

2025

Media Kit

THE WASHINGTON
Informen



The Washington Informer Newspaper Co., Inc. (WI) is a woman-owned, free weekly newspaper and multimedia news organization dedicated to covering the African American community in the Washington D.C. metropolitan area. Established in 1964 by the late Dr. Calvin Rolark, Sr., WI is now led by his daughter, Denise Rolark Barnes, publisher and CEO. WI's mission is to inform, inspire, educate, and empower the Black community by delivering news and information about issues that matter most. We are committed to adopting best practices to strengthen relationships with our subscribers and advertisers, using data-driven strategies to maintain meaningful connections.

Delivering your message on any platform.

The Washington Informer was founded to effect change through community-focused journalism centered on African Americans. This mission continues to guide us today. While our roots are in print, we have fully embraced modern technologies to enhance our ability to deliver vital, precise, and verified news to our audience.

WI At A Glance

- African-American, woman-owned multi-media organization devoted to news impacting residents in the DMV community.
- Constant readership growth to over 35,000 audited weekly print circulation.
- Over 13,000 Active newsletter subscribers.
- Over 150,000 page views per month.
- Social Media footprint includes Facebook, X, Instagram, TikTok, Threads, LinkedIn, and BlueSky with 40,000+ followers across all platforms.



Culture Comes First

"As the U.S. becomes increasingly diverse, ethnic markets offer new and significant opportunities for advertisers. With a population of 39 million, African Americans are more pivotal than ever in our consumer economy."

— Jennifer Armor, Audit Manager
for Verified Audit Circulation

Readership Data

42%
MEN

58%
WOMEN

27%
AGE 45 - 54

23%
AGE 55 - 64

26%
EARN \$50K - \$74K

24%
EARN \$75K - \$99K

32%
HIGH SCHOOL
GRADUATES

25%
GRADUATED
COLLEGE

[See Our Audited
Readership Study.](#)



**Reaching more
than 200,000
people monthly**

Readers and readers in the DC Metro Area look to the Washington Informer to stay abreast of issues that impact their lives. For 60 years, we're proud to be the community's voice, with strong ties to local artists, educators, and leaders.

We stay connected to the heartbeat of our community. Our readers trust us, knowing we will deliver researched, accurate, and relevant news.

*Total gross contacts include CVC estimated edition readership, website unique users, social media followers, and opened e-newsletter contacts. Total gross contact estimates can include significant audience duplication. There was no attempt made to eliminate any duplication that may exist.



70.1% purchase
products or
services seen
in the WI

Print

The Washington Informer

For over six decades, The Washington Informer has printed weekly. With a commitment to delivering vital information and compelling stories to the public free of charge. It is a presence at public libraries throughout D.C. and Prince George's County and is deeply integrated into the community and local businesses and educational communities throughout the region.

In addition to its strong presence in the capital, The Informer's influence extends into Maryland and Virginia. Here too, it is not just found in community and local businesses, but also in well-known retail locations such as CVS, Giant, and 7-Eleven.

BRIDGE

Complementing this is The Washington Informer BRIDGE, a vibrant monthly arts and culture magazine that resonates particularly with younger readers. Founded in 2016 by publisher Lafayette Barnes, The Bridge prints monthly and highlights young entrepreneurs and artists.

Like The Informer, The BRIDGE enhances its audience engagement by regularly updating its website, social media, and independent email list of over 7,000 subscribers with fresh stories and captivating video content.

Special Editions

Our special editions are printed regularly and act as resource guide for issues important to our community. Join us as a presenting our supporting sponsor to ensure that your message reaches the right audience at the right time.



14,130
audited circulation
with over
35,000
audited readership
per issue



At The Washington Informer, we are committed to delivering critical and timely information to our readers. Throughout the year, we elevate this commitment by publishing special editions. These editions feature themed content that's not only available in our print issues but also gets prominent coverage on our website, newsletters, and social media platforms, ensuring wide and lasting reach.

February

- **A Month Dedicated to Black Excellence.** Publication Dates: February 6, 13, 20, and 27, 2025

March

- **Health, Wellness, and Nutrition #1** Publication Date: March 13, 2025

April

- **Celebrating Sustainability and Earth Day.** Publication Date: April 17, 2025
- **Washington Informer Spelling Bee** Publication Date: To Be Determined

May

- **Health, Wellness, and Nutrition #2** Publication Date: May 8, 2025

June

- **Celebrating Black Music Month** Publication Dates: June 5, 12, 19, and 26, 2025
- **Homeownership Special Edition** Publication Date: June 12, 2025

July

- **The Washington Informer Best of The DMV™** Publication Date: July 31, 2025

August

- **Health, Wellness, and Nutrition #3** Publication Date: August 14, 2025
- **Back to School.** Publication Date: August 24, 2025

September

- **Congressional Black Caucus Special Section.** Publication Date: To Be Determined

October

- **Financial Literacy Supplement** Publication Date: October 9, 2025

December

- **Wrapping Up the Year with Health, Wellness, and Nutrition #4** Publication Date: December 11, 2025
- **KWANZAA, and New Years.** Publication Date: December X, 2025

January 2025

- **Dr. Martin Luther King Jr. Supplement.** Publication Date: January 22, 2026

Your partnership in these special editions offers an opportunity to reach a broad and engaged audience. Join us to connect, inform, and inspire our community.

Contact:

Director of Marketing Ron Burke | rburke@washingtontinformer.com | 202-888-6835
Digital Marketing Manager Ra-Jah Kelly | ra-jah@washingtontinformer.com | 202-386-0178

Website

Providing our community with information they need.

WashingtonInformer.com

Welcome to WashingtonInformer.com, where we redefine digital storytelling. Our website is a vibrant and dynamic multi-media platform that boasts a clean, user-friendly design, ensuring that our readers can easily navigate through our engaging content. Updated daily with fresh stories, the site is a reliable source for exclusive content and serves as a hub for news in our community.

Our website attracts over 150,000 unique visitors each month, generating an average of one million ad impressions. This demonstrates our growing influence and ability to connect with a vibrant community of engaged, informed, and responsive individuals. We provide display ad options in various sizes and placements to ensure your message gets noticed.

In the era of the attention economy, we offer multi-platform branded content partnership opportunities to give your messages extended reach and ensure you remain top of mind with our audience.

Informer Community Calendar

Welcome to [The Washington Informer Calendar](#) - your gateway to enhanced

event visibility. Our self-serve community calendar is a convenient and powerful tool for advertisers and community members to share their public events effortlessly.

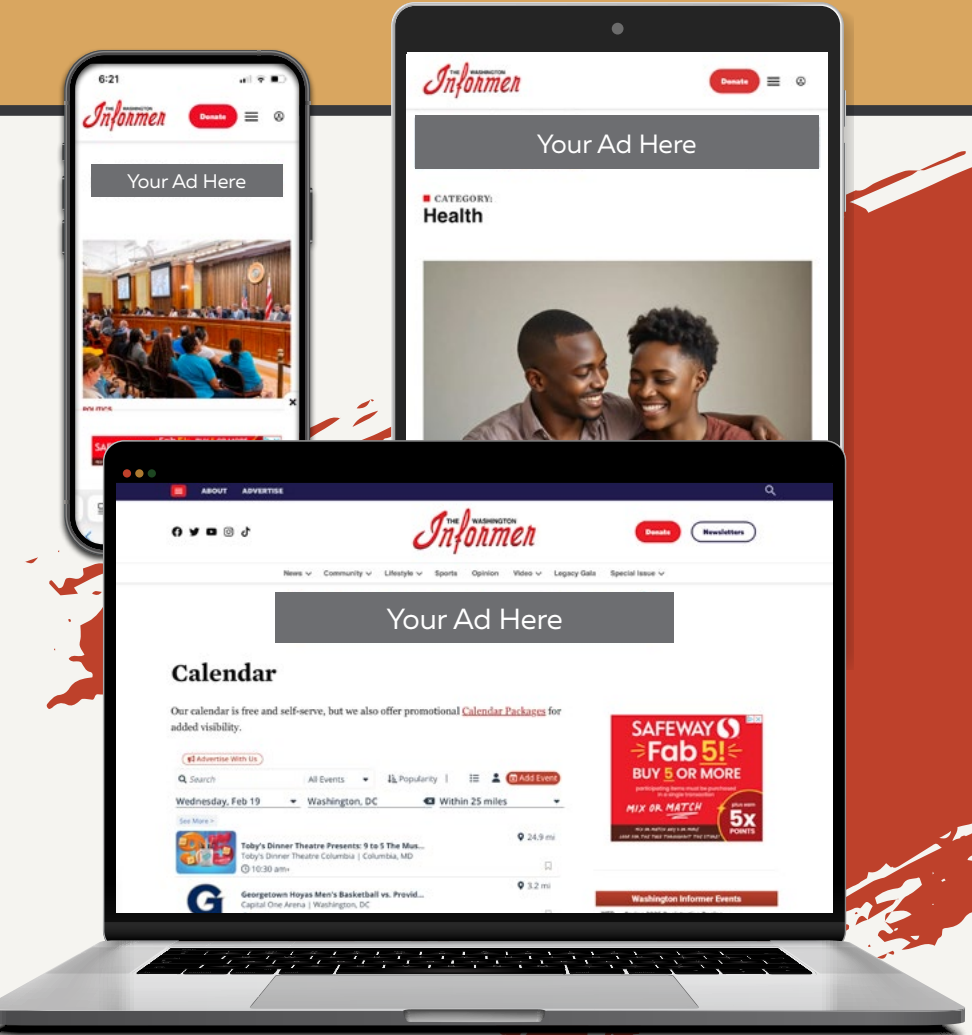
While we offer free placement on our calendar, you can also choose from our diverse range of [a la carte promotional tools](#), designed to fit any budget. These tools enable you to leverage the extensive Washington Informer reach across multiple platforms, including event-specific promotions like geo-locational social media campaigns and targeted demographic emails.

WashingtonInformerEvents.com

The Washington Informer Events Ticketing and Deals Platform goes beyond the services of platforms like Eventbrite, offering a unique set of features that cater to your specific needs:

Custom Accounts for Event Planners and Promoters: We provide personalized customization for each event or deal, including flexible fee options.

Advanced Implementation Capabilities: From virtual fulfillment to timed and touchless entry, health verifications, and



waivers, we've got your event needs covered.

Combine your event promotion with our ticketing services for a streamlined approach that maximizes value and exposure for your event.

Contact:

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WIBridgeDC.com

The BRIDGE website features dynamic photo and editorial storytelling as well as exclusive video and online content in addition to its annual [DMV 35 Under 35 series](#).

Empower Future Generations with Washington Informer Charities



Our Mission:

The Washington Informer Charities, a 501(c)(3) non-profit organization, is dedicated to empowering children and adults to achieve their fullest potential. We believe literacy is the cornerstone of success, and we are committed to enhancing literacy skills through accessible learning opportunities.

Why Literacy Matters:

Education is more than knowledge—it's a pathway to opportunity. By strengthening the educational foundation of our youth, we shape brighter futures and create a more informed, empowered society for everyone.

Our Impact:

Each semester, The Washington Informer Charities hosts interns and graduate students from area universities. These students learn to create fact-based, well-researched articles about their communities while gaining digital literacy skills that last a lifetime.

We are proud to host the Washington, D.C. Citywide Spelling Bee and the Prince George's County Spelling Bee, encouraging academic excellence in our youth.

Our African American History Tour features visits to historical sites across the region, engaging dozens of youth and adults annually in exploring and honoring our shared heritage.

Through these initiatives, we uplift, encourage, and motivate young minds, guiding them toward a future filled with opportunities and achievements.

Scholarship Programs

THE WILHELMINA J. ROLARK SCHOLARSHIP AWARD:

This scholarship celebrates high school seniors passionate about community service and social advocacy. It supports tomorrow's leaders who are making a difference today.

THE CALVIN W. ROLARK SCHOLARSHIP AWARD:

Designed for high school seniors aspiring to careers in journalism, this award fosters the next generation of media professionals committed to excellence.

Your Support Makes a Difference

BECOME A SPONSOR:

Join us in our mission by supporting our internship program, scholarships, or one of our annual events. Your sponsorship is more than a gift—it's an investment in education, empowerment, and inclusion.

Together, we can ignite the potential in our youth and build a brighter future for all. Join us in this vital mission.

MAKE A DONATION:

Every contribution brings us closer to a world where education, literacy, and digital equity are accessible to all. Donate now at wicharities.org.

Events

Empowering Communities, One Event at a Time – Washington Informer Charities

At The Washington Informer, we believe that community engagement is more than an activity—it's the foundation of success. Through Washington Informer Charities, we proudly host events that foster youth literacy, education, and community empowerment.

The Washington Informer Washington, D.C. Citywide Spelling Bee

Since 1981, The Washington Informer has championed academic excellence with the Citywide Spelling Bee. Founded by Dr. Calvin Rolark and continued by Denise Rolark Barnes, this initiative restored opportunities for D.C. students to compete on local and national stages after a decade-long hiatus caused by the closure of the Washington Star.

Thanks to our efforts, D.C. students now have the opportunity to shine at the prestigious Scripps National Spelling Bee.

Event Coverage: Produced and broadcast by the D.C. Office of Cable Television, Film, Music, and Entertainment (OCTFME) on DCN and DKN stations.

[Learn More About the Spelling Bee](#)



The Prince George's County Spelling Bee

Since 2016, The Washington Informer has hosted the Prince George's County Spelling Bee, offering students the opportunity to compete nationally at the Scripps National Spelling Bee and reinforcing our commitment to academic excellence.

[Explore the Prince George's County Spelling Bee](#)

Martin Luther King Jr. Peace Walk and Parade

Held annually on Martin Luther King Jr. Day, this iconic parade, envisioned in 1977 by Dr. Calvin W. Rolark, celebrates the life and legacy of Dr. Martin Luther King Jr. The Washington Informer has proudly supported this event since its inception in 1979, predating the federal holiday by six years.

The Martin Luther King Jr. Parade symbolizes the need to continue Dr. King's work and reinforces the idea reflected in his words, "Human progress is neither automatic nor inevitable ... every step toward the goal of justice requires sacrifice, suffering, and struggle; the tireless exertions and passionate concern of dedicated individuals."

[Discover More About the MLK Jr. Peace Walk and Parade](#)

Annual African American Heritage Tour

Curated by Publisher Denise Rolark Barnes, this tour brings African American history to life with visits to regional landmarks. With hundreds of participants annually, past destinations include Alexandria, Baltimore, the Smithsonian African American Museum, and the Harriet Tubman Underground Railroad State Park and Visitor Center.

[Learn more about the African American Heritage Tour](#)

Events

Feel the pulse of the community with The BRIDGE Events

The BRIDGE, an extension of The Washington Informer, unites the community through vibrant and meaningful events.



The BRIDGE Salon: Igniting Creative Conversations

In April, The Washington Informer BRIDGE hosted the Earth Day Creative Salon at Hill Prince (1337 H St NE), a Black-owned bar on the historic H Street corridor.

Aligned with EARTHDAY.ORG's 2024 initiative, the event focused on the critical issue of plastic waste under the theme "People vs. Plastics." Guests

enjoyed lively discussions and a vegan Earth Day-themed menu.

Our Commitment to Excellence in Event Production

With a full-service audio-visual team, The BRIDGE ensures high-quality production for unforgettable events. Whether small gatherings or large productions, we deliver excellence every time.

Contact:

Ron Burke | rburke@washingtoninformer.com | 202-888-6835
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Newsletters

WIN Daily Weekday Newsletter

The Washington Informer's top stories of the day, delivered directly to our subscribers.

- **Subscribers:** ~10,000 organic
- **Frequency:** Monday to Friday
- **Impressions:** 2,000+ per email

Advertising Options:

1. Leaderboard Banner Ad

- **Rate:** \$300 per day
- **Size:** 600x100 pixels
- **Lead Time:** 72 hours

2. Medium Rectangle Ad in Newsletter Body

- **Rate:** \$150 per day
- **Size:** 300x250 pixels
- **Lead Time:** 72 hours

Our House Newsletter

Focused on empowering Black homeownership with practical advice and insights.

- **Subscribers:** 7,400+
- **Frequency:** Twice monthly
- **Impressions:** 2,000+ per email
- **Rates:** Contact for pricing

Deals and Offers Newsletter

Your gateway to exclusive deals, information, and contests from our sponsors.

- **Subscribers:** 7,000+
- **Frequency:** Daily (based on availability)
- **Impressions:** Varies
- **Rates:** \$450 per email
- **Lead Time:** 48 hours



- **Creative Requirements:** Artwork and copy provided by the sponsor; The Washington Informer team will optimize for performance.

Event-Based Email Marketing

Targeted campaigns to maximize your event's reach.

- **Rate:** \$375 (minimum) per email
- **Lead Time:** 72 hours
- **Details:** Targeted email to 10,000 subscribers (up to 100,000—contact us for pricing), tailored to your event's specific location and audience demographics.
- **Creative Requirements:** Artwork and copy can be submitted or pulled from your Washington Informer calendar listing.

Ask about discounted rates for bulk-email or multi-platform campaigns!

Social Media

**40k+ followers and
100k+ in reach monthly**

The Washington Informer leverages best-in-class social media practices to deliver your message effectively across all platforms. Whether you're looking to boost brand awareness or drive specific actions, we ensure your campaigns are impactful and results-driven.

Meta Business Campaigns (Facebook & Instagram)

- Starting at \$200
- Amplify your message with targeted social campaigns.
- Our team identifies and targets key demographics to ensure your ideal clients are reached.
- Services include date selection assistance and copy refinement to optimize campaign performance.

TikTok Business Campaigns

- Starting at \$500
- Perfect for creating buzz and engaging younger audiences.
- Ideal for brand-building campaigns and products that benefit from compelling visual storytelling.

LinkedIn Business-to-Business Campaigns

- Starting at \$1,000
- Reach a professional audience to build partnerships, generate leads, and enhance brand visibility.
- Tailored strategies to ensure your message resonates with decision-makers and industry leaders.

Google Ads (Includes YouTube)

Ask us about our comprehensive Google Ads strategy to expand your reach and maximize ROI.



Video



“Let’s Talk” on WIN-TV

- **About:** “Let’s Talk” is a dynamic digital news magazine produced by The Washington Informer, featuring concise news briefs and in-depth interviews with Informer staff reporters. The show highlights impactful conversations with prominent figures from the DMV and beyond, covering top stories and essential perspectives that shape our community.
- **Host:** Denise Rolark Barnes, Publisher
- **Producer:** Shevry Lassiter
- **Schedule:** Livestreamed Fridays at 12 PM EST
- **Watch on YouTube:** Washington Informer TV

Advertising Options:

MID-SEGMENT VIDEO ADS

- 15-second ad: \$250
- 30-second ad: \$500

SEGMENT SPONSORSHIP – \$750

- Live mention by the host
- Pre-segment logo slide
- Chyron (Lower Third) logo/company name inclusion
- Social media promotion of the segment

SPONSORED INTERVIEW – \$1,000

- Featured interview within a segment
- Social media promotion of the segment
- Segment published as a story on WashingtonInformer.com

WIN-TV SEGMENT SPONSORSHIP – \$2,000

- Tagged as the show’s segment sponsor
- 10-minute interview with an OTR-designated official or stakeholder during your segment
- Logo inclusion on promotional materials
- Mid-segment video ad (15 or 30-sec)

WIN-TV SHOW SPONSORSHIP – \$5,000

- All Segment Sponsorship deliverables for the entire show
- Input on guest selection
- Tagged and linked in all post-show digital assets, including:
 - Individual segment clips
 - Social media posts across video platforms
 - Website posting

FORMAT & DISTRIBUTION

- **Format:** Interview / Talk Show
- **Duration:** 1-hour live stream
- **Live Streaming:** Fridays at 12 PM EST on Facebook, YouTube, and X
- **Availability:** Full episode published immediately after the live stream.
- **Segment Distribution:** Individual interview segments published on WashingtonInformer.com

CUSTOM VIDEO AD PACKAGES

Looking for a tailored video advertising solution? We offer custom video ad packages designed to maximize reach and engagement our platforms.

The Washington Informer... Making A Difference!!!

WHAT OTHERS ARE SAYING



Partnering with the Washington Informer has added measurable value to Washington Gas community campaigns, including our \$34 million Washington Area Fuel Fund and ongoing recycling initiatives. We appreciate the Informer's professionalism, collaboration and customer service as we bring safe, affordable and reliable energy to 1.2 million customers throughout the DMV. ...**Washington Gas**



The Washington Informer has earned the trust of its readers by being truly part of the community for almost sixty years. More than just selling advertising, the Informer deeply partners with agencies and clients to create thoughtful multi-faceted strategies to reach that trusting audience. ...**Engage Strategies**



The DC Jazz Festival deeply values our partnership with the Washington Informer. The Washington Informer has served as a true community partner and supporter of DC JazzFest for many years, reaching and connecting the festival with DC residents in every corner (Ward) of the City through its outstanding and comprehensive coverage. We value this relationship as it provides us with an important vehicle to reach our core DC jazz fans. In order to reach this niche community in DC, you have to advertise with the Informer. Ron and his team are true professionals and thought partners and we look forward to working with them for years to come. ...**DC Jazz Festival**



As a media contractor working outside of the complex district of Columbia networks, I cannot recommend the Washington Informer enough for both print and online campaigns. Booking ads is easy and the response and direction from corporate is timely and efficient. I receive regular updates and analytics for my clients, and Ron Burke often augments our contract with mentions in newsletters/banners as space allowed. With such a wide range of communities and news outlets in a condensed metropolitan area, the Washington Informer was my client's choice for a reputable and reliable way to reach the right consumers at the right time. ...**Julie Dengler, JD Media Solutions, LLC**



"As a government agency, working with The Washington Informer for media outreach has proven very beneficial in disseminating important messaging out to the residents and citizens of the County. They have helped increase traffic on our website and social media, managed our deliverables, provided efficient customer service and direction in how to effectively reach our customers. This partnership has allowed us to provide information that is timely, targeted and important." ...**Prince George's County Department of the Environment**



The Washington Informer has been an awesome and steadfast media partner to the National Cherry Blossom Festival since 2014 in accomplishing our mission of taking the Festival celebration beyond the Tidal Basin to all eight wards of the City. Their advertising support and involvement have enabled the Festival to reach diverse audiences and involve the community in Festival events such as the Blossom Kite Festival, Oxon Run Picnic, Petalpalooza and tree plantings. Community engagement has consistently grown through the years with editorial features showcasing our events and has even enhanced our programming based on the Informer's feedback. The Informer is always responsive and helpful with whatever project need arises, print or digital. ...**Diana Mayhew, President & CEO National Cherry Blossom Festival**



Congressional Black Caucus Foundation
The Washington Informer Newspaper has consistently delivered an unparalleled print and digital solution for the Congressional Black Caucus Foundation's Annual Legislative Conference (ALC) for more than a decade. As an established and trusted news source in the Washington, DC market, their commitment to quality coverage and partner engagement have made The ALC Special Edition newspaper a coveted keepsake, capturing the power of an extraordinary gathering of visionaries, activists, and leaders who are shaping the future of the global Black community. We appreciate their commitment to excellence and look forward to continuing this fruitful partnership in the years to come. ...**Congressional Black Caucus Foundation**



The team at the Washington Informer is the best – easy to work with, responsive, creative, and flexible. EagleBank has been a happy advertiser for many years! ...**EagleBank**

THE WASHINGTON *Informer*

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