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 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.”


JULY 1974 Blade printed in newsprint for first time.

1979 Blade changes publication from monthly to bi-weekly.


OCTOBER 1980 Name changed to The Washington Blade.

JANUARY 1983 Name changed to The Washington Blade.

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).

APRIL 2010 Washington Blade purchased by Brown, Naff, Pitts Omnimedia.

READERSHIP

<table>
<thead>
<tr>
<th>75,000+ READERS PER WEEK</th>
<th>90,000+ &quot;LIKES&quot;</th>
</tr>
</thead>
<tbody>
<tr>
<td>35,000+ OPT-IN SUBSCRIBERS WEEKLY BLADEBLASTS</td>
<td>30,000+ FOLLOWERS</td>
</tr>
<tr>
<td>300,000+ UNIQUE USERS EACH MONTH WASHINGTONBLADE.COM</td>
<td></td>
</tr>
</tbody>
</table>

TOTAL REACH 700,000+ QUALIFIED CLIENTS A MONTH
COMMUNITY SNAPSHOT

<table>
<thead>
<tr>
<th>GENDER</th>
<th>♂ 60%</th>
<th>♀ 40%</th>
</tr>
</thead>
<tbody>
<tr>
<td>EDUCATION</td>
<td>92% COLLEGE EDUCATED</td>
<td>46% POST-GRADUATE STUDIES</td>
</tr>
<tr>
<td>STATUS</td>
<td>31% IN A RELATIONSHIP</td>
<td>33% LEGALLY MARRIED</td>
</tr>
<tr>
<td>MEDIAN AGE</td>
<td>36</td>
<td>80% MAKE 50K OR MORE</td>
</tr>
</tbody>
</table>

| 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.”

Data from 2019 Community Market Survey
PURCHASING POWER

**TRAVEL**

- 68% of Blade readers are on Short Vacation (1-3 Nights)
- 60% of Blade readers are on 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 2019 Community Market Survey
### Blade Readers Have Made These Purchases in the Past 12 Months

<table>
<thead>
<tr>
<th>Category</th>
<th>Gay/Bis Men Nationally</th>
<th>Lesbian/Bis 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 2019 Community Market Survey

Creative Design/Production

Azer Creative
We Design What You Read.

AzerCreative.com

202.747.2077 WashingtonBlade.com
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%
- 47%
- 32%
- 14%
# 2021 Editorial Calendar

## January
- **01**: Year in Review
- **08**: New Year, New You
- **15**: Inauguration
- **22**: 19
- **29**: 26

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

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

## April
- **02**: Spring Real Estate
- **09**: Cannabis Issue
- **16**: Home & Garden
- **23**: 30

## May
- **07**: Mother’s Day
- **14**: 21
- **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**: 18th Annual Sports Issue (Summer Olympics start on this date)
- **23**: 30 Fall Travel Planning Issue

## August
- **06**: 13 Back to School
- **20**: 27

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

## October
- **01**: Nat’l Coming Out Day/Columbia Day Sales
- **08**: Best Of Gay D.C. Party
- **15**: Best Of Gay D.C. Issue
- **21**: Election Preview/Halloween coverage

## November
- **05**: Veteran’s Day Sales
- **12**: Holiday Entertainment Preview
- **19**: 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 Year’s Eve

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**Special Events**

- **วด** 202.747.2077
- WashingtonBLADE.com

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Calendar is subject to change.
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