



Audit Bureau
of Circulations

WASHINGTONIAN

For the six months ended June 30, 2007

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

Washingtonian

PAID & VERIFIED MAGAZINE PUBLISHER'S STATEMENT

Subject to Audit

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	101,084	72.4			
Verified					
Total Paid & Verified Subscriptions	101,084	72.4			
Single Copy Sales	38,511	27.6			
Total Paid & Verified Circulation	139,595	100.0	110,000	29,595	26.9

2. PRICES

	Suggested Retail Prices (1)	Average Price (2) Net	Gross (Optional)
Average Single Copy Subscription	\$3.95		
Average Subscription Price Annualized (12 issue frequency)	\$29.95		
Average Subscription Price per Copy		\$23.04	\$1.92

(1) For the Statement period

(2) Represents subscriptions for the 12 months ended December 31, 2006.

3. PAID & VERIFIED CIRCULATION BY ISSUE

Issue	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation
Jan.	100,876		100,876	49,040	149,916
Feb.	101,191		101,191	34,955	136,146
Mar.	101,357		101,357	33,550	134,907
Apr.	101,737		101,737	35,584	137,321
May	101,100		101,100	36,469	137,569
June	100,244		100,244	41,461	141,705

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

Paid & Verified Magazine
Publisher's Statement

For six months ended June 30, 2007

5. TREND ANALYSIS

	2002	%	2003	%	2004	%	2005	%	2006	%
Subscriptions:										
Paid	102,193	66.8	104,955	68.1	105,585	67.2	107,872	68.0	102,773	70.8
Verified	N/A		N/A		N/A		N/A		N/A	
Total Paid & Verified Subscriptions	102,193	66.8	104,955	68.1	105,585	67.2	107,872	68.0	102,773	70.8
Single Copy Sales	50,694	33.2	49,116	31.9	51,428	32.8	50,677	32.0	42,437	29.2
Total Paid & Verified Circulation	152,887	100.0	154,071	100.0	157,013	100.0	158,549	100.0	145,210	100.0
Year Over Year Percent of Change		-2.1		0.8		1.9		1.0		-8.4
Paid & Verified Rate Base	110,000		110,000		110,000		110,000		110,000	
Avg. Annualized Subscription Price	\$21.48		\$20.40		\$21.36		\$22.68		\$23.76	

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*	99,983	71.6
Sponsored Sales	1,101	0.8
TOTAL PAID SUBSCRIPTIONS	101,084	72.4
VERIFIED SUBSCRIPTIONS		
TOTAL VERIFIED SUBSCRIPTIONS		
TOTAL PAID & VERIFIED SUBSCRIPTIONS	101,084	72.4
SINGLE COPY SALES		
Single Issue Sales	38,309	27.4
Sponsored Sales	202	0.2
TOTAL SINGLE COPY SALES	38,511	27.6
TOTAL PAID & VERIFIED CIRCULATION	139,595	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:

None

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, 2007 issue

Total paid & verified circulation of this issue was 2.5% less than the total average paid & verified circulation.

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Alabama	86		86		86
Arizona	112		112		112
Arkansas	39		39		39
California	537		537		537
Colorado	116		116	15	131
Connecticut	126		126	5	131
Delaware	168		168	19	187
District of Columbia	16,066		16,066	6,194	22,260
Florida	949		949		949
Georgia	165		165		165
Idaho	6		6		6
Illinois	196		196	3	199
Indiana	61		61	2	63
Iowa	39		39		39
Kansas	45		45		45
Kentucky	72		72	7	79
Louisiana	44		44		44
Maine	51		51		51
Maryland	32,623		32,623	11,471	44,094
Massachusetts	193		193	9	202
Michigan	125		125		125
Minnesota	68		68		68
Mississippi	46		46		46
Missouri	79		79		79
Montana	17		17		17
Nebraska	30		30		30
Nevada	42		42		42
New Hampshire	37		37		37
New Jersey	243		243	17	260
New Mexico	50		50		50
New York	477		477	38	515
North Carolina	494		494	9	503
North Dakota	9		9		9
Ohio	253		253	9	262
Oklahoma	47		47		47
Oregon	47		47		47
Pennsylvania	539		539	88	627
Rhode Island	36		36		36
South Carolina	186		186		186
South Dakota	24		24		24
Tennessee	146		146	15	161
Texas	275		275		275
Utah	30		30		30
Vermont	23		23		23
Virginia	45,528		45,528	17,026	62,554
Washington	88		88		88
West Virginia	190		190	28	218
Wisconsin	67		67		67
Wyoming	5		5		5
TOTAL 48 CONTER-MINOUS STATES	100,895		100,895	34,955	135,850
Alaska	6		6		6
Hawaii	32		32		32
TOTAL ALASKA & HAWAII	38		38		38
U.S. Unclassified					
TOTAL UNITED STATES	100,933		100,933	34,955	135,888
Poss. & Other Areas	31		31		31
U.S. & POSS., etc.	100,964		100,964	34,955	135,919
Canada	13		13		13
International	64		64		64
Other Unclassified					
Military or Civilian					
Personnel Overseas	150		150		150
GRAND TOTAL	101,191		101,191	34,955	136,146

ANALYSIS BY ABCD COUNTY SIZE for the February, 2007 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, 2007

A. DURATION			C. CHANNELS		
		%			%
(a) One to six months (1 to 6 issues).....	17	0.1	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers.....	28,521	99.1
(b) Seven to eleven months (7 to 11 issues).....	494	1.7	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling.....	47	0.2
(c) Twelve months (12 issues).....	19,930	69.3	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations.....	195	0.7
(d) Thirteen to twenty-four months.....	5,662	19.7	(d) Subscriptions as part of membership in an organization.....	None	
(e) Twenty-five months and more.....	2,660	9.2	Total Subscriptions Sold in Period.....	28,763	100.0
Total Subscriptions Sold in Period.....	28,763	100.0			
B. USE OF PREMIUMS					
(a) Ordered without premium.....	28,763	100.0			
(b) Ordered with material reprinted from this publication.....	None				
(c) Ordered with other premiums.....	None				
Total Subscriptions Sold in Period.....	28,763	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: 2,045 copies per issue.

(c) Post expiration copies: None

(d) Sponsored Subscription Sales: The average of 1,101 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.

(e) Sponsored Single Copy Sales: The average of 202 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, 2006; 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)
06-30-06	110,000	152,573	153,102	-529	-0.3
06-30-05	110,000	157,327	157,006	321	0.2
06-30-04	110,000	157,433	158,382	-949	-0.6
06-30-03	110,000	149,948	153,298	-3,350	-2.2
06-30-02	110,000	150,578	152,168	-1,590	-1.0

[^]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.

Parent Company: Washington Magazine, Inc.

WASHINGTONIAN, published by Washington Magazine, Inc. • 1828 L Street, N.W., Suite 200 • Washington, DC 20036

MICHAEL JOHNSON

CATHERINE MERRILL WILLIAMS

Date Signed: July 27, 2007

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	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