Journalism for democracy.
**Who Reads Washington Monthly?**

Our readers are the decision makers. They're news program producers and editors, members of Congress and Capitol Hill staffers, political operatives, think tanks, nonprofit and business leaders—the people who need to know about what is really happening in our nation's capital.

Our stories are often the focus of discussions in the halls of Congress and in the West Wing, on the airwaves and on the internet, and in the pages of national media. Each issue of *Washington Monthly* is hand-delivered to every member of the U.S. Senate and House of Representatives, key White House officials, and select congressional committee aides.

Readers faithfully look to *Washington Monthly* for our independent insight, cutting-edge analysis, and innovative solutions, and respect us because we're not afraid to tackle the controversial issues.

Our formula is simple: Take on the issues that matter, produce great journalism, and always keep the ideals of democracy at top-of-mind.

See our Reader Profile for more information.

**Testimonials**

- “Must reading at the White House and Capitol Hill”  
  — *Time Magazine*

- “Setting off the Beltway Buzzmeter”  
  — the *Washington Post*

- “A must read”  
  — the *New York Times*

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**Over 50 years of Washington Monthly**

America’s most insightful independent political voice and thought leader in progressive journalism since 1969, *Washington Monthly* celebrated its 50th anniversary in 2019, consistently providing the inside scoop from our nation's capital and cutting through the noise and press chatter to influence the national debate.

We cover the important stories you won’t find elsewhere—on politics, government, culture, trends, and transitions—by some of the biggest names and brightest new stars in journalism.

We're not a subsidiary of some giant media conglomerate or a mouthpiece for ideologues. We're an independent voice, listened to and respected by Beltway insiders. We're willing to take on sacred cows, conservative and liberal, in pursuit of common sense and the greater good.

Unlike other DC-oriented publications, we write and edit in a lively style that welcomes, informs, and entertains readers from outside the Beltway as much as the insiders.
Reader Profile Data*

**Types of Articles Read/Issues Interested In**

- Government: 87%
- Politics: 83%
- Economy: 65%
- Education (K-12/Higher Ed): 63%
- Law and Justice: 60%
- Health Care: 59%
- Book Reviews: 55%
- Special Reports: 46%

**Number of Articles Read Per Issue**

- 3-10 Articles: 65%
- 10+ Articles: 27%

**Readers Per Copy — 2.46**

**Outspoken in Their Concerns and Civic Affairs**

- 97%: Voted in federal, state, or local elections
- 85%: Contributed to a nonprofit charity or group
- 65%: Wrote to or visited an elected official to express a point of view
- 37%: Contacted a media outlet (newspaper, magazine, blog, website, radio, TV, or cable station)
- 33%: Worked for a political party or candidate
- 25%: Addressed a public meeting or was active in a local civic issue

**Influential in Politics, Media, & Business**

- 47%: Wrote an article for publication
- 44%: Selected materials for a library or educational course
- 40%: Work or have worked in government
- 28%: Work in education
- 20%: Work or have worked for political organizations

**Gender**

- 69%: Male
- 31%: Female

**Age**

- 25-44: 22%
- 45-64: 35%
- 65+: 36%

**Household Income**

- $125,000 or higher: 40%
- $75,000 - $125,000: 32%
- $50,000 - $75,000: 35%

**Education**

- Bachelor’s degree or higher: 93%
- Graduate degree: 41%
- Doctorate degree: 25%

**Employment**

- Business/Industry: 25%
- Education: 24%
- Government/Political Organizations: 20%
- Media: 20%
- Retired/Not Working: 11%

**Avid Book Lovers and Critical Readers**

- 32%: have purchased 25 or more paperbacks in the past year
- 30%: participate in book choices for educational courses
- 26%: have written a book review

**WM readers spend $377 on books on average annually**

**Domestic Leisure Travels**

- 2-3 Trips per year: 40%
- 4-5 Trips per year: 21%
- 6 or More per year: 12%

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*Washington Monthly Subscriber Study, March 2017*
2021 Rates
Published Five Times Annually
Effective January 1, 2021

**Four Color**

<table>
<thead>
<tr>
<th></th>
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<tr>
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<td>$2090</td>
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<td>$1625</td>
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<tr>
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<td>$1540</td>
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</tr>
<tr>
<td>1/6</td>
<td>$1350</td>
<td>$1150</td>
<td>$ 950</td>
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**Premium Positioning**

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</tr>
<tr>
<td>Cover IV</td>
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<td>$3550</td>
<td>$3050</td>
</tr>
</tbody>
</table>

**Bleed:** No additional charge on full-page ads. 15% charge on fractional ads.

**Prepayment:** 5% discount for ad payment at time of purchase.

**Early Bird Payment:** 2% discount for ad payment within 15 days of invoice date.

**Publisher, Nonprofit, Education Programs:** 18% discount available to qualified advertisers.

**Advertising Agencies:** 15% commission available to recognized agencies.

2021 Production Schedule

<table>
<thead>
<tr>
<th></th>
<th>close</th>
<th>materials</th>
<th>on sale</th>
</tr>
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<tbody>
<tr>
<td>Jan/Feb/Mar</td>
<td>12/07</td>
<td>12/14</td>
<td>mid 01</td>
</tr>
<tr>
<td>Apr/May/June</td>
<td>03/09</td>
<td>03/15</td>
<td>mid 04</td>
</tr>
<tr>
<td>Jul/Aug</td>
<td>05/25</td>
<td>05/31</td>
<td>late 06</td>
</tr>
<tr>
<td>Sep/Oct <strong>COLLEGE GUIDE</strong></td>
<td>07/26</td>
<td>08/02</td>
<td>early 09</td>
</tr>
<tr>
<td>Nov/Dec</td>
<td>10/05</td>
<td>10/12</td>
<td>early 11</td>
</tr>
<tr>
<td>Jan/Feb/Mar (<strong>’22</strong>)</td>
<td>12/07</td>
<td>12/13</td>
<td>early 01</td>
</tr>
</tbody>
</table>

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**Production Requirements**

**General Guidelines**
PDF file is the preferred file format. Reverse type should be bold and no smaller than 10 point. Please note that all supporting images and fonts have to be included, unless you are sending a PDF or flattened TIFF. Files must be named according to advertiser (not, for example, “Washington Monthly ad”).

**Fonts**
All fonts must be supplied, including both screen and printer fonts. Do not supply fonts that are not used in the ad. Do not force italics and bold through the measurement palette or menu; these forced versions may not print properly. Only use the bold and italic version from within the font family. Do not use Multiple Master Fonts.

**Graphics**
Resolution of images (grayscale and color) should be 300 dpi (minimum 220 dpi) at the size they are used. Bitmapted, line art images should be 1200 dpi. All graphic files necessary to print the ad must be supplied in TIFF, EPS, or uncompressed JPEG format. Color files must be in CMYK mode, not RGB. Pantone colors used should be converted to CMYK. Please make sure all black-and-white ads contain grayscale or bitmapped images only. Images with clipping paths must be saved as EPS. When saving EPS images encode them as binary without any halftone screening, transfer function, or Postscript color management. Alpha channels and clipping paths in TIFF images are not supported. Remove any extra channels or unused paths. Any file created in Illustrator should be saved as an EPS, with all linked and embedded images included. Fonts should preferably be converted to outlines.

**Contact**
David Greene, Advertising Sales
202.413.4736
D.Greene1@comcast.net

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# Print Magazine Ad Sizes

All sizes are in inches. Bleed sizes include 1/8” (0.125”) bleed on all sides. Live area: allow 1/4” (0.25”) safety within trim on all sides.

## MAGAZINE PAGE SIZES

<table>
<thead>
<tr>
<th>Size</th>
<th>Fractional width x height</th>
<th>Decimal width x height</th>
</tr>
</thead>
<tbody>
<tr>
<td>Page, trim</td>
<td>8-3/8 x 10-7/8</td>
<td>8.375 x 10.875</td>
</tr>
<tr>
<td>Page, bleed</td>
<td>8-5/8 x 11-1/8</td>
<td>8.625 x 11.125</td>
</tr>
<tr>
<td>Spread, trim</td>
<td>16-3/4 x 10-7/8</td>
<td>16.75 x 10.875</td>
</tr>
<tr>
<td>Spread, bleed</td>
<td>17 x 11-1/8</td>
<td>17.0 x 11.125</td>
</tr>
</tbody>
</table>

## BLEED AD SIZES

<table>
<thead>
<tr>
<th>Size</th>
<th>Fractional width x height</th>
<th>Decimal width x height</th>
<th>Fit in these sections</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spread</td>
<td>17 x 11-1/8</td>
<td>17.0 x 11.125</td>
<td>FOB, Well, Books, Special Reports</td>
</tr>
<tr>
<td>Full Page</td>
<td>8-5/8 x 11-1/8</td>
<td>8.625 x 11.125</td>
<td>Covers, FOB, Well, Books, Special Reports</td>
</tr>
<tr>
<td>1/2 p. horizontal*</td>
<td>8-5/8 x 5-5/16</td>
<td>8.625 x 5.3125</td>
<td>FOB, Well, Books, Special Reports</td>
</tr>
<tr>
<td>1/2 p. vertical*</td>
<td>4-1/4 x 11-1/8</td>
<td>4.25 x 11.125</td>
<td>Well</td>
</tr>
<tr>
<td>1/3 p. vertical*</td>
<td>3-1/16 x 11-1/8</td>
<td>3.0625 x 11.125</td>
<td>FOB, Books, Special Reports</td>
</tr>
</tbody>
</table>

* fractional page bleed ads subject to 15% surcharge

## NON-BLEED AD SIZES

<table>
<thead>
<tr>
<th>Size</th>
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<th>Decimal width x height</th>
<th>Fit in these sections</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spread</td>
<td>15-1/4 x 10</td>
<td>15.25 x 10.0</td>
<td>FOB, Well, Books, Special Reports</td>
</tr>
<tr>
<td>Full Page</td>
<td>7 x10</td>
<td>7.0 x 10</td>
<td>Covers, FOB, Well, Books, Special Reports</td>
</tr>
<tr>
<td>2/3 p. vertical</td>
<td>4-11/16 x 9-1/8</td>
<td>4.6875 x 9.125</td>
<td>FOB, Books, Special Reports</td>
</tr>
<tr>
<td>1/2 p. horizontal</td>
<td>7-1/8 x 4-7/16</td>
<td>7.125 x 4.4375</td>
<td>FOB, Well, Books, Special Reports</td>
</tr>
<tr>
<td>1/2 p. vertical</td>
<td>3-3/8 x 9-1/8</td>
<td>3.375 x 9.125</td>
<td>Well</td>
</tr>
<tr>
<td>1/3 p. vertical</td>
<td>2-1/4 x 9-1/8</td>
<td>2.25 x 9.125</td>
<td>FOB, Books, Special Reports</td>
</tr>
<tr>
<td>1/3 p. square</td>
<td>4-11/16 x 4-7/16</td>
<td>4.6875 x 4.4375</td>
<td>FOB, Books, Special Reports</td>
</tr>
<tr>
<td>1/4 p. vertical</td>
<td>3-3/8 x 4-7/16</td>
<td>3.375 x 4.4375</td>
<td>Well</td>
</tr>
<tr>
<td>1/6 p. vertical</td>
<td>2-1/4 x 4-7/16</td>
<td>2.25 x 4.4375</td>
<td>FOB, Books, Special Reports</td>
</tr>
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</table>

Diagrams for illustration only; not to scale; placement will vary.
WashingtonMonthly.com Advertising

Attracting over 400,000 users, over 700,000 user sessions, and over one million page views per month, the WashingtonMonthly.com audience include tens of thousands who visit our site through referrals from other news and political organizations.

After visiting, most tend to join our active core of enthusiastic readers who enjoy our independent insight, cutting-edge analysis, and lively commentary of blogs via Political Animal, as well as articles, book reviews, and many web-only features.

Our online audience reflects the same characteristics as our print magazine audience: affluent, educated, socially active readers who are outspoken in their concerns, involved in civic affairs, and influential in politics, media, and business.

For more information including advertising options, please contact David Greene at 202.413.4736 or at d.greene@comcast.net.

Ad Rates and Sizes

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Cost for 4 months</th>
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</thead>
<tbody>
<tr>
<td>Leaderboard 728 x 90</td>
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</tr>
<tr>
<td>Medium Rectangle 300 x 250</td>
<td>$2,500</td>
</tr>
<tr>
<td>Tall Skyscraper 160 x 600</td>
<td>$2,000</td>
</tr>
</tbody>
</table>

Diagrams for illustration only not to scale, placement will vary.

Ask About Our Print/Online Combo Rate Packages!


Unlike guides produced by other media outlets, the Washington Monthly College Guide ranks institutions of higher education by service to community, the criteria being social mobility, research, and service. This includes colleges producing the next generation of scientists and PhDs as well as those that welcome low-income students who are nurtured to graduation.

The Washington Monthly College Guide has included rankings of National Universities, Liberal Arts Colleges, Affordable Elites, Top Master’s Universities, Top Bachelor’s Colleges, “Best Bang for the Buck” Colleges, Best Colleges for Adult Learners, Best Colleges for Student Voting, Best & Worst Vocational Certificate Programs, and Schools Where Majors Popular with Black Students Pay Best. The issue also includes award-winning coverage of higher education issues.

Bonus Print Distribution: High school guidance counselors, colleges and universities, newsstands, bookstores, Congress, the White House, and more.

Bonus Online Coverage: A digital version of the College Guide remains online and accessible—including all the advertisements—at washingtonmonthly.com for at least one year.

Print Edition Ad Reservations Due: July 26, 2021
Print Edition Ad Materials Due: August 2, 2021
On Sale Date: Early-Mid August, 2021

Online Advertising: Enhance your brand with an online ad for your university, college, or products and services targeting college students. Various ad sizes are available, including College Logo Ads. Ask about our Print/Online Combo Advertising opportunities.

For more information including advertising options, please contact David Greene at 202.413.4736 or at d.greene@comcast.net.

David Greene, Advertising Sales: D.Greene1@comcast.net, 202.413.4736