



Audit Bureau
of Circulations

WASHINGTONIAN

Washingtonian

PAID & VERIFIED MAGAZINE PUBLISHER'S STATEMENT

Subject to Audit

For the six months ended June 30, 2010

Field Served: Well-educated, high income residents of the Washington Metropolitan area seeking insight and assistance on aspects of the city's life.

Published by Washington Magazine, Inc.

Frequency: 12 times/year

ABC Member # 04-1348-0

1. TOTAL AVERAGE PAID & VERIFIED CIRCULATION

	Average for the Statement Period	%	Rate Base	Above (Below)	% Above (Below)
Paid & Verified Circulation: (See Par. 6)					
Subscriptions:					
Paid	87,146	67.2			
Verified	378	0.3			
Total Paid & Verified Subscriptions	87,524	67.5			
Single Copy Sales	42,066	32.5			
Total Paid & Verified Circulation	129,590	100.0	110,000	19,590	17.8

2. PRICES

	Suggested Retail Prices (1)	Average Price (2)	
		Net	Gross (Optional)
Average Single Copy	\$3.95		
Subscription	\$29.95		
Average Subscription Price Annualized (12 issue frequency)		\$23.75	
Average Subscription Price per Copy		\$1.98	

(1) For the Statement period

(2) Represents subscriptions for the 12 months ended December 31, 2009.

Paid & Verified Magazine
Publisher's Statement

For six months ended June 30, 2010

3. PAID & VERIFIED CIRCULATION BY ISSUE

Issue	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation
Jan.	86,335	455	86,790	41,143	127,933
Feb.	87,245	405	87,650	33,876	121,526
Mar.	87,315	405	87,720	48,947	136,667
Apr.	87,771	205	87,976	40,891	128,867
May	87,383	405	87,788	40,317	128,105
June	86,827	395	87,222	47,220	134,442

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

5. TREND ANALYSIS

	2005	%	2006	%	2007	%	2008	%	2009	%
Subscriptions:										
Paid	107,872	68.0	102,773	70.8	99,706	72.6	91,135	68.3	89,086	68.3
Verified	N/A		N/A		N/A		733	0.5	456	0.3
Total Paid & Verified Subscriptions	107,872	68.0	102,773	70.8	99,706	72.6	91,868	68.8	89,542	68.6
Single Copy Sales	50,677	32.0	42,437	29.2	37,564	27.4	41,651	31.2	40,906	31.4
Total Paid & Verified Circulation	158,549	100.0	145,210	100.0	137,270	100.0	133,519	100.0	130,448	100.0
Year Over Year Percent of Change		1.0		-8.4		-5.5		-2.7		-2.3
Avg. Annualized Subscription Price	\$22.68		\$23.76		\$22.80		\$23.67		\$23.61	

6. SUPPLEMENTAL ANALYSIS OF AVERAGE PAID & VERIFIED CIRCULATION

The following averages, as reported below, are included in Par. 1 and annotated here per applicable rules. See Par. 9 for full explanation.

	Average for Period	% of Circulation
PAID SUBSCRIPTIONS		
Individual Subscriptions*	87,146	67.2
TOTAL PAID SUBSCRIPTIONS	87,146	67.2
VERIFIED SUBSCRIPTIONS		
Public Place (See Par. 6A)	378	0.3
TOTAL VERIFIED SUBSCRIPTIONS	378	0.3
TOTAL PAID & VERIFIED SUBSCRIPTIONS	87,524	67.5
SINGLE COPY SALES		
Single Issue Sales	41,938	32.4
Sponsored Sales	128	0.1
TOTAL SINGLE COPY SALES	42,066	32.5
TOTAL PAID & VERIFIED CIRCULATION	129,590	100.0

*Included in Average Price calculation

6A. ADDITIONAL ANALYSIS OF VERIFIED PUBLIC PLACE

The following represents the average public place copies made available during the statement period to the following public areas:

Verified Subscription:	Hotels/Lodges	Other	Total Public Place Copies
Public Place	378		378

6B. ADDITIONAL ANALYSIS OF VERIFIED INDIVIDUAL USE

The following represents the average individual use copies made available during the statement period to the following individuals:

None

7. GEOGRAPHIC DATA for the February 2010 issue

Total paid & verified circulation of this issue was 6.2% less than the total average paid & verified circulation.

STATE	PAID SUBSCRIP- TIONS	VERIFIED SUBSCRIP- TIONS	TOTAL PAID & VERIFIED SUBSCRIP- TIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Alabama	68		68		68
Arizona	92		92		92
Arkansas	22		22		22
California	446		446		446
Colorado	80		80	15	95
Connecticut	95		95	11	106
Delaware	162		162	57	219
District of Columbia	14,032	340	14,372	6,846	21,218
Florida	799		799	10	809
Georgia	155		155	8	163
Idaho	7		7		7
Illinois	182		182	8	190
Indiana	49		49	2	51
Iowa	30		30	3	33
Kansas	52		52		52
Kentucky	70		70	4	74
Louisiana	39		39	2	41
Maine	40		40		40
Maryland	28,266	30	28,296	11,994	40,290
Massachusetts	158		158	6	164
Michigan	101		101	9	110
Minnesota	67		67	6	73
Mississippi	38		38		38
Missouri	72		72	2	74
Montana	11		11		11
Nebraska	18		18		18
Nevada	42		42		42
New Hampshire	32		32		32
New Jersey	205		205	14	219
New Mexico	49		49		49
New York	392		392	39	431
North Carolina	433		433	26	459
North Dakota	7		7	1	8
Ohio	187	10	197	22	219
Oklahoma	41		41		41
Oregon	34		34		34
Pennsylvania	486		486	21	507
Rhode Island	35		35		35
South Carolina	179		179	9	188
South Dakota	15		15		15
Tennessee	122		122	20	142
Texas	235		235	6	241
Utah	15		15		15
Vermont	19		19		19
Virginia	38,986	25	39,011	14,720	53,731
Washington	87		87		87
West Virginia	176		176	12	188
Wisconsin	68		68	3	71
Wyoming	9		9		9
TOTAL 48 CONTER- MINOUS STATES	87,005	405	87,410	33,876	121,286
Alaska	7		7		7
Hawaii	32		32		32
TOTAL ALASKA & HAWAII	39		39		39
U.S. Unclassified					
TOTAL UNITED STATES	87,044	405	87,449	33,876	121,325
Poss. & Other Areas	24		24		24
U.S. & POSS., etc.	87,068	405	87,473	33,876	121,349
Canada	16		16		16
International	55		55		55
Other Unclassified					
Military or Civilian					
Personnel Overseas	106		106		106
GRAND TOTAL	87,245	405	87,650	33,876	121,526

ANALYSIS BY ABCD COUNTY SIZE for the February 2010 issue

Magazines of less than 500,000 total average paid and verified circulation not required to answer this paragraph.

8. ANALYSIS OF TOTAL NEW AND RENEWAL PAID INDIVIDUAL SUBSCRIPTIONS

Total gross subscriptions (new and renewal) sold in the six month period ended June 30, 2010

A. DURATION			C. CHANNELS		
		%			%
(a) One to six months (1 to 6 issues).....	24	0.1	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers.....	25,948	99.5
(b) Seven to eleven months (7 to 11 issues).....	393	1.5	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling.....	59	0.2
(c) Twelve months (12 issues).....	17,975	68.9	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations.....	70	0.3
(d) Thirteen to twenty-four months.....	5,499	21.1	(d) Subscriptions as part of membership in an organization.....	None	
(e) Twenty-five months and more.....	2,186	8.4	Total Subscriptions Sold in Period.....	26,077	100.0
Total Subscriptions Sold in Period.....	26,077	100.0			
B. USE OF PREMIUMS					
(a) Ordered without premium.....	26,077	100.0			
(b) Ordered with material reprinted from this publication.....	None				
(c) Ordered with other premiums.....	None				
Total Subscriptions Sold in Period.....	26,077	100.0			

9. EXPLANATORY

(a) Suggested Retail Prices: Subscriptions: U.S. 2 yrs. \$49.95; 3 yrs. \$69.95. International, 1 yr. \$39.95.

(b) Average non-analyzed non-paid circulation for the 6 month period: 1,184 copies per issue.

(c) Post expiration copies: None.

(d) Sponsored Single Copy Sales: The average of 128 copies per issue, shown in Par. 6 and included in Par. 1, represents copies purchased by various business concerns in quantities of 11 or more.

10. VARIANCE

Latest released Audit Report for 12 months ended June 30, 2009; Variation from Publisher's Statements

Audit Period Ended [^]	Rate Base (Paid & Verified)	Audit Report (Paid & Verified)	Publisher's Statements (Paid & Verified)	Difference (Paid & Verified)	Percentage of Difference (Paid & Verified)	Rate Base (Analyzed Non-Paid)	Audit Report (Analyzed Non-Paid)	Publisher's Statements (Analyzed Non-Paid)	Difference (Analyzed Non-Paid)	Percentage of Difference (Analyzed Non-Paid)
06-30-09	None Claimed	129,739	133,381	-3,642	-2.7	None Claimed	51		51	
06-30-08	110,000	138,560	136,113	2,447	1.8					
06-30-07	110,000	138,441	139,929	-1,488	-1.1					
06-30-06	110,000	152,573	153,102	-529	-0.3					
06-30-05	110,000	157,327	157,006	321	0.2					
Audit Period Ended	Rate Base (Combined)	Audit Report (Combined)	Publisher's Statements (Combined)	Difference (Combined)	Percentage of Difference (Combined)					
06-30-09	110,000	129,790	133,381	-3,591	-2.7					

[^]Effective with the June 2006 Publisher's Statements, publications were given the option of reporting verified circulation.

We certify that to the best of our knowledge all data set forth in this Publisher's Statement are true and report circulation in accordance with Audit Bureau of Circulations' Bylaws and Rules.

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04-1348-0	Analyzed Issue Date	02/01/10
	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	3.95
	Association Subscription Price	
	U.S. Subscription Price	29.95
	Canadian Subscription Price	
	International Subscription Price	39.95