

A photograph of the Washington Monument at sunset, with the sky transitioning from orange to blue. The monument is reflected in the reflecting pool in the foreground, which is flanked by green lawns and trees.

2022 MEDIA KIT

WASHINGTON
blade

53 Years as America's LGBTQ News Source



pansexual
gay
lesbian
transgender
non-binary
queer
bisexual
intersex



TIMELINE

The Gay Blade first published as a monthly newsletter.

Blade printed in newsprint for first time.

Name changed to The Washington Blade.

Online edition of Washington Blade launched.

Washington Blade purchased by Brown, Naff, Pitts Omnimedia.

Washington Blade celebrated 50th Anniversary.

1969

1974

1980

1995

2010

2019

OCTOBER

JUNE

JULY

YEAR OF

OCTOBER

JANUARY

SEPTEMBER

OCTOBER

APRIL

YEAR OF

OCTOBER

1972

Blade publishes first multi-page edition.

1979

Blade publishes first multi-page edition.

1983

Washington Blade publishes weekly.

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).



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asexual



READERSHIP

88,000+
"LIKES"

30,000+
FOLLOWERS

FACEBOOK (88,000+)

TWITTER (33,000+)

INSTAGRAM (5,000+)



75,000+
READERS PER WEEK

30,000+
OPT-IN SUBSCRIBERS WEEKLY
BLADE BLASTS

300,000+
UNIQUE USERS EACH MONTH
WASHINGTONBLADE.COM



TOTAL REACH
700,000+
QUALIFIED CLIENTS A MONTH

pansexual
gay
lesbian
transgender
non-binary
queer
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COMMUNITY SNAPSHOT

GENDER



40%



60%

MEDIAN AGE

MAKE 50K
OR MORE

MAKE 100K
OR MORE

80%

36

45%

AVG HHI: **\$115,000**

EDUCATION

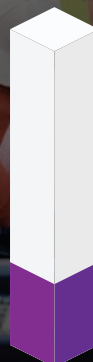


92%
COLLEGE
EDUCATED

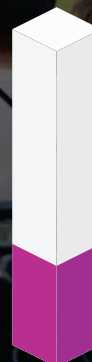


46%
POST-GRADUATE
STUDIES

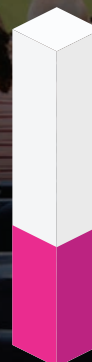
STATUS



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.”

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PURCHASING POWER

TRAVEL

68%



SHORT VACATION
(1-3 NIGHTS)

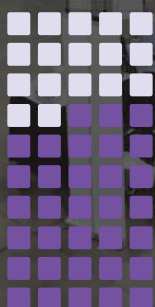
60%



LONG VACATION
(4+ NIGHTS)

DINING

65%



OF BLADE READERS
EAT DINNER OUT
2-5 TIMES A WEEK.

55%



OF BLADE READERS
SPEND AT LEAST
\$100/WK ON
MEALS & DRINKS AT
RESTAURANTS & BARS.

87%



OF BLADE READERS
EAT DINNER OUT
AT LEAST ONCE
DURING THE WEEK.

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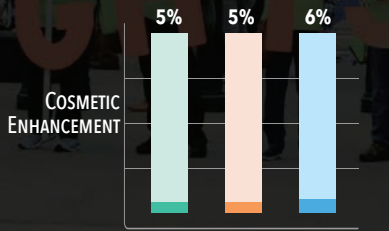
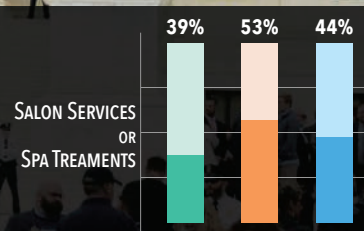
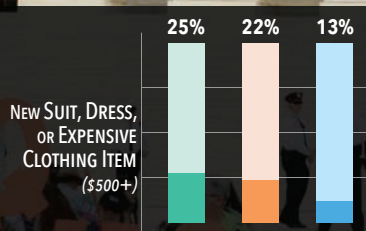
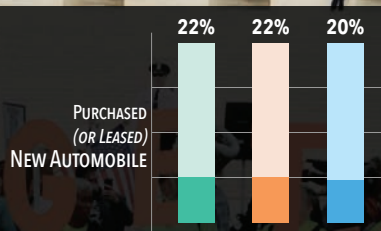
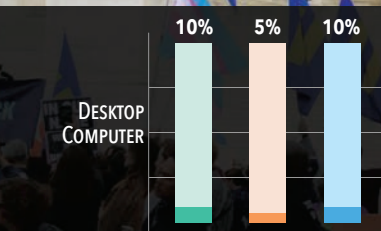
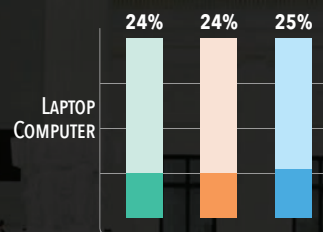
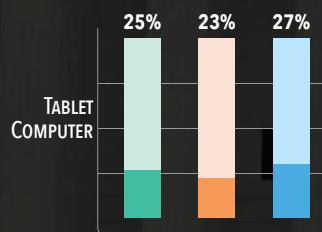
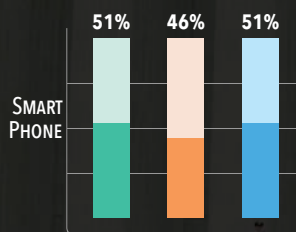
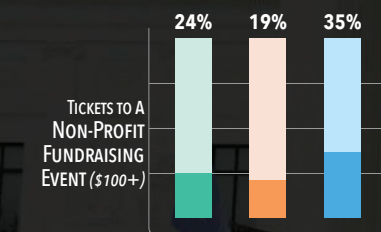
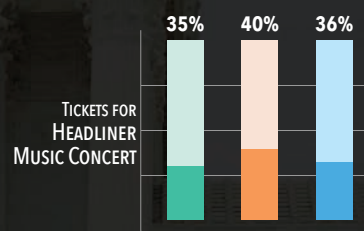
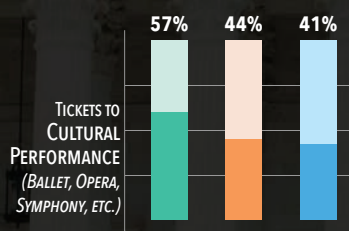
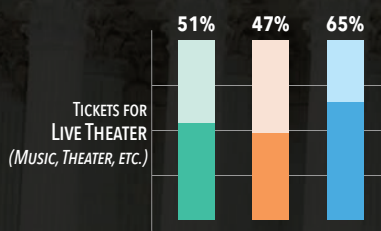
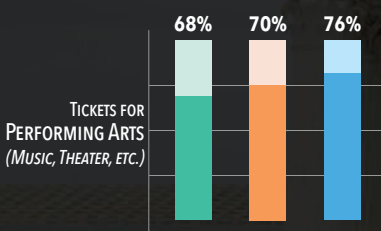


IN THE PAST 12 MONTHS

GAY/BI MEN NATIONALLY

LESBIAN/BI WOMEN NATIONALLY

BLADE READERS

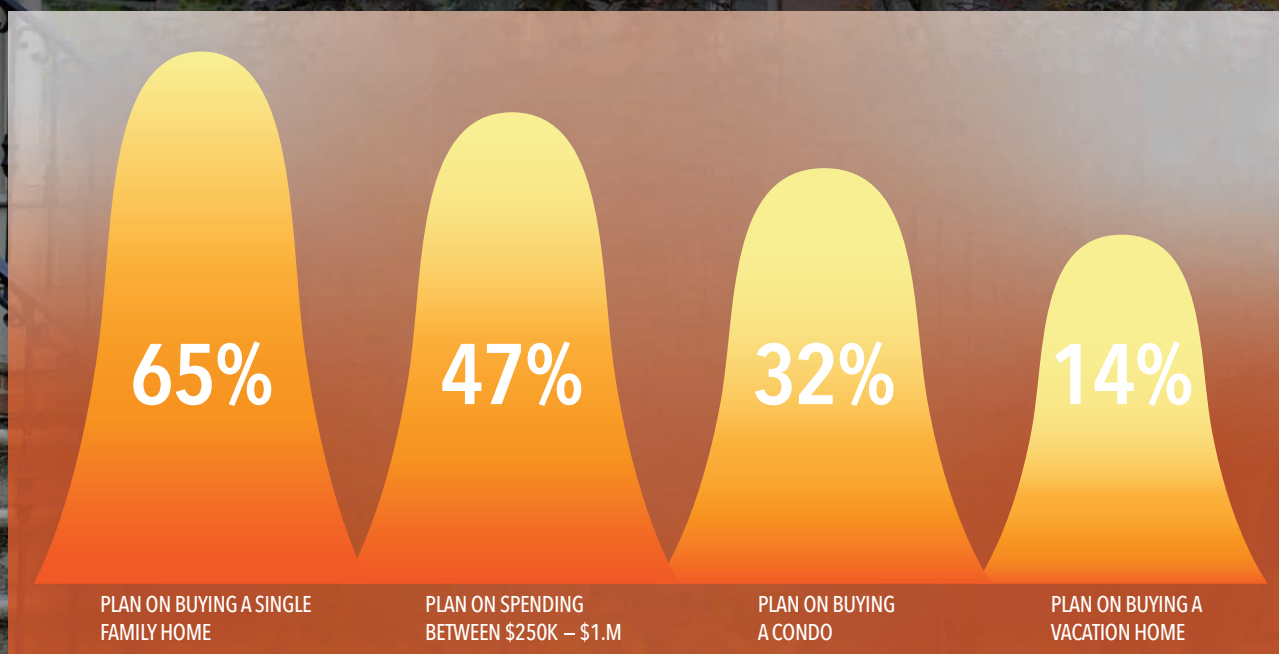


pansexual
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intersex



REAL ESTATE

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



Sold

pansexual
gay
lesbian
transgender
non-binary
queer
bisexual
intersex



CALENDAR

2022

JAN

- 07 YEAR IN REVIEW
- 14 NEW YEAR, NEW YOU
- 15 MLK JR. DAY
- 21
- 28

MAY

- 06 MOTHER'S DAY
- 13
- 20 REHOBOTH SUMMER PREVIEW
- 27 DC BLACK PRIDE

SEP

- 02 LABOR DAY SALES & REHOBOTH SUMMER FAREWELL
- 09
- 16 FALL ARTS PREVIEW
- 23 FALL REAL ESTATE
- 30

FEB

- 04 VALENTINE'S DAY GIFT GUIDE & DINING GUIDE
- 11 D.C.'S MOST ELIGIBLE SINGLES (ISSUE & PARTY)
PRESIDENT'S DAY SALES
- 18
- 25

JUN

- 03 PRIDE PREVIEW
- 10 DC PRIDE ISSUE
- 17 PRIDE WRAP-UP
- 24

OCT

- 07 NAT'L COMING OUT DAY/ COLUMBUS DAY SALES
- 14
- 20 BEST OF GAY D.C. PARTY
- 21 BEST OF GAY D.C. ISSUE
- 28 ELECTION PREVIEW/ HALLOWEEN COVERAGE

MAR

- 04
- 11 SPRING ARTS PREVIEW
ST. PATRICK'S DAY
- 18 GAY FAMILIES/SUMMER CAMP PLANNING
- 25 40 UNDER 40 QUEER WOMEN OF WASHINGTON

JUL

- 01 INDEPENDENCE DAY SALES
- 08 SUMMER IN THE CITY ISSUE
- 15
- 22
- 29 FALL TRAVEL PLANNING ISSUE

NOV

- 04 ELECTION DAY
- 11 VETERAN'S DAY
- 18 HOLIDAY ENTERTAINMENT PREVIEW
- 25 HOLIDAY GIFT GUIDE I

APR

- 01
- 08 SPRING REAL ESTATE
- 15 CANNABIS ISSUE
- 22 HOME & GARDEN
- 29

AUG

- 05
- 12 BACK TO SCHOOL
- 19
- 26

DEC

- 02 HOLIDAY GIFT GUIDE II
- 09 HOLIDAY GIFT GUIDE III
- 16 HOLIDAY GIFT GUIDE IV
- 23 CHRISTMAS WORSHIP
- 31 YEAR IN REVIEW



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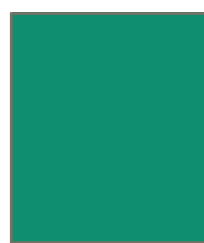
americanplant.store

Garden Center | Lifestyle Boutique | Landscape Services

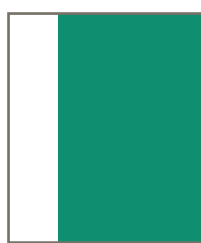
36 • WASHINGTONBLADE.COM • SEPTEMBER 24, 2021

MILTON, DE 19968
(302) 684-1000

DISPLAY ADVERTISING



FULL PAGE NO BLEED
9.5" X 10.5"



3/4 PAGE
7.0625" X 10.5"



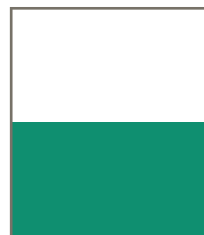
JUNIOR PAGE
7.0625" X 7.8125"



JUNIOR PAGE HORIZONTAL
9.5" X 7.8125"



1/2 PAGE VERTICAL
4.625" X 10.5"



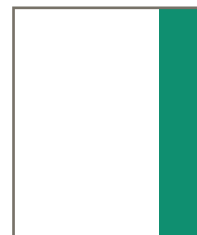
1/2 PAGE HORIZONTAL
9.5" X 5.125"



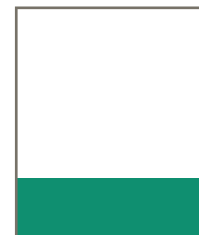
3/8 PAGE
4.625" X 7.8125"



1/4 PAGE
4.625" X 5.125"



1/4 PAGE VERTICAL
2.1875" X 10.5"



1/4 PAGE HORIZONTAL
9.5" X 2.4375"



1/8 PAGE VERTICAL
2.1875" X 5.125"



1/8 PAGE HORIZONTAL
4.625" X 2.4375"



1/16
2.1875" X 2.4375"



1/16 HORIZONTAL
4.625" X 1.09375"

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

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Fax: 202-518-9301

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WASHINGTON

news and information for
Washington D.C. and our Nation

CREATIVE DESIGN/PRODUCTION
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pansexual
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ADVERTISEMENT

MAYOR MURIEL BOWSER PRESENTS
ART ALL NIGHT
9.24 - 9.25
#DCisOPEN | #DCARTALLNIGHT
DSLBD
GOVERNMENT OF THE DISTRICT OF COLUMBIA
MURIEL BOWSER, MAYOR

YOU MAY LIKE

Activists end Nellie's protests, but \$2 million grant program to help LGBTQ restaurants, bars
D.C. gay bar patrons welcome proof
Lesbian Bar Project to the rescue

DIGITAL SPECIFICATIONS

DOUBLE YOUR IMPACT AT WASHINGTONBLADE.COM

FORMATS ACCEPTED

jpg • gif • html • animated gif

SIZE SPECIFICATION

file size must not exceed 150kb • file/image resolution is 72dpi black&white or rgb color spectrums only

ANIMATED GIF CHARGE

a one-time \$50 charge will be assessed for all animated gif production

PRODUCTION TIME

5 business days are needed for processing and design. Financial support to struggling "LGBTQ+ owned and operated" businesses.

DESIGN PROOF LIMIT

for all design and production there is a limit of 3 proofs before going live. a \$100 fee is assessed for each proof over the limit. the partnership formed by...

CAMERA READY ADVERTISEMENTS

all camera ready advertisements will be processed within 2 business days. "The partnership formed by...

ADVERTISING RATES

all listed digital advertising rates are net and subject to change

DEDICATED EBLAST

Camera ready e-blasts should be submitted as either an image (72 dpi jpg) or as html with linked images. The width of the e-blast must not exceed 728 pixels.

Visit vaccines.gov, text your ZIP code to 438829 or call 1-800-232-0233 to find a COVID-19 vaccine site near you.



WASHINGTON
blade

LEADERBOARD 728 X 90

MEDIUM RECTANGLE
300 X 250

HALF PAGE
300 X 600

\$2 MILLION GRANT PROGRAM TO

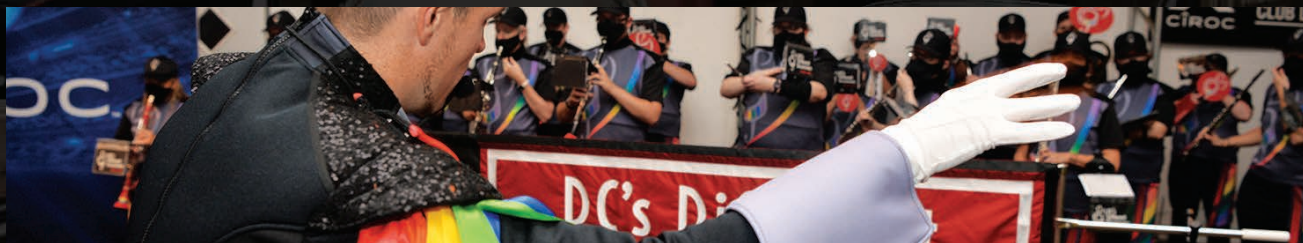
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WE DESIGN WHAT YOU READ.
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pansexual
gay lesbian
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asexual
intersex



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