

# WASHINGTON

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



## 2012 MEDIA KIT

PRINT • ONLINE • VIDEO • SOCIAL MEDIA • EBLASTS

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

[www.washingtonlife.com](http://www.washingtonlife.com) • [@washingtonlife](https://twitter.com/washingtonlife)  
• 202-745-9788 • [info@washingtonlife.com](mailto:info@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 run by life-long Washingtonians. It is the premier insider's guide to power, philanthropy and wealth 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.

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

## EDITORIAL CALENDAR

EIGHT OUT OF OUR TEN ISSUES feature a buzz-creating list such as the A-list, 100 Most Invited, Washington's Wealthiest, and the Power 100 List. There is also a significant fashion feature in each issue as well as regular features such as 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*.



2012

|                            |  |
|----------------------------|--|
| FEBRUARY                   | The Young & The Guest List                                 |
| MARCH                      | Substance & Style / Spring Fashion Awards                  |
| APRIL                      | Green City Awards / Earth Issue                            |
| MAY                        | Power Issue / Power 100                                    |
| JUNE                       | Wealth & Philanthropy                                      |
| SUMMER (July/August)       | Luxury Travel / Best Restaurants / Luxury Home & Design    |
| SEPTEMBER                  | The Balls & Galas Guide / 100 Most Invited                 |
| OCTOBER                    | Ambassadors Directory / Fall Fashion                       |
| NOVEMBER                   | Creative & Design Issue / Gift Guide Part 1                |
| HOLIDAY (December/January) | The <i>Washington Life</i> Social List / Gift Guide Part 2 |

## 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.

**WL LISTS:** The Wealth List, Power 100, The A-List, 100 Most Invited, Philanthropic 50, The Young & The Guest List, The Social List, Balls & Galas Directory and The Ambassadors Directory.

**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 19 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, Borders, 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.

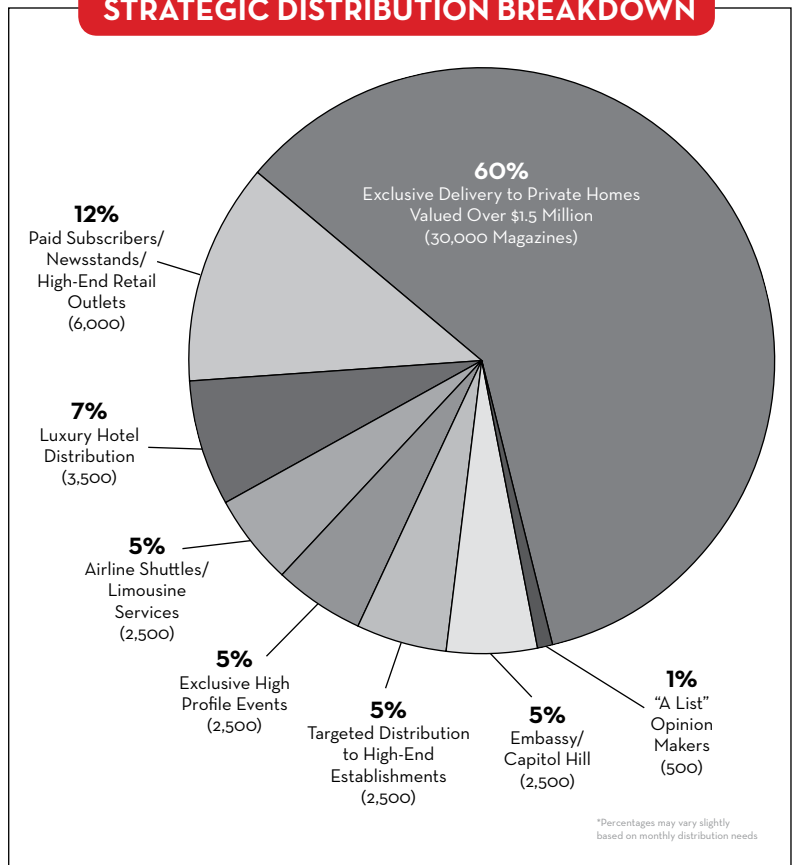
"Washington Life is the best magazine in Washington. Everyone reads it." ~ Rima Al-Sabah, wife of the Kuwaiti Ambassador

## DEMOGRAPHICS

|   |
|---|
| 52% FEMALE                                  |
| 48% MALE                                    |
| AVERAGE AGE: 38                             |
| COLLEGE GRADUATE: 91%                       |
| AVERAGE INCOME: \$350,000                   |
| AVERAGE HOME VALUE: \$1.5 Million and Above |
| READERS PER COPY: 4                         |



## STRATEGIC DISTRIBUTION BREAKDOWN



# 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      |
|------------------|----------|----------|----------|
| CV2              | \$18,750 | \$15,938 | \$14,063 |
| CV3              | \$18,750 | \$15,938 | \$14,063 |
| CV4              | \$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%

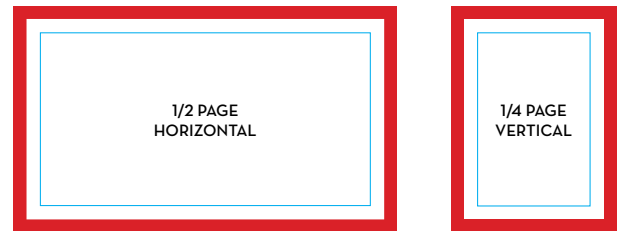
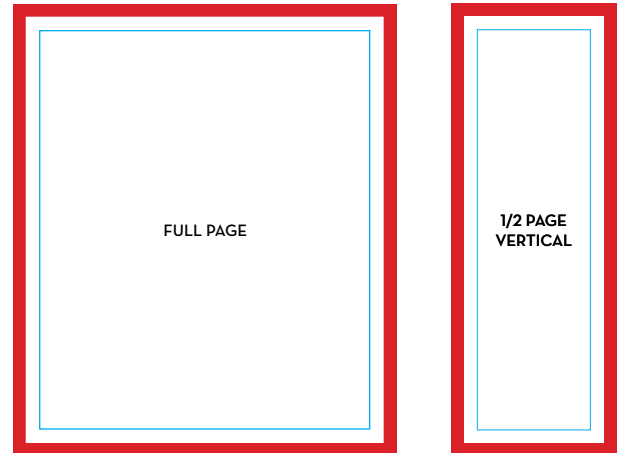
“My full page ad in *Washington Life* sold an  
 \$8.2 million listing the second month the ad  
 ran!” ~ *Cathie Gill, Cathie Gill Realtors*

## 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 of variety of digital media.

## WASHINGTONLIFE.COM

**1,218,937** Visits  
Previous: 808,542 (+50.76%)

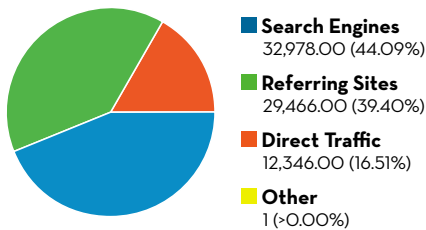
**3,671,951** Pageviews  
Previous: 2,106,483 (+74.32%)

**3.01** Pages/Visit  
Previous: 2.61 (+15.63%)

**32.93%** Bounce Rate  
Previous: 58.89% (-44.09%)

**00:01:25** Average Time on Site  
Previous: 00:01:20 (+5.74%)

**80.19%** Percentage of New Visits  
Previous: 80.89% (-0.86%)



Statistics from Google Analytics - Aug 31, 2009 to Sept 01, 2010 (compared with same period from 2008 to 2009).



## PHOTO SITE TRAFFIC

**206,351** Visits

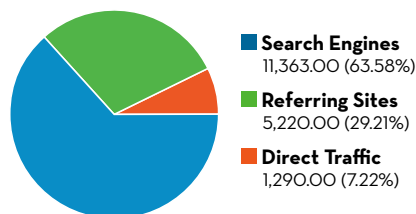
**2,272,010** Pageviews

**11.01** Pages/Visit

**30.43%** Bounce Rate

**00:03:06** Average Time on Site

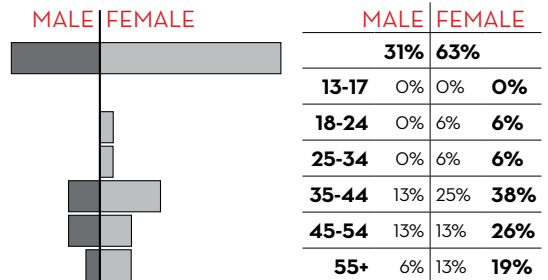
**71.82%** Percentage of New Visits



Statistics from Google Analytics - Oct 19 to Nov 19, 2009

## FACEBOOK

**6,000** Fans as of November 2011



| TOP COUNTRIES  |       | TOP CITIES      |       | TOP LANGUAGES |       |
|----------------|-------|-----------------|-------|---------------|-------|
| United States  | 3,989 | Washington      | 1,513 | English (US)  | 2,800 |
| Taiwan         | 71    | Unknown         | 321   | English (UK)  | 70    |
| Canada         | 47    | Arlington       | 158   | Español       | 12    |
| United Kingdom | 44    | Capitol Heights | 144   | Français      | 12    |
| Pakistan       | 32    | New York        | 143   | Italiano      | 5     |
| France         | 22    | Reston          | 110   | German        | 5     |
| Spain          | 14    | Lanham          | 93    | Russian       | 3     |

## TWITTER

**7,300** Followers & **400** "Listed"  
as of November 2011

WL utilizes Twitter to strategically stay in touch with our audience, as well as target and follow specific content areas such as: home design, real estate, performing arts, music, fashion and style, food, pollywood, politics, and more. Let us leverage the power of our social networks for you!

*"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. *washingtonlife.com* magazine has been a leading video outlet since the launch of WLTV in early 2009. 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. Did you know that we aired our first 30-minute primetime TV show in January 2010 on DC50TV-The CW?

## WLTV

|  |
|--|
| TOTAL VIDEOS : 105 episodes ... and counting |
| TOTAL VIEWS: 87,000                          |
| AVG. VIEWS PER VIDEO: 15,000                 |
| AVG VIDEO LENGTH: 2min. 15sec.               |
| TOTAL CHANNELS: 6                            |

- These numbers are from March 3, 2009 to September 1, 2010. Analytics are from Vimeo.com, which tracked all views from each website that has embedded WLTV videos, including [www.washingtononlife.com](http://www.washingtononlife.com)



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



## SOCIAL CALENDAR WIDGET

|                                     |
|-------------------------------------|
| AVG MONTHLY VIEWS: 157,765          |
| AVG MONTHLY UNIQUE VISITORS: 43,000 |
| TOTAL INSTALLS: 56                  |

- Analytics: June 05, 2009 to November 20, 2009. Source: ClearSpring Technologies.



**INTERACTIVE SOCIAL CALENDAR:** The WL Social Calendar widget is embedded on each page of [washingtonlife.com](http://washingtonlife.com). It is also embedded shareable. It is on a number of Washington's leading social blogs, the WL facebook page, and user Facebook pages and desktops. The widget links users back to the WL Online Social Calendar or Photos Directory.



“Washington D.C., is the new New York.” ~ *Vogue*, May 2009

## EBLASTS

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

WL has one of the most high-end and VIP list serves 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.

# DIGITAL RATE CARD

## WASHINGTONLIFE.COM

| AD TYPE          | DIMENSION | 4 WEEKS |
|------------------|-----------|---------|
| Leaderboard      | 468 x 60  | \$4,500 |
| Medium Rectangle | 300 x 250 | \$3,375 |
| Half Page        | 160 x 600 | \$3,375 |
| Rectangle        | 180 x 150 | \$2,250 |

## PHOTO SITE

| AD TYPE     | DIMENSION | 4 WEEKS |
|-------------|-----------|---------|
| Leaderboard | 468 x 60  | \$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](http://www.washingtonlife.com) and are available on WL's Facebook, YouTube and Vimeo pages.

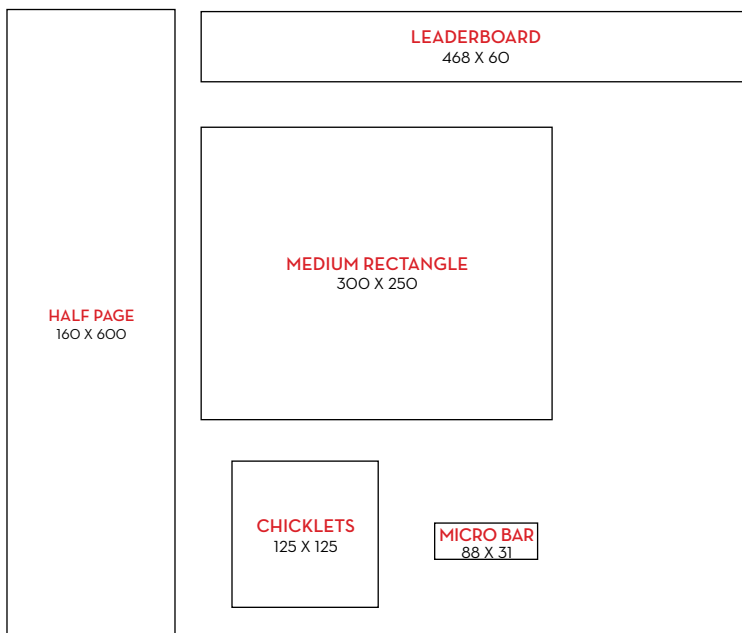
“I can’t believe how many women came into the store to get the dress featured in your fashion shoot!” ~ *WINK, Jessica Baca*



## SOCIAL CALENDAR WIDGET

| AD TYPE   | DIMENSION | 4 WEEKS |
|-----------|-----------|---------|
| Micro Bar | 88 x 31   | \$4,500 |

## DIGITAL AD INVENTORY



## EBLAST MARKETING

| AD TYPE | REACH         | ONE TIME |
|---------|---------------|----------|
| EBlast  | 10,000+ Users | \$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 [advertising@washingtonlife.com](mailto:advertising@washingtonlife.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\_May07).
- **ANY FILES NOT MEETING THESE CRITERIA WILL BE REJECTED**



"Who's up and who's down on the dinner party circuit? *Washington Life* magazine, the glossy social bible, just released a new "A" list headed by ..." ~ *Washington Post, Reliable Source, April 2009*

## 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: [advertising@washingtonlife.com](mailto:advertising@washingtonlife.com)