

2019-2020 MEDIA KIT

SPECIAL 90TH ANNIVERSARY EDITION

THE GREEN BOOK[®]

The Social List of Washington, D.C.

*The Premier Resource for
Socially Prominent Washingtonians*



SPECIAL PRICING
CELEBRATING 90 YEARS



A Unique Opportunity

THE GREEN BOOK® is an annual publication that serves over 15,000 highly prominent people in the Washington, D.C., metropolitan area. It is the only consolidated source of contact information for key leaders in the federal government, the diplomatic corps, and international agencies, along with prominent Washingtonians committed to advancing our culture and society.



Our Audience

Subscribers to The Green Book® include socially active individuals, official Washington, the diplomatic community, event planners, and select corporations. These individuals utilize the book as a resource and networking tool and benefit from our advice on matters of social protocol and precedence.

Only select organizations offering quality goods and services are invited to place advertisements in our publication.

Household Income

Over \$150,000 – 53%

Over \$250,000 – 39%

Over \$500,000 – 26%

Net Worth

Over \$2.5 million – 67%

Home Ownership

Own their homes – 95%

Education

Postgraduate degree – 43%

Graduate degree – 65%

Age

20 to 40 – 11%

41 to 60 – 35%

61 to 80 – 40%

81 plus – 14%

Marital Status

Married – 80%

Single – 20%

Advertising Rates

In celebration of our 90th year, we are pleased to offer your organization the opportunity to place a full-page color advertisement in The Green Book® at a discounted price.

Deadline for Ad Submission: July 31, 2019

UNIT	SIZE	4-COLOR
Full Page	5" x 8"	\$3,200
90 TH ANNIVERSARY PRICING		\$1,750

Ad Placement

Print Edition

Advertisements are positioned in the frequently referenced Protocol section of The Green Book®. Our advertisers are also listed by category in the Providers of Quality Goods and Services section.

Access

Access to The Green Book® is limited to our subscribers, the diplomatic community, federal agencies, and select private organizations. Our advertisers receive a complimentary copy of the book and free access to our advisory services for one year.

For more information, please contact:

The Social List of Washington/The Green Book®

Monday - Friday, 9:00 A.M. to 4:00 P.M., EST

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