

LIFESTYLE

Washingtonian subscribers are active and luxury-loving. Their incomes enable them to enjoy a wide variety of cultural activities and entertainment. They dine out frequently and entertain at home. At home they surround themselves with comfort—fine wines and liquors, furnishings, and books.

Dining Out

Washingtonian subscribers dine out an average of 9.3 times per month.

One or more times	93.6%
Five or more times	69.4
Twenty or more times	11.7

Attendance in Performing Arts

Live music/theater/ Dance performances	73.2%
Movies	85.4
Museum/art gallery	73.9
Sports Events	55.5

Sports & Leisure Activities

Backpacking/hiking	24.2%
Bicycling	25.1
Running/jogging	24.4
Sailing/boating	13.6
Skiing	12.2
Tennis	15.3

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Civic Activities

Voted in federal, state or local election	67.9%
Actively worked as a volunteer (nonpolitical)	44.2
Written to an elected official on public business	19.5
Engaged in fundraising	18.8
Written to the editor of magazine or newspaper	11.9

Other Activities/Interests

Entertain at home	87.8%
Health club/gym workout	54.3
Collect antiques	25.6

Types of Beverages Consumed

Bottled natural spring and mineral water	73.3%
Bourbon/whiskey	29.3
Brandy, cognac	12.3
Champagne & sparkling wine	34.1
Cordials or liqueurs	28.1
Dinner/table wine	69.5
Domestic beer	28.4
Gin	17.8
Imported beer	28.8
Rum	11.5
Single malt scotch	16.3
Speciality wines & aperitifs	20.4
Vodka	29.6
Whiskey (various)	21.4

THE MAGAZINE WASHINGTON LIVES BY

READING OUR MAGAZINE

Washingtonian subscribers read the magazine for its helpfulness in decision making and keep the issues for valuable reference.

81.2% say that they share the magazine with other readers.

An issue is kept for an average of 5.3 months.

19.6% keep the issue 1 year or longer.

71.4% visited a specific restaurant seen in an issue.

35.1% visited a specific store seen in an issue.

71.8% cut out an article for future reference.

29.6% cut out an advertisement for future reference.

Helpfulness

Our subscribers found the magazine extremely/very helpful in the following situations:

90.7% finding good restaurants.

80.0% deciding what to see at the museums.

67.6% choosing weekend getaways.

65.2% deciding what to see at the theater.

53.8% shopping for top-quality merchandise.

47.9% keeping up with politics.

45.0% choosing physicians.

43.8% finding people who offer services you need.

34.0% shopping for bargains.

15.5% giving to charities.

Readership Duplication

Washington Post	86.8%
New York Times	22.1
City Paper	21.8
Wall Street Journal	15.3
USA Today	10.8
Washington Times	8.2
Washington Business Journal	5.0

Location

The majority of *Washingtonian* subscribers live in and around the nation's capital.

Virginia	48.3%
Maryland	31.7
DC	13.8

An issue of *The Washingtonian* is kept for an average of 5.3 months.

A WORD ABOUT THIS SURVEY

Mediamark Research Inc. (MRI) has conducted a survey among subscribers of *The Washingtonian* magazine. The purpose of the study was to provide *The Washingtonian* magazine with readership characteristics, product and demographic data on its subscribers.

The sample for this study was drawn from specifications provided by MRI. *The Washingtonian* magazine provided a list of 1,200 names selected on a random "nth" basis from the total active subscription list. A questionnaire "packet" was mailed January 29, 2004. A second mailing to those subscribers who did not respond to the initial mailing was sent on February 26, 2004. 42.1% of the subscriber questionnaires were completed.

Respondents were questioned on a variety of subjects—personal characteristics, homes and investments, automobile ownership, travel patterns, lifestyles, and reading habits. The result was a vast quantity of information that takes hours to digest. This Quick Guide contains the highlights of the survey and presents a comprehensive and revealing profile of *The Washingtonian's* subscribers.

Circulation figure source: Audit Bureau of Circulation publisher's statement for the 6 months ended December 31, 2005.

Audience characteristics average age source: The Media Audit, summer 2005

QUICK GUIDE TO DEMOGRAPHICS

WASHINGTONIAN

THE AUDIENCE

Mean Household Income \$185,800	Mean Household Net Worth \$1,119,000
Attended College 97.3%	Completed Post Graduate 47.7%
Paid Circulation 156,050	Guaranteed Rate Base 110,000

Demographics Source: 2004 subscriber study, MRI Custom Division
Circulation figure source: ABC publisher's statement December 31, 2005

ON THE NEWSSTAND

Washingtonian's newsstand sales reflect dynamic reader interest. Newsstand readers actively seek out our magazine time and again and are willing to pay full price.

The Washingtonian averages newsstand sales of 50,000 copies per month, outselling ALL REGIONAL MONTHLIES.

Total Newsstand Sales per Month

Washingtonian	50,677
5280 (Denver)	34,000
Texas Monthly	33,306
Philadelphia Magazine	22,348
Chicago Magazine	22,317
Boston Magazine	22,125
Los Angeles Magazine	20,598
Mpls St. Paul	17,730
Santa Barbara Magazine	15,524
San Francisco Magazine	14,116
New Jersey Monthly	12,067
Baltimore Magazine	10,639
Sacramento	9,588
Indianapolis Monthly	6,191

From ABC & BPA Audits Year 2005; State analyzed Issue for breakdown

Washingtonian uses state breakdown
newsstand sales = 95% DC/MD/VA

5280 sales from The Media Audit Summer 2005

In fact, The Washingtonian outsells many national titles in the DC Metropolitan area.

Newsstand Sales in DC/MD/VA

Cosmopolitan	76,769
Washingtonian	48,143
In Style	41,361
O, The Oprah Magazine	38,916
Glamour	37,066
Good Housekeeping	29,744
Reader's Digest	26,962
Vogue	24,915
Marie Claire	24,600
Real Simple	21,675
Vanity Fair	19,524
Seventeen	18,861
Shape	18,317
Teen People	18,285
Self	18,183
Redbook	15,554
J-14	13,891
Martha Stewart Living	12,972

QUICK GUIDE TO DEMOGRAPHICS

CHARACTERISTICS

Marital Status

Married	64.9%
Single	16.9
Widowed/Separated/Divorced	18.2

Sex

Men	35.2%
Women	64.8

Age

54.2% are 25 to 54 years old.
The average age is 41.7.

21 to 29	5.6%
30 to 39	16.3
40 to 49	20.4
50 to 59	26.5
60 and over	31.3

Education

Attended college	97.3%
Graduated from college	83.8
Attended postgraduate	56.2
Completed postgraduate	47.7

Household Income

The mean income is \$185,800.
The median income is \$139,200.

\$30,000+	99.1%
\$40,000+	96.8
\$50,000+	95.3
\$60,000+	91.0
\$75,000+	84.6
\$100,000+	68.6
\$150,000+	45.3

Occupation of Chief Wage Earner

Managerial	43.3%
Professional	35.9
Owner/Partner in business	18.3
Own a company	12.8
On a board	7.4

HOME & INVESTMENTS

86.8% of *Washingtonian* subscribers own their home. In addition to owning homes with an average value of \$577,800, many of them own other real estate and have investment portfolios with average values of \$568,500.

Type of Primary Home

Homeowners	86.8%
Own two or more homes	19.7
Rent home/apartment	13.2

Current Market Value of Primary Home

\$50,000 to \$99,999	1.5%
\$100,000 to \$199,999	3.9
\$200,000 to \$399,999	26.5
\$400,000 to \$499,999	21.3
\$500,000 +	46.5

Current Net Worth of Primary Households

\$1 to \$99,999	6.2%
\$100,000 to \$499,999	22.6
\$500,000 to \$999,999	28.5
\$1,000,000 and over	42.9

Investment Portfolio Value

\$1 to \$24,999	8.9%
\$25,000 to \$99,999	10.5
\$100,000 to \$499,999	30.3
\$500,000 or more	35.1

Investments

97.4% of *Washingtonian* subscribers currently own investments.

IRA/KEOGH/401K (subnet)	87.0%
Mutual funds (stocks or bond funds)	69.4
Common/preferred stock	64.5
Money market funds	51.5
Insured money market accounts (bank)	47.4
Investment real estate	34.7
Tax-exempt funds/annuities	34.2
Certificates of deposit (CDs)	22.2

THE MAGAZINE WASHINGTON LIVES BY

SHOPPING

Washingtonian subscribers shop in department stores, sporting-goods stores, and specialty shops. They spend many times the average on clothing, furnishings, and home appliances.

Shopping Areas

Alexandria	31.4%
Annapolis	11.2
Bethesda	31.9
Chevy Chase Pavilion	19.0
Downtown Washington	33.8
Fair Oaks Mall	25.7
Georgetown	25.2
Georgetown Park	19.0
Harborplace/Baltimore	16.9
Market Commons	11.7
Mazza Gallerie	24.8
Montgomery Mall	33.3
Pentagon City Mall	40.0
Pentagon Row	28.8
Potomac Mills	20.2
Reston Town Center	17.9
Rockville	26.4
Springfield Mall	15.0
Tysons Corner Center	51.2
Tysons II/Galleria	44.0
Union Station	18.6
White Flint Mall	28.6

Food Shopping

Costco	44.2%
Giant	80.0
Harris Teeter	23.3
Safeway	64.9
Sutton Place Gourmet/Balducci's	27.9
Trader Joe's	46.6
Whole Foods/Fresh Fields	54.6
Other	28.2

Shopping For The Home

74.1% of *Washingtonian* subscribers have purchased furnishings for their homes in the past twelve months, and have spent an average of \$4,800. They have made purchases for the home at the following stores during the past twelve months:

Bed Bath & Beyond	78.3%
Crate & Barrel	65.7
Home Depot	89.2
Linens 'n Things	63.1
Pottery Barn	51.9
Williams-Sonoma	58.3

Stores

Washingtonian subscribers have made purchases at the following stores during the past three months:

Ann Taylor	27.4%
Barnes & Noble	73.1
Best Buy	58.1
Bloomingdale's	29.0
Borders	66.2
Brooks Brothers	15.5
Circuit City	35.2
Costco	49.3
Crate & Barrel	66.0
Gap	27.9
Hecht Co.	62.1
Lord & Taylor	40.0
Macy's	33.1
Neiman Marcus	24.0
Nordstrom	52.9
Saks Fifth Avenue	19.5
Sears	31.2
Target	61.2
Tiffany & Co.	13.1
Wal-mart	33.3

PURCHASES

Automotive

- 82.7% own an import car.
- 46.5% own a domestic car.
- 37.7% own a luxury car.
- 79.1% of import cars were purchased new.
- 41.2% of domestic cars were purchased new.
- 72.4% own two or more cars.

Home Improvements & Remodeling

- 46.4% of our subscribers have done remodeling/home improvement in the past 12 months.
- The average spent for remodeling was \$21,800.
- Bathroom/Kitchen 39.1%
- Other Rooms 34.9
- Add Deck/Porch/Patio 12.0
- Landscaping 33.9

Other

- 67.7% of our subscribers have purchased fine jewelry in the past 12 months.
- 59.3% of our subscribers have purchased watches in the past 12 months.
- 74.8% of our subscribers have purchased eye-wear in the past 12 months.

93.6% of *Washingtonian* subscribers took a domestic trip during the past 12 months.

TRAVEL

Each year a large number of *Washingtonian* subscribers travel to exciting vacation spots and historic cities.

Local Trips

Annapolis	40.3%
Atlantic City	6.2
Baltimore	60.9
Boston/New England	30.2
Cape May	5.5
Charlottesville	18.2
Eastern Shore	28.3
New York City	48.0
North Carolina/South Carolina	32.1
Ocean City/Rehoboth	26.9
Philadelphia	27.1
Other Pennsylvania	29.0
Richmond	22.3
Shenandoah Valley	21.3
Virginia/Tidewater	15.3
Western Maryland	13.9
West Virginia	16.3
Williamsburg	18.0

Domestic Travel

93.6% took a domestic trip within the last 12 months. They averaged 7.8 domestic trips over the past 12 months.

Foreign Travel

70.6% have traveled outside the U.S. in the past 3 years. They averaged 3.7 foreign trips over the past 3 years.