

# Washington Monthly

## SITE URL

<http://www.WashingtonMonthly.com>

## SITE DESCRIPTION

**Washington Monthly** provides the inside scoop from the nation's capital, ferreting out the stories you won't find elsewhere – on politics, government, and culture – by some of the biggest names and brightest stars in journalism.

And unlike the usual dry, pompous political journals, we write and edit in a lively style so that the outside-the-beltway crowd is just as entertained as the insiders are.

## TRAFFIC STATISTICS

1.6 million monthly page views  
4.8 million monthly ad impressions  
390,000 monthly unique visitors

## AVAILABLE AD UNITS

- A. Top position  
728x90 leaderboard
- B. Top, in-content position  
300x250 medium rectangle
- C. Right, sidebar position  
120x600 skyscraper  
160x600 wide skyscraper



# Demographics



## GENDER

Male	52%
Female	48%

## AGE

18-34	24%
35-49	44%
50 +	32%

## HOUSEHOLD INCOME

0-30k	16%
30-60k	27%
60-100K	29%
More than 100k	27%

## EDUCATION LEVEL

Attended College	43%
Attended Graduate School	29%