

## Who We Are

Washington Jewish Week, serving the metropolitan Washington Jewish community for over 75 years, is an independent, award-winning, weekly newspaper with local, national and international news. Mailed to a paid-circulation every Thursday and sold at news racks and retail stores, WJW reaches **upscale, educated readers**. Our **affluent readers** enjoy it cover-to-cover each and every week, ponder current issues, the “movers and shakers” and the “must-attend” events. Our readers count on us for information, commentary and entertainment. No other local newspaper touches their lives in so many ways.

**WJW is the essential place to advertise your services to a niche audience.**

## Demographics\*

Average household income.....	\$125,000
Income of \$150,000 or more .....	43%
College graduates .....	89%
Graduate degree .....	56%
Respond to advertisements .....	86%
Read four of last four issues .....	86%
Keep WJW in home for 6+ days.....	62%
Spend 1/2 hour+ reading WJW .....	40%
Eat out 11+ times per month .....	96%
Own primary residence .....	92%
Own a second home .....	18%
Own investments .....	78%
Own/lease two + cars .....	68%

\*Statistics from Marketing Analysis Associates, San Diego, California

## Distribution

Mailed to paid subscribers in Maryland, DC, and Virginia

### Where you can find us:

News racks at area locations including:  
Borders Books, Barnes & Noble, Giant, Safeway, CVS  
Newsstands  
Vending machines at metro stations

## How you can contact us

**Retail Advertising:** 301.230.2222 x236  
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**Classified Advertising:** 301.230.2222 x231  
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