

WASHINGTON

THE INSIDER'S GUIDE TO POWER, PHILANTHROPY AND SOCIETY SINCE 1991



2018 MEDIA KIT

PRINT • ONLINE • VIDEO • SOCIAL MEDIA • EBLASTS

CELEBRATING 25 YEARS!

Inject Some **LIFE** Into Your Next Marketing Plan

www.washingtonlife.com • [@washingtonlife](https://twitter.com/washingtonlife)
202-745-9788 • admanagement@washingtonlife.com

WASHINGTON LIFE MAGAZINE

WASHINGTON LIFE MAGAZINE has been the premier luxury lifestyle magazine of the Washington D.C. metropolitan area since 1991. The publication, printed 10 times a year, was founded and is run by longtime Washingtonians. It is the insider's guide to power, philanthropy and society in the nation's capital – www.washingtonlife.com is a strategic extension of this respected and established brand. Our integrated approach maximizes the power of our brand and connects our advertisers to our high-end users and tastemakers, who rely on *Washington Life's* unparalleled access to the city's power elite, visiting celebrities, and bustling social, political, arts, and cultural scenes to stay up-to-date and informed.

EDITORIAL CALENDAR

WE OFTEN feature a buzz-creating list that is kept throughout the year as a reference. In each issue, there are also regular features such as a significant fashion feature, Pollywood, Embassy Row, Media Spotlight, Pop Politics, and of course, all of the most exclusive parties – which can be found only on the pages of *Washington Life*.

“...*Washington Monthly* magazine called Nancy [editor-in-chief] the city's ‘doyenne’ of social life, our ‘premiere hostess’. That’s because she and her husband, Soroush Shehabi [CEO and Publisher], not only draw up the annual roster of who counts here on the social scale, but they also host some of the city’s best parties...WL continues to be the glossy that everyone publicly claims they don’t read (this being Washington) but do, in fact, read from cover to cover and usually the moment it lands on their doorstep, hoping to find their picture or name in its pages.”
~ Carol Joynt, *New York Social Diary*

2018	
FEBRUARY	12th Annual Young and the Guest List
MARCH	Spring Fashion – Men and Women of Substance and Style
APRIL	The A-list Directory and Green Issue
MAY	The Power 100 List
JUNE	The Philanthropic 50
SUMMER (July/August)	Summer Sports & Luxury Travel Special
SEPTEMBER	The 2017-2018 Balls & Galas Special
OCTOBER	The Ambassadors / Diplomatic Directory
NOVEMBER	The Style Issue & Holiday Gift Guide
HOLIDAY (December/January)	The 2018 Washington Social List & Last Minute Gift Guide

EDITORIAL FOCUS

FEATURES: Continuous copy and blogs from the area's best writers on the stories that are affecting Washington the most.

POLLYWOOD: Follow the cause related activities of Hollywood celebrities as they roam the nation's capitol and mix with *WL's* political, diplomatic, business and media celebrities.

HOME LIFE: Exclusive tours inside the homes of prominent Washingtonians, hot design trends and the latest news on home sales.

LIFE OF THE PARTY: Photos and coverage from the area's best balls, galas, philanthropic events, and parties!

WASHINGTON SOCIAL DIARY: Follow our editors and columnists as they cover the happenings in and around Washington D.C. with unparalleled access and insight.

SOCIAL CALENDAR: Our interactive social calendar and widget is the area's most comprehensive listing of the region's most important social events.

LIFE STYLES: Everything that's trendy in fashion, food, arts and culture.

WASHINGTON LIFE CIRCULATION & DISTRIBUTION

WASHINGTON LIFE PUBLISHES OVER 50,000 COPIES ten times per year and maintains a readership of over 200,000

EXCLUSIVE DELIVERY TO PRIVATE HOMES/SUBSCRIBERS/NEWSSTANDS

Washington Life maintains the largest controlled circulation and subscription-based delivery to the most affluent private homes in the greater metropolitan area. 30,000 are hand delivered to homes valued over \$1.5 million in the wealthiest residential communities throughout Washington D.C., Northern Virginia, and Maryland. Per census, two of four wealthiest communities in the country are in the Washington area.

EMBASSY & CAPITOL HILL

2,500 are distributed to embassies and congressional offices. The extensive relationships that Washington Life has developed over the last 25 years with ambassadors and politicians help us maintain our exclusive access to D.C.'s top power brokers.

NEWSSTAND SALES/PAID SUBSCRIBERS

6,000 are sold on newsstands throughout the Washington metropolitan area, including major retailers (Whole Foods, etc.), bookstores (Barnes & Noble, etc.), all regional airports (Reagan National, Washington Dulles, & BWI) and train stations (Union Station).

LUXURY HOTEL DISTRIBUTION

3,500 are available in-room and at concierge desks at leading hotels throughout the metropolitan area.

AIRLINE SHUTTLES/TRAINS/PRIVATE AIRPORTS/LIMOUSINE SERVICES

2,500 are delivered to Delta Airlines and US Airways shuttles in New York and Washington, first-class Amtrak trains between New York and D.C., on private jets and jet ports throughout the country (including first class airport lounges from Heathrow in London to Narita in Japan) and to the top limousine services in Washington, D.C.

TARGETED DISTRIBUTION TO HIGH-END ESTABLISHMENTS

2,500 are distributed to high-end restaurants, retailers, boutiques, home design centers, salons, health clubs, spas, nightclubs and private clubs.

"A LIST" OPINION MAKERS

500 are mailed to top media opinion makers and "A listers", many of whom work closely with Washington Life in an advisory capacity.

EXCLUSIVE HIGH-PROFILE EVENTS

Washington Life provides monthly bonus distribution via gift bags at 80 percent of the area's hottest and most high profile events, including philanthropic, artistic, cultural and political happenings, as well as private parties, balls, galas, fashion shows, concerts and sporting events. Approximately 2,500 copies per month are distributed at exclusive Washington Life sponsored events. For an updated list of exclusive Washington Life-sponsored events, please ask your account executive.

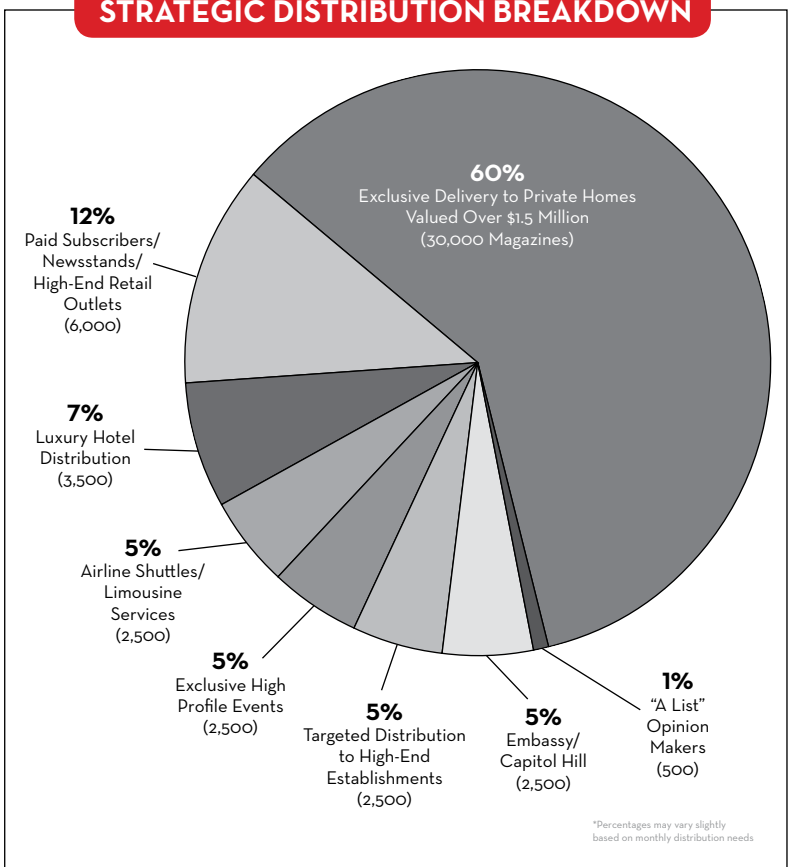
"Washington Life is the best magazine in Washington. Everyone reads it."
 ~ Rima Al-Sabah, wife of the Kuwaiti Ambassador



DEMOGRAPHICS

52% FEMALE
48% MALE
AVERAGE AGE: 38
COLLEGE GRADUATE: 91%
AVERAGE INCOME: \$250,000
AVERAGE HOME VALUE: \$1.5 Million and Above
READERS PER COPY: 4

STRATEGIC DISTRIBUTION BREAKDOWN



Distribution subject to change based on readers' and markets' needs.

PRINT RATE CARD

4 COLOR	1x	5x	10x
Spread	\$25,000	\$21,250	\$18,625
Full Page	\$12,500	\$10,625	\$9,375
½ Page	\$8,333	\$7,083	\$6,250
¼ Page	\$4,166	\$3,541	\$3,125

COVERS (4 COLOR)	1x	5x	10x
Inside Front	\$18,750	\$15,938	\$14,063
Inside Back	\$18,750	\$15,938	\$14,063
Back	\$25,000	\$21,250	\$18,625

ALL RATES ARE NET
 PREMIUM POSITIONS + 15%
 SPACE RESERVATIONS ARE ON THE 1ST OF THE PRECEDING MONTH
 AND AD MATERIALS ARE DUE ON THE 15TH OF THE PRECEDING
 MONTH. SPECIAL RATES: Please contact *Washington Life's* Advertising
 department for rates for gate folds, inserts and advertorials. Discounted online
 advertising rates are available for print advertisers. BLEED CHARGE: 15%

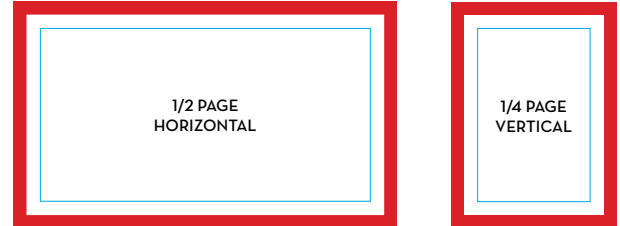
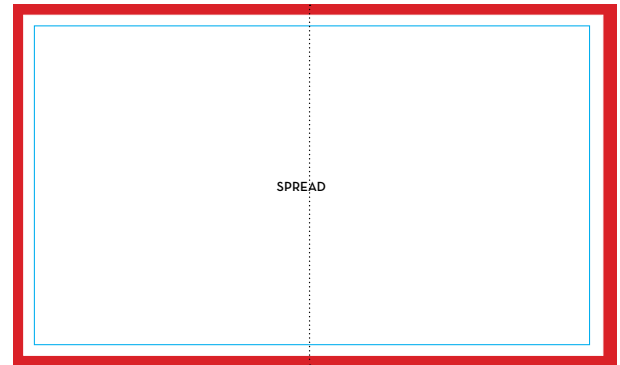
“*Washington Life* has been covering the Sundance Film Festival before Sundance was cool!” ~ *Robert Redford, Actor*

PROCEDURES & POLICIES

CANCELLATIONS: No cancellations will be accepted after the space reservation deadline.
 Contracted advertising must run within one (1) year from date of signature to honor contracted rate.
AGENCY COMMISSION: Contracted rates are NET and billed as such.

GENERAL POLICIES

- A credit card number must be on file with *Washington Life* and will be charged if an invoice is not paid within 3 days.
- All invoices are due upon receipt.
- Advertiser and Advertising Agency must comply with Payment and Credit Terms.
- If creative deadline is not met, the advertiser may be charged the full amount of the advertisement.
- *Washington Life* is not responsible for advertisements sent without Kodak color proofs or advertisements not meeting our electronic submission requirements.
- *Washington Life* will not be liable for omitted copy or merchandise incorrectly priced through error, nor will *Washington Life* be liable if goods are sold at incorrect price.
- The publisher reserves the right to revise or refuse any advertisement for publication.
- Advertisers and advertising agencies will indemnify and hold harmless *Washington Life*, its officers, agents, employees, and contractors for all contents supplied to the publisher, including text, representations, illustrations of advertisements printed, and for any claims arising from the contents, including but not limited to defamation, invasion of privacy, copyright infringement, and plagiarism.
- *Washington Life* will not ensure that an advertisement will appear if an advertiser has not met published deadlines.
- *Washington Life* will not be liable for any damages if an advertisement fails to appear.
- *Washington Life* will have no liability to the advertiser in the event the publication or distribution of the magazine is omitted for any reason.
- Errors and credit requests must be reported no later than five (5) business days after date of publication.



- BLEED AREA (ADD .25IN TO ALL 4 SIDES OF THE ART WORKS TRIM LINE)
- TRIM LINE (ALSO KNOWN AS THE CUT LINE)
- SAFE AREA (PUT ALL IMPORTANT INFORMATION .5IN INSIDE THE TRIM LINE)

SPREAD
Trim: 20 x 12
Bleed: 20.5 x 12.5

FULL PAGE
Trim: 10 x 12
Bleed: 10.5 x 12.5

1/2 PAGE VERTICAL
Trim: 4.4 x 11
Bleed: 5.5 x 12.5

1/2 PAGE HORIZONTAL
9 x 5.4
(no full bleed option)

1/4 PAGE HORIZONTAL
4.4 x 5.4

All dimensions are in inches, width by height.
 Finished trim size: 10" x 12"; Safety ¼".

WASHINGTON LIFE DIGITAL

THE PARTY CONTINUES IN THE DIGITAL WORLD with *washingtonlife.com* where users can access editorial from our print edition in addition to exclusive online content. We have blogs, columnists, videos, the online social calendar, and, of course, our extensive online people directory where you can find articles and photos of everyone who is someone in the Washington D.C. metro area. WLOnline embraces digital advertising as a recognized best practice in order to obtain maximum consumer retention. Let us customize your exposure based on your individual advertising goals across a variety of digital media.

WASHINGTONLIFE.COM

AVERAGE ONLINE MONTHLY TRAFFIC

72,751 Visits

241,628 Pageviews

55,834 Users

3.32 Pages/Visit

32.06% Bounce Rate

00:01:24 Average Time on Site

75.8% Percentage of New Visits

Statistics from Google Analytics - January 1 - November 30, 2015



10.3K Fans on Facebook

66% Female

34% Male



3K Fans on Instagram



22.7K Followers on Twitter

CONSUMER BUYING STYLE

Premium Brands 67%

MARITAL STATUS

Single 53%

Married 47%

HOME OWNERSHIP

Owner 71%

Renter 29%

OCCUPATION

Professional/Technical 38%

White Collar Worker 20%

Health Services 17%

Self-employed 16%

NET WORTH

\$100,000 - \$1 Million 21%

\$1 Million + 18%

\$2 Million + 11%



“Washington Life has become the new Vanity Fair of Washington.”

~ Hilda Ocoa-Brillembourg,
CEO and President of Strategic Investment Group

WASHINGTON LIFE DIGITAL

VIDEOS represent the fastest growing sector of digital content. Our editors are all equipped with HD video cameras and we also work with top production companies to produce short form video programs that give our audiences a true insider experience.

WLTV

TOTAL VIDEOS : 190 episodes ... and counting

TOTAL VIEWS: 87,000

AVG VIDEO LENGTH: 2min. 15sec.

TOTAL CHANNELS: 7

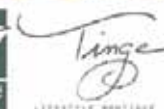


WLTV Channels: WL Art TV, WL Pollywood TV, WL Fashion TV, Life of the Party, and Beyond the Velvet Rope

EBLASTS

Reach **13,000** Influencers in One Eblast!

WL has one of the most high-end and VIP lists in the metro Washington, D.C. area. We are able to create targeted marketing and promotional campaigns that will effectively introduce your brand to our audience. If you combine your eblast with WL's extensive social media reach, online, and print impressions, and you have a powerful **INTEGRATED MARKETING PLATFORM** that targets the region's most affluent consumers.



Bethesda Chevy Chase
1233 Wood Road
Bethesda, MD 20814
301.464.2211
open 9am-6pm daily
www.americanplant.com

Bethesda
1425 River Road
Bethesda, MD 20817
301.464.7530

DIGITAL RATE CARD

WASHINGTONLIFE.COM

AD TYPE	DIMENSION	4 WEEKS
Leaderboard	728 x 90	\$4,500
Medium Rectangle	300 x 250	\$3,375
Half Page	300 x 600	\$3,375
Rectangle	180 x 150	\$2,250



PHOTO SITE

AD TYPE	DIMENSION	4 WEEKS
Leaderboard	728 x 90	\$4,500

WLTV

AD TYPE	LENGTH	COST
Linear: Pre-Roll	:30	\$3,375
Linear: Pre-Roll	:15	\$2,250
Linear: Post-Roll	:30	\$1,688
Linear: Post-Roll	:15	\$1,125

- Ads may be less than but not exceed these maximum durations.
- Video ads stay with the WLTV segment for as long as advertiser chooses. Videos are distributed via Vimeo to www.washingtonlife.com and are available on WL's Facebook, YouTube, and Vimeo pages.

DIGITAL AD INVENTORY

LEADERBOARD
728X90

HALF PAGE
300 X 600

MEDIUM RECTANGLE
300 X 250

ALL AVAILABLE AD SIZES
468 X 60 BANNER
728 X 90 LEADERBOARD
300 X 250 INLINE RECTANGLE
320 X 280 LARGE RECTANGLE
120 X 600 SKYSCRAPER
160 X 600 WIDE SKYSCRAPER
300 X 600 HALF-PAGE ADR

EBLAST MARKETING

AD TYPE	REACH	ONE TIME
EBlast	12,000+ Subscribers	\$2,000

ADDED VALUE

ACCESS: *Washington Life* sponsors 80% of the region's top events, galas, balls, and social happenings. As such, we work with our partners to offer them unparalleled access to the city's most exclusive social engagements.

EVENT PARTNERSHIPS: *Washington Life* works with our partners to either sponsor, cover, and/or help promote their event, from selling tickets, sending invites and helping to secure a VIP guest list.

EDITORIAL: When appropriate, *Washington Life* can work with our partners to find objective content that is relevant to our readers. We particularly like to help promote worthy charities and causes.

AD SPECIFICATIONS



PRINT

- **ALL AD MATERIALS MUST BE IN THE FORM OF AN ADOBE ACROBAT PDF FILE, ACCOMPANIED BY A PRINTED PROOF**
All ads must be Macintosh compatible and accompanied by a contract proof (dot-based) such as Kodak Approval or CREO Spectrum. All color proofs must meet SWOP standards and we suggest a color bar for accuracy. A Kodak Approval or a calibrated proof is required for exact color match and color-critical ads. A laser color print is sufficient for color identification, but not for an exact color match. Washington Life is not responsible for ads sent without proofs or ads not meeting our electronic submission requirements. Washington Life requires all ads to be delivered press ready and is not financially responsible for design errors in the submitted art work.
- **ADS MUST BE SUBMITTED ON CD, VIA FTP OR E-MAIL**
Please send CDs in hard cases to avoid damage to disk. Film will not be accepted. A design fee will be incurred for any work *Washington Life* does on behalf of the customer. Advertising materials delivered beyond deadline are subject to additional charges. Microsoft Word or any word processing programs are not acceptable. No Tiff It or CT/LW files will be accepted. PC-based applications are not acceptable. Files less than 10MB can be directly e-mailed to admanagement@washingtontlife.com
- **ALL PDFS MUST BE HIGH RESOLUTION. ALL IMAGES SHOULD BE 300-DPI AND SHOULD BE PROVIDED AT FINAL SIZE**
Convert all RGB graphics to CMYK for printability. Fonts must be embedded on all PDF files. To prevent file corruption, always use StuffIt, Zip, or any Macintosh self-extraction format. Include in the subject line of your e-mail the following tagline: "Name of Advertisement/Issue Date". *Washington Life* is not responsible for errors in ads submitted via e-mail, and is not responsible for misdirected e-mails. The file can not be named "Washington Life." All files must be the name of the client and the month and year of the issue in which they will appear (i.e., Advertiser_May16).
- **ANY FILES NOT MEETING THESE CRITERIA WILL BE REJECTED**

EBLASTS

- JPEG Image, no larger than 125 KB. 600-800 pixels wide. (Image length does not matter as long as image size does not exceed 125 KB.)
- Subject Line
- Click-through hyperlink
- Any additional language for the body of the email, if applicable
- Any formatting or font guidelines, if applicable

ONLINE

- **ONLINE FILE FORMAT**
Please provide a web-ready jpeg, gif or swf at 72 dpi. Fileweight 40K. Images can be emailed to your account executive.

VIDEO

A Linear Video ad is presented before, in the middle of, or after the video content is consumed by the user, in very much the same way a TV commercial can play before, during or after the chosen program.

- **VIDEO FILE TECHNICAL SPECIFICATIONS**
 1. Bit rates: Greater than 2Mbps
 2. Resolution (in pixels): 640x480 preferred; 400x300 minimum; these dimensions may be adapted to accommodate wide screen videos
 3. Color depth: 32-bit
 4. Key frames: every 1 second
 5. Frame rate: At least 15 frames per second
 6. Recommended codecs for video asset submission: MPEG2, WMV, H.264/AAC
- **ASPECT RATIO**
4:3 (standard screen) or 16:9 (wide screen). Publishers may scale the submission to fit their player (e.g. colored bands may be added around the ad.)
- **LEADERS (SLATE)**
Video creative may be submitted without leaders (slate) before ad content.

SEND ALL AD MATERIALS TO:

Attn: Advertising Department, *Washington Life* Magazine, 2301 Tracy Place, NW, Washington, DC 20008 • Tel: 202-745-9788
For FTP instructions please contact:
admanagement@washingtontlife.com