



the district★dish

THE “DISH” IS GO-TO COMMUNITY LIFESTYLE CONTENT...

FOCUSING ON ALL THE BEST ASPECTS OF LIFE, WORK AND PLAY IN THE DISTRICT OF COLUMBIA, THE DISTRICT DISH REACHES A DIVERSE AND LOYAL AUDIENCE. FROM SAVVY PROFESSIONALS TO THE YOUNG AND TRENDY, ‘THE DISH’ SERVES UP HOT TOPICS IN A FORMAT THAT IS BOTH USEFUL AND ENTERTAINING FOR TODAY’S BUSY BODIES... LITERALLY!

GOOD NEWS TRAVELS FAST!

ONE OF THE STRONGEST SELLS OF THE DISTRICT DISH IS ITS WORD OF MOUTH GROWTH. VIEWERS RELY ON THE DISTRICT DISH FOR A SHORT, YET IN- DEPTH DISCUSSION OF CURRENT DISTRICT TRENDS, AND THEN QUICKLY SPREAD THE NEWS!

71% OF VIEWERS SAY THEY HEARD ABOUT THE DISTRICT DISH FROM A FRIEND, E-MAIL, OR WORD OF MOUTH.

54% SAY THEY FORWARD THE LINK OR REFER FRIENDS TO ARCHIVES ON YOUTUBE.

90% OF SURVEY RESPONDERS SAY THEY ARE OFTEN ASKED FOR THE BEST RESTAURANTS, NIGHTSPOTS, EVENTS (AND MORE) THAT THE DISTRICT HAS TO OFFER.

Online Reach: ~ 300/ episode
 DCN Reach: ~600,000*

Age: 18–24 ... 9% 25–34 ... 52%
 35–49 ... 31% 49+ ... 7%

Education: College Graduate ...
 57% Post-College ... 41%

Household Income:
 \$35k+ ... 89%
 \$50k+ ... 74%
 \$75k+ ... 51%
 \$100k+ ... 32%

Marital Status:
 Single ... 40%
 Partnered ... 31%
 Married ... 29%

51% Female 49% Male

Options for Sponsorship:

Exclusive sponsorship on The District Dish gives advertising partners the opportunity to maximize impact at very affordable rates.

- *Presenting Sponsorship Sought.* Have “The District Dish Presented By [Your Brand]” for every episode!
- Raise awareness by sponsoring an individual segment with a video or voiceover for your brand.
- Select episode editorial buy-outs may be accepted. Contact us with interest and for rates!



For More Information, Contact:
 Producer, Kate Michael
 kate@kstreetkate.net
 202.445.5926