The Washington Blade was founded in 1969 as a black & white, one-sheet community newsletter. In 2019 the Blade celebrates its 50th anniversary as America’s LGBT 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.”

50 Years of the Washington Blade

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READERSHIP

- 75,000+ readers per week
- 85,000+ "likes"
- 35,000+ opt-in subscribers weekly bladeblasts
- 30,000+ followers
- 300,000+ unique users each month

TOTAL REACH: 700,000+ QUALIFIED CLIENTS A MONTH
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.

Data from 2017 Community Market Survey
### BLADE READERS HAVE MADE THESE PURCHASES

**IN THE PAST 12 MONTHS**

<table>
<thead>
<tr>
<th>Category</th>
<th>GAY/BI MEN NATIONALLY</th>
<th>LESBIAN/BI WOMEN NATIONALLY</th>
<th>BLADE READERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tickets for Performing Arts (Music, Theater, etc.)</td>
<td>68%</td>
<td>70%</td>
<td>76%</td>
</tr>
<tr>
<td>Tickets to Live Theater Production</td>
<td>51%</td>
<td>47%</td>
<td>64%</td>
</tr>
<tr>
<td>Tickets to Cultural Performance (Ballet, Opera, Symphony, etc.)</td>
<td>57%</td>
<td>44%</td>
<td>41%</td>
</tr>
<tr>
<td>Tickets to Headliner Music Concert</td>
<td>35%</td>
<td>40%</td>
<td>36%</td>
</tr>
<tr>
<td>Tickets to a Non-Profit Fundraising Event ($100+)</td>
<td>24%</td>
<td>19%</td>
<td>35%</td>
</tr>
<tr>
<td>Smart Phone</td>
<td>51%</td>
<td>46%</td>
<td>51%</td>
</tr>
<tr>
<td>Tablet Computer</td>
<td>25%</td>
<td>23%</td>
<td>27%</td>
</tr>
<tr>
<td>Laptop Computer</td>
<td>24%</td>
<td>24%</td>
<td>25%</td>
</tr>
<tr>
<td>Desktop Computer</td>
<td>10%</td>
<td>5%</td>
<td>10%</td>
</tr>
<tr>
<td>Purchased (or Leased) a New Automobile</td>
<td>22%</td>
<td>22%</td>
<td>20%</td>
</tr>
<tr>
<td>New Suit, Dress, or Expensive Clothing Item ($500+)</td>
<td>25%</td>
<td>22%</td>
<td>13%</td>
</tr>
<tr>
<td>Salon Services or Spa Treatments</td>
<td>39%</td>
<td>53%</td>
<td>44%</td>
</tr>
<tr>
<td>Cosmetic Enhancement</td>
<td>5%</td>
<td>5%</td>
<td>6%</td>
</tr>
</tbody>
</table>

Data from 2017 Community Market Survey

**202.747.2077**

WASHINGTONBLADE.COM
COMMUNITY SNAPSHOTS

GENDER
♂ 60% ♀ 40%

EDUCATION
92% COLLEGE EDUCATED 46% POST-GRADUATE STUDIES

STATUS
31% IN A RELATIONSHIP 33% LEGALLY MARRIED 36% SINGLE

MEDIAN AGE
36

AVG HHI: $115,000

80% MAKE 50K OR MORE
45% MAKE 100K OR MORE

• 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.”
REAL ESTATE

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

Plan on buying a single family home

Plan on buying a condo

Plan on spending between $250,000 - $1,000,000

65%

32%

47%

14%
# 2019 Editorial Calendar

## January
- **04**: Valentine's Dining & Gift Guide
- **08**: D.C.'s Most Eligible LGBT Singles Issue
- **09**: D.C.'s Most Eligible LGBT Singles Party
- **15**: President's Day Sales
- **22**: Wedding Planning Guide
- **11**: New Year, New You
  - Skin, Fitness, Health, Weight Loss
- **18**: Spring Arts Preview
- **25**: Gay Families
  - Education & Summer Camp Planning

## February
- **04**: Spring Real Estate
- **11**: D.C.'s Most Eligible LGBT Singles Party
- **19**: Spirituality Easter & Passover
- **26**: Home and Garden
- **01**: Valentine's Dining & Gift Guide
- **08**: D.C.'s Most Eligible LGBT Singles Issue
- **09**: D.C.'s Most Eligible LGBT Singles Party
- **15**: President's Day Sales
- **22**: Wedding Planning Guide

## March
- **05**: Spring Real Estate
- **12**: D.C.'s Most Eligible LGBT Singles Party
- **19**: Spirituality Easter & Passover
- **26**: Home and Garden
- **01**: Spring Arts Preview
- **08**: D.C.'s Most Eligible LGBT Singles Issue
- **09**: D.C.'s Most Eligible LGBT Singles Party
- **15**: President's Day Sales
- **22**: Wedding Planning Guide

## April
- **05**: Spring Real Estate
- **12**: D.C.'s Most Eligible LGBT Singles Party
- **19**: Spirituality Easter & Passover
- **26**: Home and Garden
- **01**: Spring Arts Preview
- **08**: D.C.'s Most Eligible LGBT Singles Issue
- **09**: D.C.'s Most Eligible LGBT Singles Party
- **15**: President's Day Sales
- **22**: Wedding Planning Guide

## May
- **03**: Mother’s Day
- **10**: Rehoboth Summer Kickoff Party
- **17**: Rehoboth Summer Preview Issue
- **24**: DC Black Pride
- **31**: Capital Pride Preview

## June
- **07**: Capital Pride Celebration Issue
- **08**: Pride on the Pier & Pride Parade Viewing Party
- **14**: Capital Pride Wrap-Up Issue
- **21**: Independence Day Sales

## July
- **05**: Summer in the City
- **12**: 7th Annual Sports Issue & Party
- **19**: Holiday Gift Guide I
- **26**: Holiday Gift Guide II

## August
- **02**: Mid City Dog Days Sidewalk Sale
- **09**: Back to School
- **16**: 7th Annual Sports Issue & Party
- **23**: Holiday Gift Guide III
- **30**: Holiday Gift Guide IV

## September
- **06**: Fall Arts Preview
- **13**: Best of Gay DC Party
- **19**: Best of Gay DC Issue
- **20**: Fall Real Estate

## October
- **04**: Gay Families: Private School Enrollment
- **08**: Veteran’s Day Sales
- **15**: Holiday Entertainment Preview
- **22**: Holiday Gift Guide I
- **29**: Holiday Gift Guide II
- **01**: National Coming Out Day/ Columbus Day Sales
- **11**: Holiday Gift Guide III
- **13**: Holiday Gift Guide IV
- **20**: Christmas Worship
- **27**: Year in Review

## November
- **06**: Holiday Gift Guide III
- **13**: Holiday Gift Guide IV
- **20**: Christmas Worship
- **27**: Year in Review

## December
- **06**: Holiday Gift Guide III
- **13**: Holiday Gift Guide IV
- **20**: Christmas Worship
- **27**: Year in Review
- **01**: National Coming Out Day/ Columbus Day Sales
- **11**: Holiday Gift Guide III
- **13**: Holiday Gift Guide IV
- **20**: Christmas Worship
- **27**: Year in Review
- **25**: Halloween
- **29**: Holiday Gift Guide II

### Special Events

- **202.747.2077**: Washington Blade
- **WASHINGTONBLADE.COM**

**CALENDAR IS SUBJECT TO CHANGE.**
PUBLISHER
LYNNE J. BROWN, EXT. 8075
LBROWN@WASHBLADE.COM

SENIOR ACCOUNT EXECUTIVES
BRIAN PITTS, EXT. 8089
BPITTS@WASHBLADE.COM

JOE HICKLING, EXT. 8094
JHICKLING@WASHBLADE.COM

MARKETING & EVENTS
STEPHEN RUTGERS, EXT. 8077
SRUTGERS@WASHBLADE.COM

CLASSIFIED ADVERTISING/ADMINISTRATION
PHILLIP G. ROCKSTROH, EXT. 8092
PROCSTROH@WASHBLADE.COM

202.747.2077
WASHINGTONBLADE.COM

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