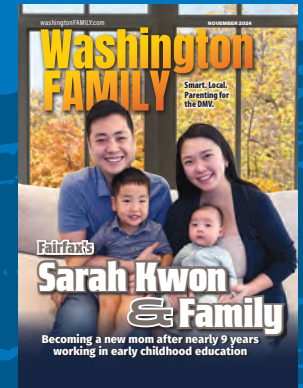


Washington Family

Media Guide 2026

Smart. Local.
Parenting in
the DMV.



advertising@washingtonfamily.com | 301-230-2222 ext. 2

WashingtonFamily.com

Magazine Reach

The Washington Family is the go-to resource for parents. Our magazine, website and social media outlets reach tens of thousands of affluent and educated moms and dads in Montgomery County, Prince George's County, Washington D.C. and Northern Virginia.

Newsstand

- 98% Pickup

Magazine Audience

Targeted Email

- 100% Female
- 100% Children Ages 0-12
- 100% College Graduates
- 100% Homeowners
- Household Income 125,000+
- Home Value 500,000+

64,000

Magazines distributed with a mix of print and digital.

Survey Results

99.9% Look for Entertainment and Things to Do

94% Look for Local Parenting News

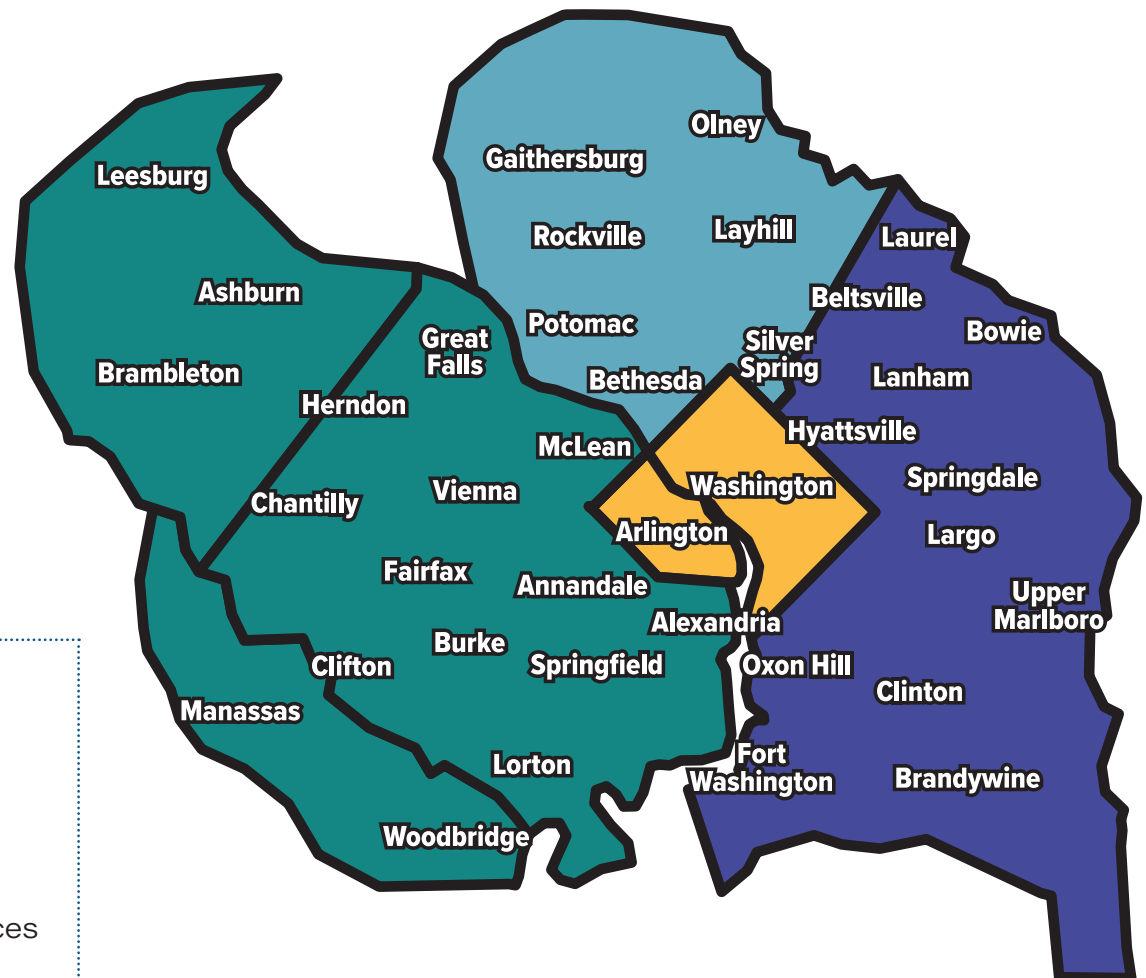
85% Use ads in in WF to make buying decisions

73% Use ads for Sales and Specials

85% Use ads for information about products and services

74% Female

26% Male





2026 Editorial Calendar

Monthly coverage includes health, education, home & garden, parenting, inclusive, travel and fun.

January

Sales Deadline Dec. 10
Camera Ready Ads Due Dec. 12

Magazine

- Camps and Summer Programs
- Preschool and Childcare
- Indoor Fun

Directories:

- Camps and Activities
- Education
- Preschool

February

Sales Deadline Jan. 14
Camera Ready Ads Due Jan. 16

Magazine

- BIG Book for Families
- Dental Health

Directories:

- Camps and Activities
- Education
- Dental

CAMP
FAIR

March

Sales Deadline Feb. 11
Camera Ready Ads Due Feb. 13

Magazine

- Youth Arts
- Disability Awareness
- Spring Holidays

Directories:

- Camps and Activities
- Youth Arts & Theater

April

Sales Deadline Mar. 11
Camera Ready Ads Due Mar. 13

Magazine

- Fitness/Sports
- Performing Arts

Directories:

- Camps and Activities
- Sports
- Performing Arts

May

Sales Deadline Apr. 15
Camera Ready Ads Due Apr. 17

Magazine

- Parties
- Mother's Day

Directories:

- Camps and Activities
- Parties

June

Sales Deadline May 13
Camera Ready Ads Due May 15

Magazine

- Welcome Summer
- Dental
- Father's Day
- Pregnancy

Directories:

- Dental
- Pregnancy

July

Sales Deadline Jun. 10
Camera Ready Ads Due Jun. 12

Magazine

- Readers' Choice
- Special Needs
- Summer Fun

Directories:

- Medical

August

Sales Deadline Jul. 15
Camera Ready Ads Due Jul. 17

Magazine

- Back-to-School
- Family Wellness
- After School Activities

Directories:

- Education
- Medical
- Aftercare

September

Sales Deadline Aug. 12
Camera Ready Ads Due Aug. 14

Magazine

- Big Book of Education
- The Arts

Directories:

- Arts
- Open House
- Education

October

Sales Deadline Sept. 16
Camera Ready Ads Due Sept. 18

Magazine

- Fall Festivals
- ADHD
- Favorite Schools
- Inclusive Resource Guide

Directories:

- Independent Schools
- Specialized Learning

November

Sales Deadline Oct. 14
Camera Ready Ads Due Oct. 16

Magazine

- Thanksgiving and Holiday Countdown
- Preschool and Day Care
- Winter Party Guide
- Adoption

Directories:

- Preschool

December

Sales Deadline Nov. 11
Camera Ready Ads Due Nov. 13

Magazine

- Reader's Choice
- Holiday Happenings & Seasonal Traditions
- Camps

Directories:

- Holiday Gift Guide