

# Media Kit

## METROWEEKLY

**M**etro Weekly is Washington, D.C.'s gay and lesbian magazine focusing on the issues and interests of the metro-area GLBT community. Since 1994, we have provided a lively blend of interviews, lifestyle features, opinion columns, humor, politics, arts reviews and nightlife coverage, packaged in a convenient, attractive and award-winning design.

### Affluent & Loyal Readers

*Metro Weekly* is the best Washington metro publication to reach the gay market specifically, or a high-income, urban audience in general.

After 12 years of publication, we are a dependable and trusted source. Nearly 70% of our readers say they have made a purchase based on an advertisement they saw in *Metro Weekly*.

Our readership covers the Washington, D.C., metropolitan area. Nearly 40% of our readers have a household income greater than the Washington, D.C., average income.

### Editorial Features

**Interviews** Thoughtful and in-depth profiles of local & national personalities.

**Gauge** Local news features, opinion and a comprehensive community calendar.

**Arts** In-depth reviews of film, stage, music, television and books, plus the entertainment guide, Out on the Town.

**Leisure** Pictorials on local home design and decor, new car reviews and other lifestyle-focused features.

**Scene** Extensive photographic coverage of local events, fundraisers and nighttime hotspots.

**Free weekly magazine  
published every  
Thursday**

**45,000 readers**

**Published since 1994**

**Interviews,  
community interest,  
health, finance, home,  
opinion, arts, nightlife**

**Loyal, affluent, educated  
readership**

**68% of readers made a  
purchase based on an  
ad they saw**

**43% of the gay  
community reads us  
every week**

**Over 500  
distribution points  
in D.C., Maryland  
and Virginia**

**Nightlife** Complete nightclub and bar guide, with drink specials and a local map, plus the Coverboy Confidential interview, reviews and news on the latest club music, and Clublife features on local nightlife personalities and events.

### Awards & Honors

*Metro Weekly's* journalistic excellence and contributions to the local community have been recognized over the years. Noteworthy awards include:

- Twenty-five "Vice Versa" Awards, given for national excellence in gay and lesbian journalism.
- Cutting-edge design has been honored in the Print Magazine Regional Design Annual 2002 and 2004.

### Contacts

#### Publisher

Randy Shulman  
randy@metroweekly.com

#### Director of Sales & Marketing

Rose Jasienski  
rose@metroweekly.com

## METROWEEKLY

1012 14th Street NW  
Suite 209  
Washington, DC 20005  
Phone: (202) 638-6830  
Fax: (202) 638-6831  
www.metroweekly.com  
sales@metroweekly.com

Revised 4/24/2006

# READERSHIP PROFILE



23% of D.C. readers have household incomes greater than \$100,000 per year

43% of gays and lesbians in the Washington metro area read *Metro Weekly* every week

68% of readers made a purchase based on an advertisement in *Metro Weekly*

82% of regular readers made entertainment plans based on an advertisement in *Metro Weekly*

32% of readers plan to purchase a home within the year

69% of readers plan to purchase furniture within the year

36% of readers plan to purchase a car within the year

## How often do you dine out each week?

5+ .....	12%
4 .....	15%
3 .....	28%
2 .....	34%
1 .....	10%
0 .....	1%

## How many leisure trips do you plan to take this year?

5+ .....	22%
4 .....	15%
3 .....	25%
2 .....	26%
1 .....	11%
0 .....	1%

## How often do you read Metro Weekly?

Every week .....	43%
2 or 3 times/month .....	38%
About once a month .....	19%

## Household Income

### *All Readers*

\$150+ .....	10%
\$100K to \$149K .....	13%
\$75K to \$99K .....	15%
\$50K to \$74K .....	17%
\$35K to \$45K .....	20%
\$25K to \$49K .....	14%
Under \$25K .....	8%
No answer .....	3%

## Education

High School .....	14%
College .....	51%
Master's .....	27%
Ph.D. ....	8%

## Age

18 to 24 .....	14%
25 to 34 .....	28%
35 to 44 .....	34%
45 to 54 .....	15%
55 to 64 .....	6%
65+ .....	1%
No answer .....	2%

## Gender

Male .....	89%
Female .....	10%
Transgender .....	1%

Source: 2004 poll of the gay, lesbian, bisexual, and transgender community. Statistics based on respondents who indicated they read Metro Weekly at least once a month.