

ENERGY OF THE CITY

NATURAL GAS ECO-FRIENDLY DESIGN AND LIFESTYLE MAGAZINE

Be a Part of the Magazine that Gives Washington Residents the Latest in Home Design, Remodeling & Energy Saving Ideas.

media kit

The Magazine



Washington Gas is excited to present *Energy of the City*, a contemporary lifestyle magazine about eco-friendly living. Written in a tone that subtly proposes natural gas as a symbol of style, comfort, and environmental consciousness, *Energy of the City* provides local residents with the latest in home redesign, décor, appliances and gadgets, money and space-saving tips. Readers can also find articles that highlight the benefits of choosing a natural gas home and information on local venues, such as restaurants, malls, stadiums, new home communities, and other entertainment outlets that are powered by natural gas. *Energy of the City* is an annual publication and distributed for free via local retail establishments and metro locations throughout the city.

Our commitment to the Environment

Energy of the City magazine is printed using 100% biodegradable inks and on paper that is produced from harvested trees. Natural gas is the cleanest and most efficient energy source readily available to consumers today. Washington Gas is committed to the preservation of our forests and wildlife by enacting environmentally responsible business practices.

About Washington Gas

Washington Gas has a 160-year history of providing resources and information about home building, design and decor, energy conservation, and remodeling to our customers and the Washington, D.C., community. With more than 900,000 customers, Washington Gas is a premier media outlet for companies to promote their products and services. In addition, more than 100 local and national builders look to us to bring natural gas to their vertical (multifamily and mixed-use) projects, restaurants, retail spaces, and sporting and entertainment venues.

Whether planning a remodeling project or upgrading their appliances, consumers overwhelmingly prefer natural gas to fuel their lifestyles. When it comes to natural gas products for the home, consumers know and trust Washington Gas. They expect straight talk, real expertise and help finding experienced companies to provide quality products, professional installation and service — and they look to us for the resources and answers.





Reader PROFILE

60% live in mid- to high-rise buildings

65% rent, 35% own

33% have natural gas for heating,
53% prefer natural gas for heating

55% have natural gas for cooking,
69% prefer natural gas for cooking

28% have natural gas for water heating,
54% prefer natural gas for water heating

69% do not receive a gas utility bill
(it is included in their rent/condo fee)

DEMOGRAPHICS

63% Travel via Car | 27% Travel via Metro Bus/Rail

Gender | 66% Female | 34% Male

Age | 30% 25-34 | 23% 35-49 | 38% 50+

Income | 29% 25K-50K | 26% 50K-75K | 34% 75K+

MEDIA EXPOSURE

(how they prefer to be reached by companies)

69% Email

87% Internet

75% TV

60% Magazine Advertisements

72% Local Publications

84% Family and Friends

65% Social Networks

74% via Companies They Already Do Business With

ENERGY OF THE **CITY**
NATURAL GAS ECO-FRIENDLY DESIGN AND LIFESTYLE MAGAZINE

www.washingtongasliving.com | to reserve ad space call 800.501.9571 x134