

# 2021 MEDIA KIT

WASHINGTON

# blade

52 Years as America's LGBTQ News Source





lesbian  
gay  
bisexual  
transgender

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

WASHINGTON

blade

52 YEARS AS AMERICA'S LGBTQ NEWS SOURCE

# TIMELINE

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."

OCTOBER 1969

The Gay Blade first published as a monthly newsletter.

JUNE 1972

Blade publishes first multi-page edition.

JULY 1974

Blade printed in newsprint for first time.

1979

Blade changes publication from monthly to bi-weekly.

JANUARY 1983

Washington Blade publishes weekly.

OCTOBER 1980

Name changed to The Washington Blade.

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 2019

Washington Blade celebrated 50th Anniversary.

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# READERSHIP



**75,000+**  
**READERS**  
**PER WEEK**



**90,000+**  
**"LIKES"**



**35,000+**  
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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# 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%  
45%

MAKE 50K  
OR MORE  
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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# 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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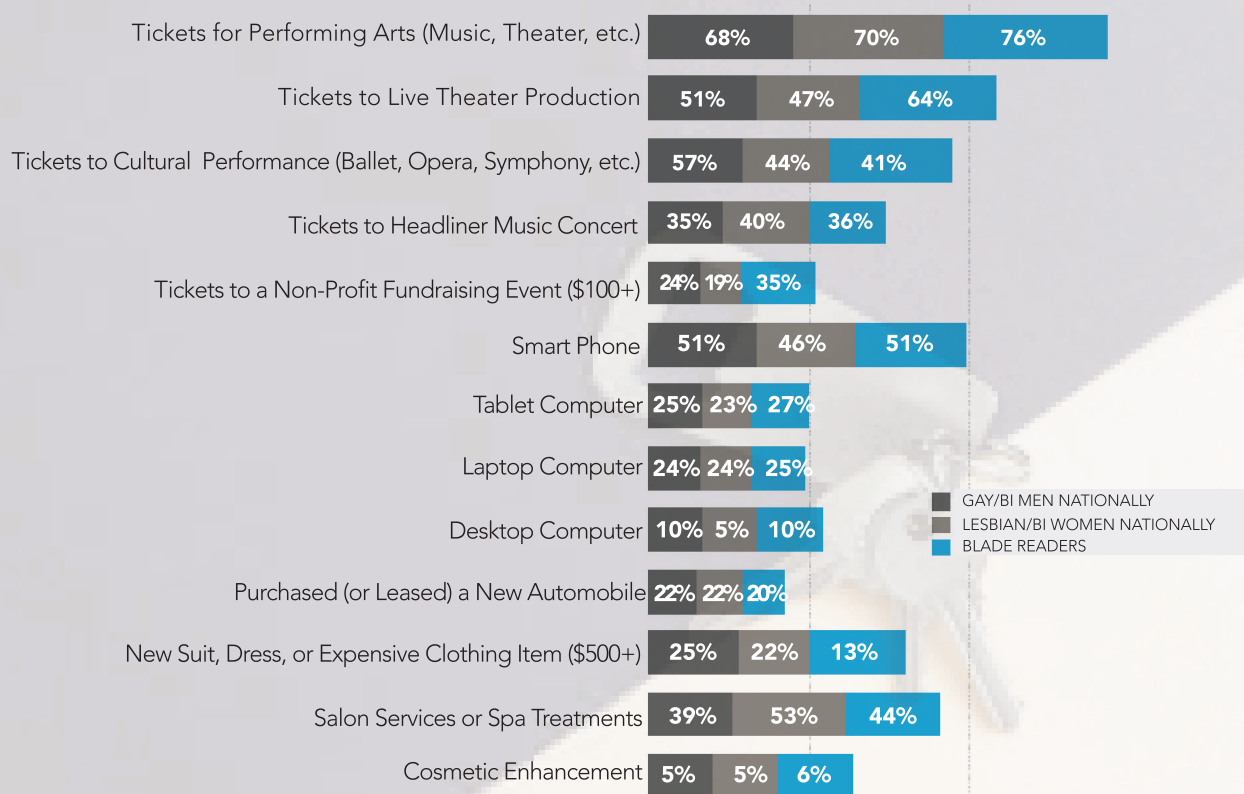
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## BLADE READERS HAVE MADE THESE PURCHASES IN THE PAST 12 MONTHS



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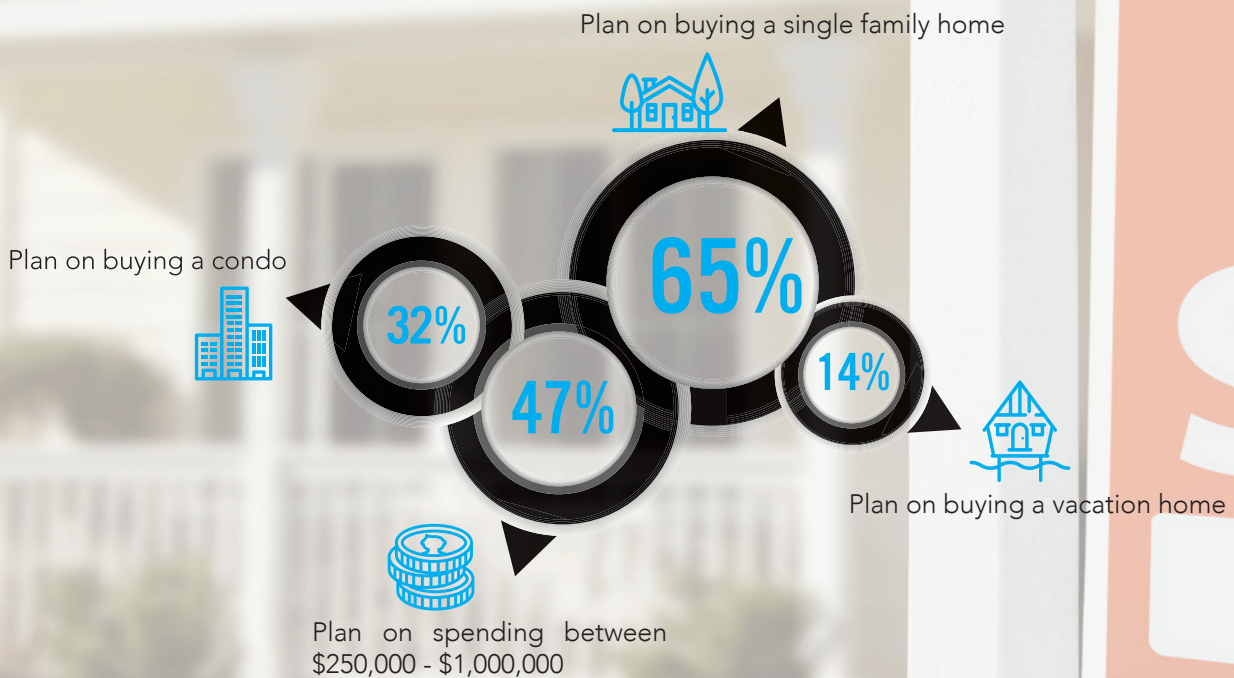
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# REAL ESTATE

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



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CELEBRATING 52 YEARS AS AMERICA'S LGBTQ NEWS SOURCE

# 2021 EDITORIAL CALENDAR

## JANUARY

- 01 Year in Review
- 08 New Year, New You
- 15 **INAUGURATION**
- 22
- 29

## FEBRUARY

- 05 Valentine's Day Gift Guide & Dining Guide
- 12 **D.C.'s Most Eligible Singles issue and party/President's Day Sales**
- 19
- 26

## MARCH

- 05
- 12 Spring Arts Preview
- 19 Gay Families/Summer Camp planning
- 26 **40 Under 40 Queer Women of Washington**

## APRIL

- 02
- 09 Spring Real Estate
- 16 Cannabis Issue
- 23 Home & Garden
- 30

## MAY

- 07 Mother's Day
- 14
- 21 Rehoboth Summer Preview
- 28 **History of Drag in D.C.**

## JUNE

- 04 **Black & AAPI Pride**
- 11 **Pride Around the World**
- 18 **Youth Pride & Mental Health**
- 25 **40th Anniversary of AIDS**

## JULY

- 02 Independence Day Sales
- 09 Summer in the City Issue
- 16
- 23 **8th Annual Sports Issue (Summer Olympics start on this date)**
- 30 Fall Travel Planning Issue

## AUGUST

- 06
- 13 Back to School
- 20
- 27

## SEPTEMBER

- 03 Labor Day Sales & Rehoboth Summer Farewell
- 10
- 17 Fall Arts Preview
- 24 Fall Real Estate

## OCTOBER

- 01
- 08 Nat'l Coming Out Day/ Columbia Day Sales
- 15
- 21 **Best Of Gay D.C. Party**
- 22 **Best Of Gay D.C. Issue**
- 29 Election Preview/ Halloween coverage

## NOVEMBER

- 05 Veteran's Day Sales
- 12
- 19 Holiday Entertainment Preview
- 26 Holiday Gift Guide I

## DECEMBER

- 03 Holiday Gift Guide II
- 10 Holiday Gift Guide III
- 17 Holiday Gift Guide IV
- 24 Christmas Worship
- 31 New Years Eve

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SPECIAL EVENTS

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CALENDAR IS SUBJECT TO CHANGE



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