

2016

# MEDIA KIT



washington  
**blade**  
AMERICA'S LEADING GAY NEWS SOURCE



Certified Business Enterprise  
Department of Small and  
Local Business Development



Certified LGBTBE

lesbian  
gay  
sexual  
gender  
queer

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

# blade

AMERICA'S LEADING GAY 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

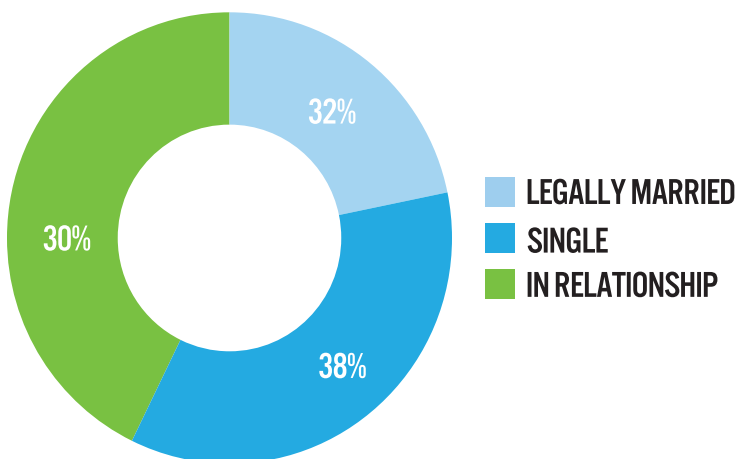
**38**  
MEDIAN AGE

- 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."

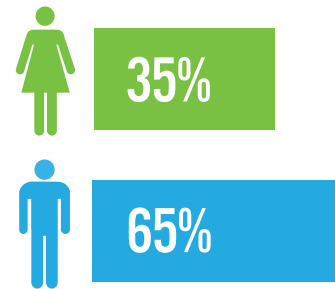
**\$115,000** AVERAGE  
HOUSEHOLD  
INCOME

**45%** RENT  
**55%** OWN

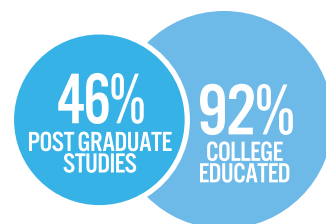
**80%** — \$ — **42%**  
MAKE 50K OR MORE      MAKE 100K OR MORE



### GENDER



### EDUCATION



Data from 2015 Community Market Survey

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lesbian  
gay  
sexual  
queer  
gender

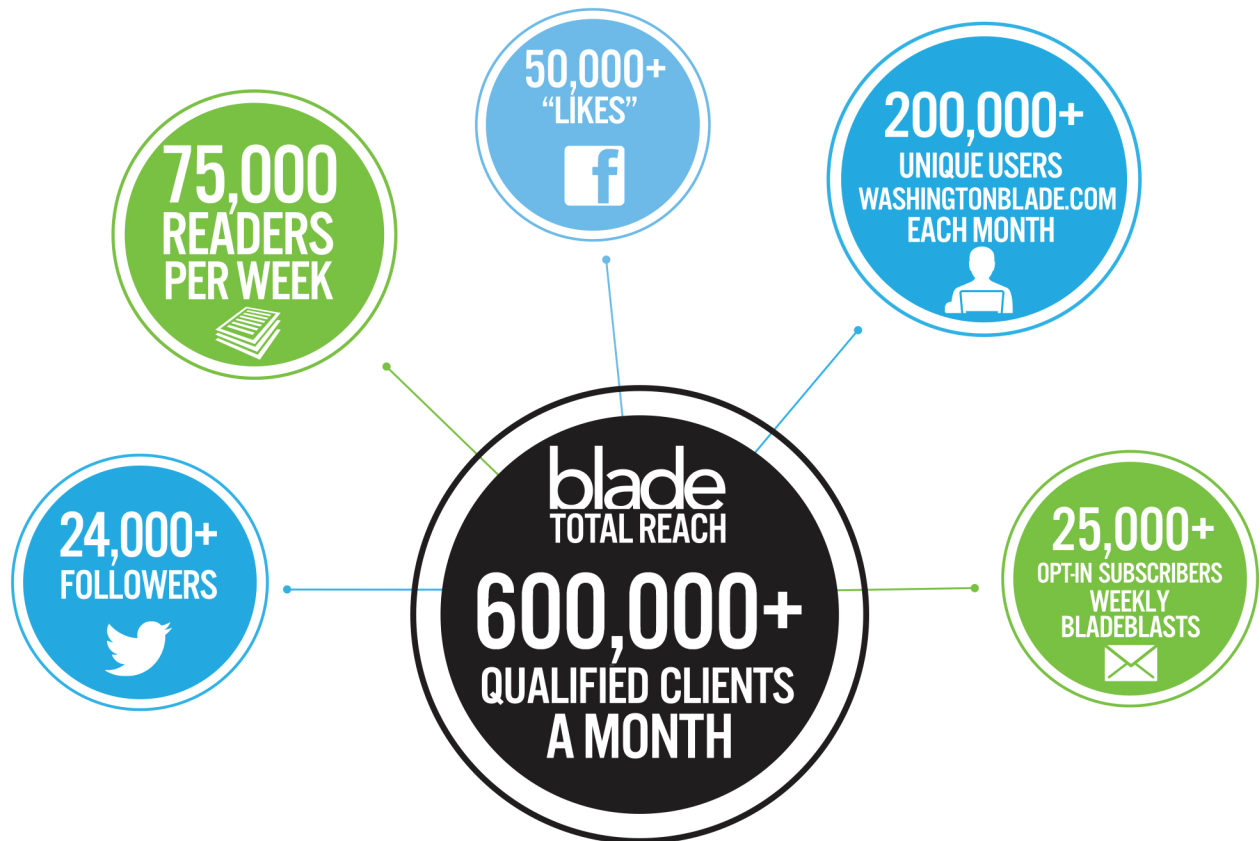
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2016

# BLADE READERSHIP



THE NATION'S LONGEST CONSISTENTLY RUNNING GAY PUBLICATION

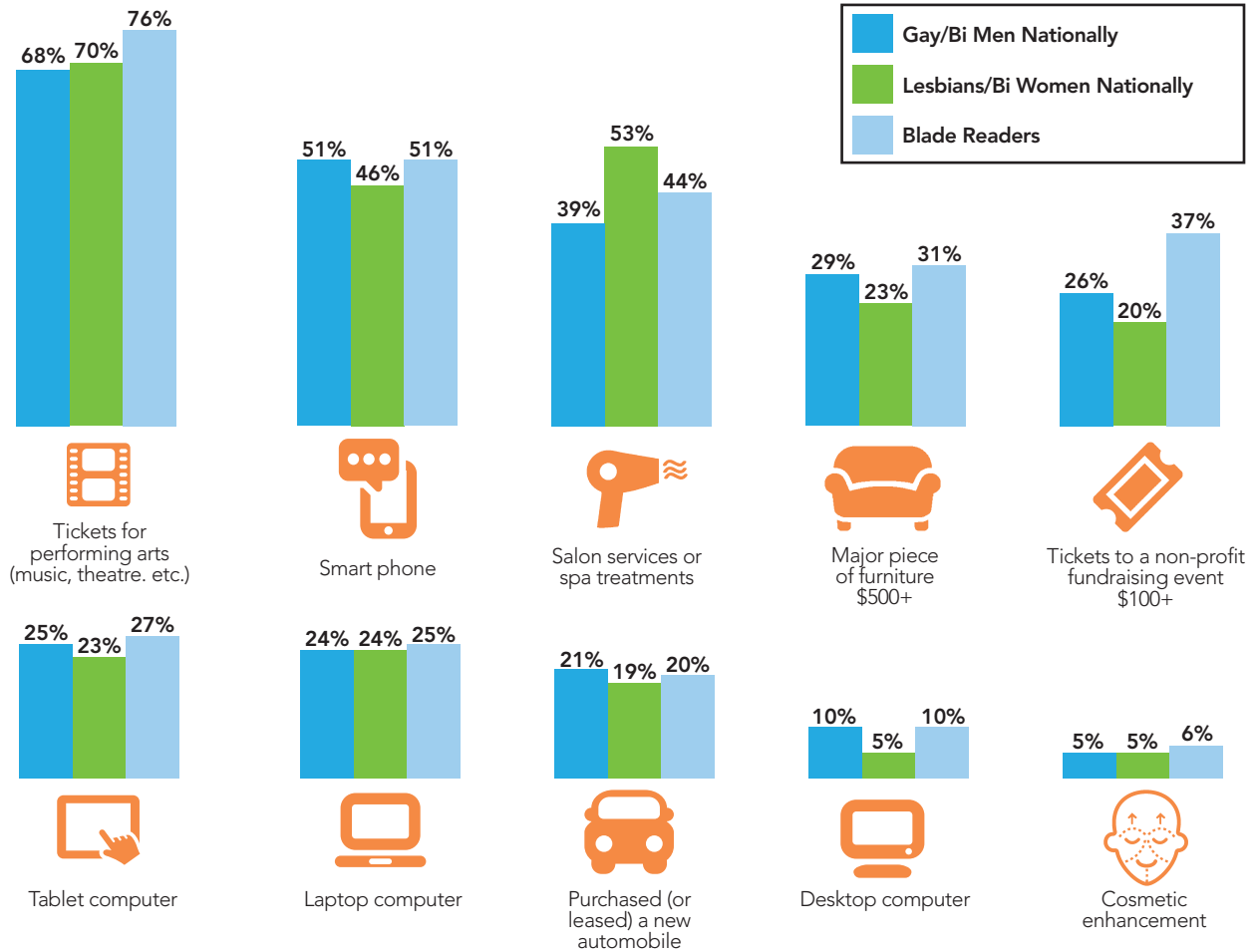
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LGBT

# 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.



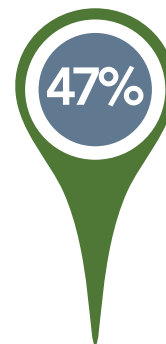
PLAN ON BUYING  
A SINGLE  
FAMILY HOME



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
- 29 20th Anniversary Youth Pride

## MAY

- 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

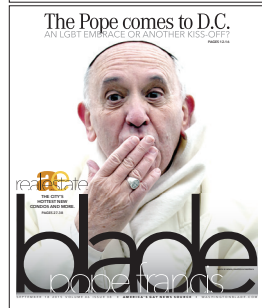
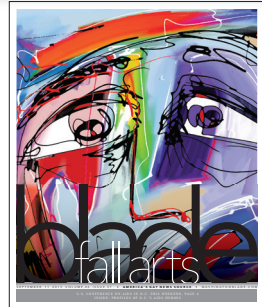
- 7 Gay Families: Private School Enrollment
- 14 DC Bowl (Flag Football "Super Bowl")
- 20 Best Of Gay D.C. Party
- 21 Best Of Gay D.C. Issue

## 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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lesbian  
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blade

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