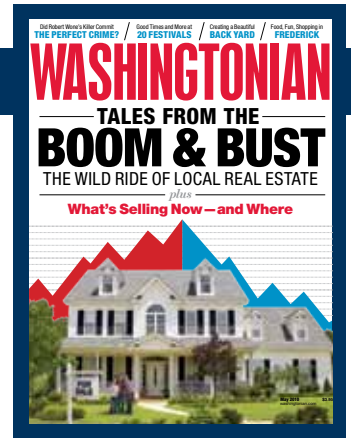


QUICK GUIDE TO DEMOGRAPHICS



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 **10.6 times per month**.

One or more times	94.8%
Five or more time	75.8
Twenty or more times	16.5

Attendance in Performing Arts

Live music/theater/dance performances	53.4%
Movies	72.4
Museum/art gallery	60.1
Sports Events	43.7

Sports & Leisure Activities

Backpacking/hiking	20.1%
Bicycling	24.6
Running/jogging	25.7
Sailing/boating	11.2
Skiing	7.8
Tennis	9.7
Golf	19.8

Civic Activities

Voted in federal, state or local election	62.5%
Written to an elected official on public business	18.4
Engaged in fundraising	25.1
Written to the editor of magazine or newspaper	11.6



Other Activities/Interests

Entertain at home	79.5%
Health club/gym workout	47.0
Collect antiques	15.7
Go to bars/night clubs	26.9

Types of Beverages Consumed

Bottled natural spring and mineral water	79.4%
Bourbon/whiskey	26.6
Brandy, cognac	2.6
Champagne & sparkling wine	24.3
Cordials or liqueurs	16.9
Dinner/table wine	70.8
Domestic beer	31.1
Gin	18.7
Imported beer	36.0
Rum	14.6
Single malt scotch	15.0
Speciality wines & aperitifs	13.5
Vodka	30.0
Whiskey (various)	19.5



QUICK GUIDE TO DEMOGRAPHICS

WASHINGTONIAN

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 a profile of its subscribers, including lifestyle data, demographic characteristics, and usage data of consumer products and services. The sample for this study was drawn from specifications provided by MRI. The Washingtonian magazine provided a list of 1,203 names and addresses selected on a random “nth” basis from the total active subscription list. A questionnaire “packet” was mailed July 30, 2007. A second mailing to those subscribers who did not respond to the initial mailing was sent on September 4, 2007.

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 June 30, 2009.

Audience characteristics average age source: The Media Audit, summer 2006

READING OUR MAGAZINE

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

79.6% say that they share the magazine with other readers.

An issue is kept for an average of 5.7 months.

20.6% keep the issue 1 year or longer.

63.7% visited a specific restaurant seen in an issue.

25.6% visited a specific store seen in an issue.

73.0% cut out an article for future reference.

24.4% cut out an advertisement for future reference.

Helpfulness

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

87.8% finding good restaurants.

77.4% deciding what to see at the museums.

63.7% choosing weekend getaways.

62.2% deciding what to see at the theater.

46.7% shopping for top-quality merchandise.

48.1% keeping up with politics.

52.2% choosing physicians.

37.0% finding people who offer services you need.

33.3% shopping for bargains.

14.4% giving to charities.

Readership Duplication

Washington Post	82.9%
New York Times	23.0
Wall Street Journal	21.6
USA Today	10.4
Washington Times	10.0
City Paper	7.1
Washington Business Journal	4.8

Location

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

Virginia	44.1%
Maryland	40.4
DC	12.0





QUICK GUIDE TO DEMOGRAPHICS

Demographics Source: 2007 subscriber study, MRI Custom Division

THE AUDIENCE

Mean Household Income	Mean Household Net Worth
\$224,300	\$1,715,900
Attended College	Completed Post Graduate
95.8%	49.8%
Paid Circulation	Guaranteed Rate Base
137,002	110,000

Demographics Source: 2007 subscriber study, MRI Custom Division
Circulation figure source: ABC publisher's statement June 30, 2009



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 over 40,000 copies per month, outselling ALL REGIONAL MONTHLIES.

Total Newsstand Sales per Month

Washingtonian	43,906
Texas Monthly	32,499
Chicago Magazine	24,119
Philadelphia Magazine	22,781
Los Angeles Magazine	20,657
Boston Magazine	17,436
Minneapolis St. Paul	15,710
Phoenix Magazine	13,693
New Jersey Monthly	12,647
Baltimore Magazine	8,773
Sacramento Magazine	8,760
Atlanta Magazine	6,284
Indianapolis Monthly	5,446
San Diego Magazine	3,716
New Mexico Magazine	3,134
Delaware Today	2,541
Capitol File	576
DC Magazine	141

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

Newsstand Sales in DC/MD/VA

Washingtonian	41,711
In Style	37,937
Glamour	27,121
Good Housekeeping	25,840
Reader's Digest	20,134
Real Simple	18,734
Vanity Fair	18,508
Seventeen	17,120
Vogue	16,924
Self	16,816
Marie Claire	15,432
J-14	13,517
Redbook	12,584
Shape	11,809
Martha Stewart Living	10,176

From ABC & BPA Audits Year 2008; State analyzed Issue for breakdown
Washingtonian uses state breakdown newsstand sales = 95% DC/MD/VA
5280 sales from The Media Audit Summer 2005

WASHINGTONIAN



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CHARACTERISTICS

Marital Status

Married	69.3%
Single	12.1
Widowed/Separated/Divorced	18.5

Sex

Men	39.6%
Women	60.4

Age

42.3% are 25 to 54 years old.
The average age is 41.7.

Education

Attended college	95.8%
Graduated from college	84.2
Attended postgraduate	63.4
Completed postgraduate	49.8

Household Income

The mean income is \$224,300.
The median income is \$170,300.

\$50,000+	98.5
\$75,000+	92.6
\$100,000+	82.2
\$200,000+	30.7

Occupation of Chief Wage Earner

Managerial	49.2%
Professional	30.3
Owner/Partner in business	18.8
Own a company	13.3
On a board	8.9

“Right now Washington is a magnet. It has become the new New York!”

-Wall Street Journal

HOME & INVESTMENTS

90.8% of *Washingtonian* subscribers own their home. In addition to owning homes with an average value of **\$798,300**, many of them own other real estate and have investment portfolios with average values of **\$677,000**.

Type of Primary Home

Own a home	90.8%
Own two or more homes	17.8
Rent home/apartment	9.2

Current Market Value of Primary Home

\$50,000 to \$199,999	5.0%
\$200,000 to \$499,999	24.1
\$500,000 to \$749,999	36.6
\$750,000 to \$999,999	21.8
\$1,000,000 and over	17.1

Current Net Worth of Primary Households

\$1 to \$499,999	12.3%
\$500,000 to \$999,999	20.8
\$1,000,000 to \$1,999,999	25.2
\$2,000,000 and over	17.4

Investments

98.8% of *Washingtonian* subscribers currently own investments.

IRA/KEOGH/401K (subnet)	87.1%
Mutual funds (stocks or bond funds)	72.7
Common/preferred stock	63.1
Money market funds	53.4
Insured money market accounts (bank)	45.8
Investment real estate	35.3
Tax-exempt funds/annuities	33.3
Certificates of deposit (CDs)	31.3





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	22.2%
Bethesda	30.4
Chevy Chase Pavilion	17.0
Downtown Washington	27.0
Fair Oaks Mall	21.1
Georgetown	21.9
Georgetown Park	15.6
Leesburg Premium Outlets	21.1
Market Commons	11.9
Mazza Gallerie	21.9
Montgomery Mall	33.7
Pentagon City Mall	32.2
Pentagon Row	21.1
Potomac Mills	13.0
Reston Town Center	17.4
Rockville	25.9
Tysons Corner Center	52.6
Tysons II/Galleria	45.2
Union Station	13.7
White Flint Mall	28.5

Food Shopping

Balducci's	20.4%
Costco	44.1
Giant	74.8
Harris Teeter	24.8
Safeway	59.6
Shoppers Food Warehouse	19.3
Trader Joe's	50.7
Wegman's	22.2
Whole Foods	51.5

Shopping For The Home

98.9% of Washingtonian subscribers have purchased furnishings for their homes in the past twelve months, and have spent an average of \$3,400. They have made purchases for the home at the following stores during the past twelve months:

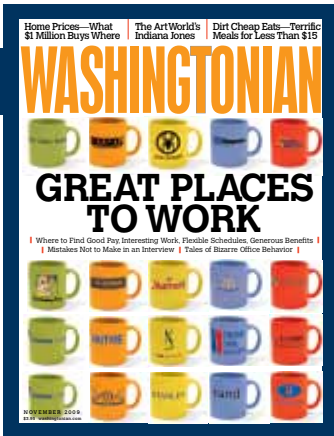
Bed Bath & Beyond	77.3%
Container Store	48.3
Crate & Barrel	61.0
Home Depot	78.4
Lowe's	46.5
Pottery Barn	44.2
Williams-Sonoma	54.3

Stores

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

Ann Taylor	28.5%
Banana Republic	21.1
Barnes & Noble	63.0
Best Buy	46.7
Bloomingdale's	23.3
Brooks Brothers	16.7
Chicos	21.1
Circuit City	20.4
Costco	53.7
DSW	25.2
Gap	21.5
J.Crew	13.3
Kohls	25.9
L.L. Bean	28.5
Lord & Taylor	32.2
Macy's	57.4
Neiman Marcus	15.2
Nordstrom	50.4
Saks Fifth Avenue	15.2
Sears	23.0
Talbots	22.2
Target	58.1
Wal-mart	33.7

QUICK GUIDE TO DEMOGRAPHICS



PURCHASES

Automotive

- 85.0% own an import car.
- 41.9% own a domestic car.
- 83.9% of import cars were purchased new.
- 33.7% of domestic cars were purchased new.
- 71.9% own two or more cars.

Home Improvements & Remodeling

48.1% of our subscribers have done remodeling/home improvement in the past 12 months.
The average spent for remodeling was **\$18,900**.

Bathroom/Kitchen	38.6%
Other Rooms	25.2
Add Deck/Porch/Patio	20.5
Landscaping	37.0

Other

- 54.4%** of our subscribers have purchased fine jewelry in the past 12 months.
- 42.2%** of our subscribers have purchased watches in the past 12 months.
- 58.5%** of our subscribers have purchased eyewear in the past 12 months.
- 85.6%** of our subscribers have purchased shoes in the past 12 months.
- 90.4%** of our subscribers have purchased clothing in the past 12 months.

TRAVEL

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

Local Trips

Annapolis	36.8%
Atlantic City	6.8
Baltimore	54.1
Boston/New England	28.9
Cape May	4.5
Charlottesville	19.2
Eastern Shore	32.3
New York City	47.7
North Carolina/South Carolina	31.2
Ocean City/Rehoboth	26.3
Philadelphia	25.2
Other Pennsylvania	30.1
Richmond	21.4
Shenandoah Valley	24.1
Virginia/Tidewater	12.0
Western Maryland	14.3
West Virginia	22.2
Williamsburg	18.8

Domestic Travel

97.7% took a domestic trip within the last 12 months.
They averaged 7.8 domestic trips over the past 12 months.

Foreign Travel

74.3% have traveled outside the U.S. in the past 3 years.
They averaged 3.6 foreign trips over the past 3 years.

