

2017 MEDIA KIT

washington
blade

America's LGBT 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

48 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



55,000+
"LIKES"



25,000+
OPT-IN SUBSCRIBERS
WEEKLY
BLADEBLASTS



25,000+
FOLLOWERS

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

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

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lesbian
gay
bisexual
queer

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

blade

AMERICA'S LGBT NEWS SOURCE

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.

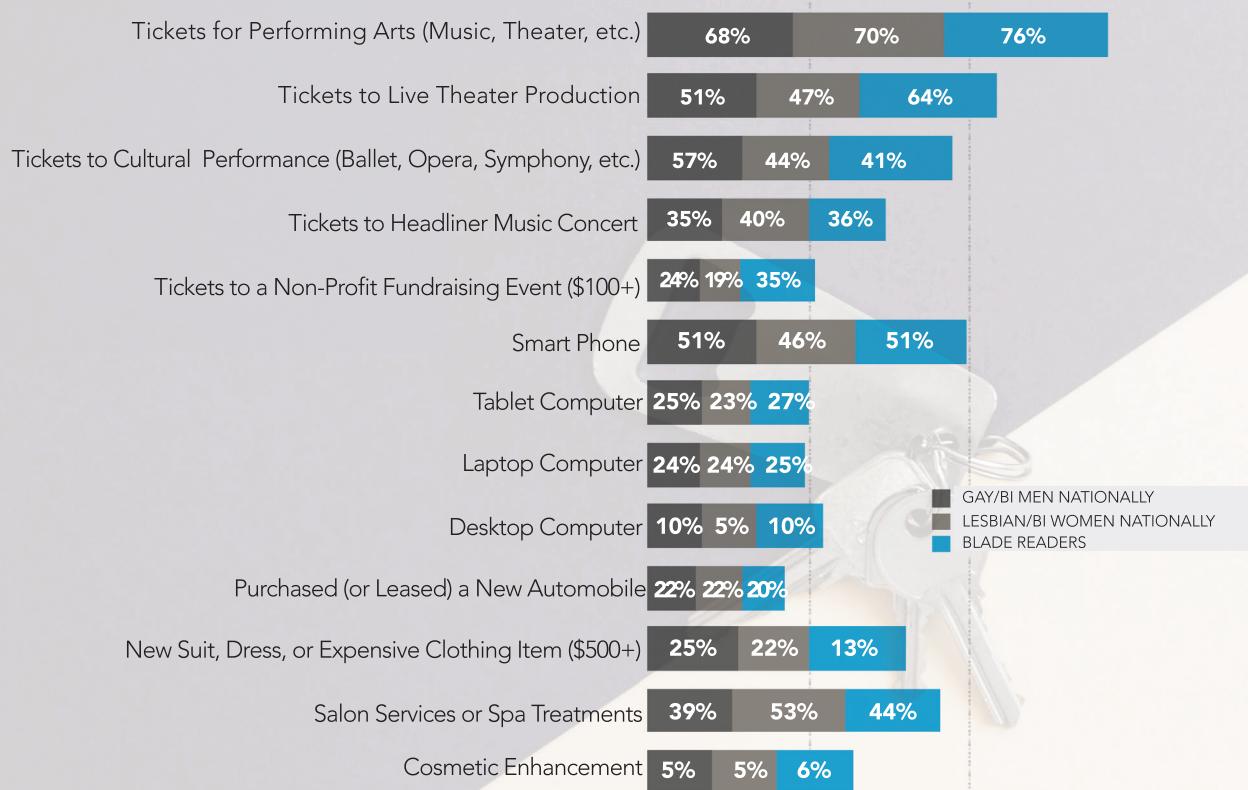
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BLADE READERS HAVE MADE THESE PURCHASES

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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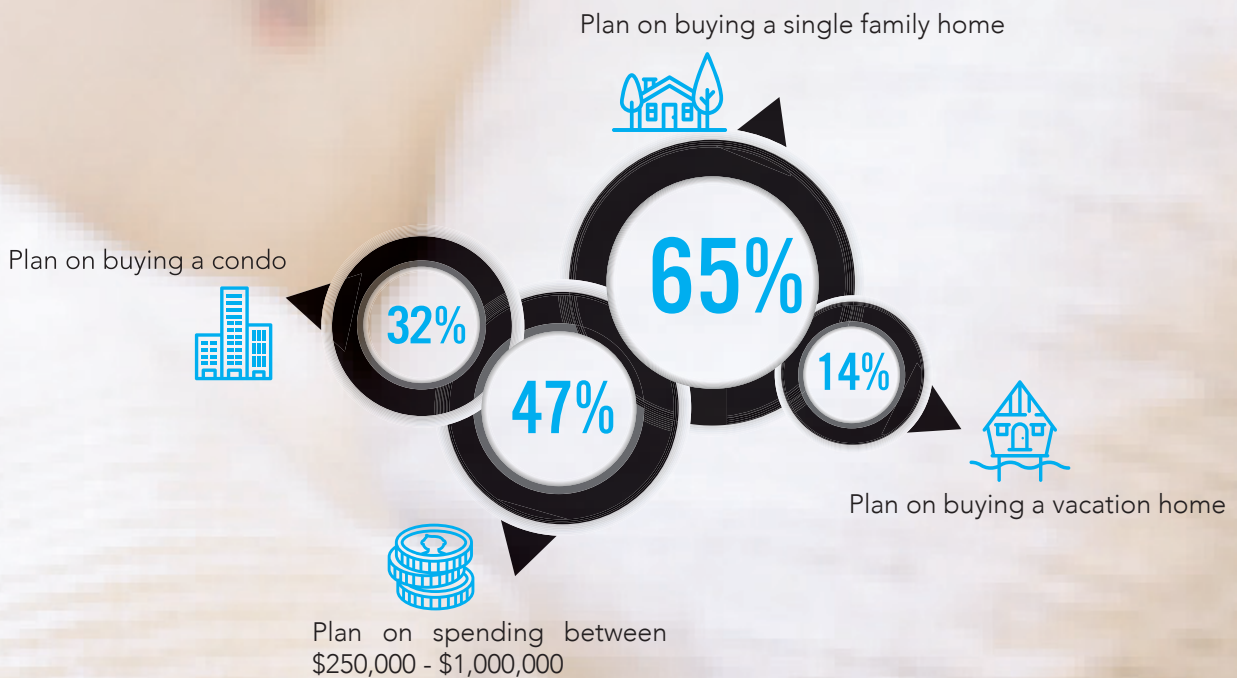
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REAL ESTATE

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



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2017 EDITORIAL CALENDAR

JAN	06	New Year, New You <i>Skin, Fitness, Health, Weight Loss</i>	13	Presidential Inauguration	20	Inauguration Commemorative Issue	27	Inauguration Wrap-Up Issue				
FEB	03	Valentine's Dining & Gift Guide	10	D.C.s Most Eligible LGBT Singles Issue	11	D.C.'s Most Eligible LGBT Singles Party	17	President's Day Sales	24	Pink Dollars <i>Tax Tips & Financial Planning</i>		
MAR	03	Spring Arts Preview	10	St. Patrick's Day Celebrations	17	Gay Families <i>Education & Summer Camp Planning</i>	31	Wedding Planning Guide				
APR	07	Spirituality <i>Easter & Passover</i>	10 16	First Night of Passover Easter Sunday	21	Spring Real Estate Issue	28	Home & Garden				
MAY	05	Dining / LGBT Restaurant Week Regional Mega Pride Preview	12	Youth Pride	14	Mother's Day	19	Rehoboth Summer Kickoff Party	19	Rehoboth Summer Preview Issue	26	Black Pride
JUN	02	Capital Pride Preview	9	Capital Pride Celebration Issue	10	Capital Pride Parade Viewing Party	16	Capital Pride Wrap-Up Issue	18 30	Father's Day Independence Day Sales		
JUL	07	Summer In the City <i>Things to Do in DC</i>	21	Pampering Our Pets								
AUG	04	Mid City Dog Days Sidewalk Sale	11	Back to School	25	5 th Annual Sports Issue						
SEP	04 08	Labor Day Sales High Holidays Worship	15	Fall Arts Preview	22	Fall Real Estate	29	Fall Home & Garden				
OCT	06	Gay Families: <i>Private School Enrollment</i>	06	Columbus Day Sales	19	Best of Gay D.C. Party	20	Best of Gay D.C. Issue	27	Halloween		
NOV	10	Veteran's Day Sales	17	Holiday Entertainment Preview	24	Holiday Gift Guide I						
DEC	01	Holiday Gift Guide II	08	Holiday Gift Guide III	15	Holiday Gift Guide IV	22	Christmas Worship	29	Year in Review		

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SPECIAL ISSUE

EVENT

HOLIDAY

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CALENDAR IS SUBJECT TO CHANGE.

lesbian
gay
bisexual
queer

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