most Eligible LGBT Singles Party**
- 16 President's Day Sales
- 23

MARCH

- 02 Spring Arts Preview
- 09
- 16 **Gay Families**
Education & Summer Camp Planning
- 23 Wedding Planning Guide
- 30 Spirituality
Easter & Passover

APRIL

- 01 Easter Sunday
- 13 Spring Real Estate
- 20
- 27 Home and Garden
- 30 First Night of Passover

MAY

- 04
- 13 Mother's Day
- 18 **Rehoboth Summer Kickoff Party**
- 18 Rehoboth Summer Preview Issue
- 25 Black Pride

JUNE

- 01 Capital Pride Preview
- 08 Capital Pride Celebration Issue
- 09 **Capital Pride Parade Viewing Party**
- 15 Capital Pride Wrap-Up Issue
- 17 Father's Day
- 29 Independence Day Sales

JULY

- 06
- 13 **6th Annual Sports Issue & MLB All-Star Weekend**
- 20 Summer in the City
- 27 Pampering Our Pets

AUGUST

- 03 Mid City Dog Days Sidewalk Sale
- 10 Back to School
- 17
- 24
- 31 Labor Day Sales

SEPTEMBER

- 07
- 14 Fall Arts Preview
- 21 Fall Real Estate
- 28 Labor Days Sales

OCTOBER

- 02
- 05 **Gay Families:**
Private School Enrollment
- 05 Columbus Day Sales
- 12
- 18 **Best of Gay D.C. Party**
- 19 Best of Gay D.C. Issue
- 26
- 27 Halloween

NOVEMBER

- 02 Election Preview
- 09 Election Recap
- 09 Veteran's Day Sales
- 16 Holiday Entertainment Preview
- 23 Holiday Gift Guide I
- 30 Holiday Gift Guide II

DECEMBER

- 07 Holiday Gift Guide III
- 14 Holiday Gift Guide IV
- 21 Christmas Worship
- 28 Year in Review

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AMERICA'S LGBT NEWS SOURCE

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