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 LGBTQ 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.”
READERSHIP

75,000+ READERS PER WEEK

90,000+ “LIKES”

35,000+ OPT-IN SUBSCRIBERS WEEKLY BLADEBLASTS

30,000+ FOLLOWERS

300,000+ UNIQUE USERS EACH MONTH WASHINGTONBLADE.COM

TOTAL REACH 700,000+ QUALIFIED CLIENTS A MONTH
### Community Snapshot

**Gender**
- 60% Male
- 40% Female

**Education**
- 92% College Educated
- 46% Post-Graduate Studies

**Status**
- 31% in a Relationship
- 33% Legally Married
- 36% Single

**Median Age**
- 36

**Average 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.”
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.
BLADE READERS HAVE MADE THESE PURCHASES

IN THE PAST 12 MONTHS

<table>
<thead>
<tr>
<th>Item</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%/19%</td>
<td>35%</td>
<td></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>20%</td>
<td></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 2019 Community Market Survey
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 buying a vacation home

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

65%
47%
32%
14%
2020 EDITORIAL CALENDAR

JANUARY
03 Year in Review
10 New Year, New You
17
24
31 Democratic Primary Preview Issue

FEBRUARY
07 Valentine’s Day Gift Guide & Dining Guide
14 D.C.’s Most Eligible Singles issue and party/President’s Day Sales
21
28

MARCH
06 Super Tuesday Wrapup
13 Spring Arts Preview
20 Gay Families/Summer Camp planning
27 40 Under 40 Queer Women of Washington

APRIL
03 Wedding Guide
10 Spring Real Estate
17 Cannabis Issue
24 Home & Garden

MAY
01
08 Mother’s Day
15 Rehoboth Summer Preview Issue & Kickoff Party
22 Black Pride Issue
29

JUNE
01
08 Pride Preview Issue
12 D.C. Pride Issue
13 Pride on the Pier Party & Parade Viewing Party
19 Pride Wrap-Up
26

JULY
03 Independence Day Sales
10 Summer in the City Issue
17 Democratic National Convention Special Issue
24 8th Annual Sports Issue (Summer Olympics start on this date)
31 Fall Travel Planning Issue

AUGUST
07 Back to School
14
21
28 Republican National Convention Special Issue

SEPTEMBER
04 Labor Day Sales & Rehoboth Summer Farewell
11 Fall Arts Preview
18
25 Fall Real Estate

OCTOBER
02 Gay Families Issue
09 Nat’l Coming Out Day/ Columbia Day Sales
16
22 Best Of Gay D.C. Party
23 Best Of Gay D.C. Issue
30 Election Preview/ Halloween coverage

NOVEMBER
06 Presidential Election Wrap and Review/ Veteran’s Day Sales
13
20 Holiday Entertainment Preview
27 Holiday Gift Guide I

DECEMBER
04 Holiday Gift Guide II
11 Holiday Gift Guide III
18 Holiday Gift Guide IV
25 Christmas Worship

CALENDAR IS SUBJECT TO CHANGE.
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