2022 MEDIA KIT

WASHINGTON

blade

53 Years as America’s LGBTQ News Source
READERSHIP

75,000+ READERS PER WEEK

88,000+ “LIKES”

30,000+ OPT-IN SUBSCRIBERS WEEKLY BLADE BLASTS

30,000+ FOLLOWERS
FACEBOOK (88,000+)
TWITTER (33,000+)
INSTAGRAM (5,000+)

300,000+ UNIQUE USERS EACH MONTH WASHINGTONBLADE.COM

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

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

**Median Age**
- 36
- 80%
- 45%

**Average Household Income (HHI)**: $115,000

**Education**
- 92% College educated
- 46% Post-graduate studies

**Status**
- 31% In a relationship
- 33% Legally married
- 36% Single

- 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.”
PURCHASING POWER

TRAVEL

68% 60%

SHORT VACATION (1-3 NIGHTS) LONG VACATION (4+ NIGHTS)

DINING

65% 55% 87%

OF BLADE READERS EAT DINNER OUT 2-5 TIMES A WEEK.
OF BLADE READERS SPEND AT LEAST $100/WK ON MEALS & DRINKS AT RESTAURANTS & BARS.
OF BLADE READERS EAT DINNER OUT AT LEAST ONCE DURING THE WEEK.
REAL ESTATE

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

65%  PLAN ON BUYING A SINGLE FAMILY HOME
47%  PLAN ON SPENDING BETWEEN $250K – $1M
32%  PLAN ON BUYING A CONDO
14%  PLAN ON BUYING A VACATION HOME
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<th>FEB</th>
<th>MAR</th>
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<tr>
<td>07</td>
<td>Valentine's Day Gift Guide &amp; Dining Guide</td>
<td>Spring Arts Preview St. Patrick's Day</td>
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<td>Gay Families/Summer Camp Planning</td>
<td>08 Cannabis Issue</td>
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<td>Pride Preview</td>
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<td>Pride Wrap-Up</td>
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<td>Nat'L Coming Out Day/ Columbus Day Sales</td>
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AD SPECIFICATIONS

- formats accepted  pdf (with fonts embedded), tiff (flattened), jpg (highest compression for best quality)
- formats not accepted  microsoft word, publisher, powerpoint, any word processing program
- color specifications  cmyk or grayscale only, all non-image black needs to be 100% black only
- resolution  minimum resolution of 300 dpi for all advertisement elements
- text  no text smaller than 6pt
- bleeds  sizes are specific; no bleeds