Why Advertise With The Washington Report?

For more than 40 years, the Washington Report on Middle East Affairs has been essential reading for the nation’s most sophisticated populace. Our readers rely on us for the most comprehensive, analytical coverage of news from the Middle East, Muslim countries, Europe, and North America. With articles focusing on politics, arts, business, culture, travel and religion, readers trust the Washington Report for its integrity. It is this influence that makes this magazine the most effective vehicle an advertiser can find.

With a circulation of over 40,000 and a total readership of over 100,000, the Washington Report reaches top business executives, senior government officials (including every member of the U.S. Congress and state legislators), influential journalists, radio and talk show hosts, businesses, entrepreneurs, individuals and households.

The Washington Report is published 7 times a year and is distributed to bookstores worldwide, including the major booksellers Barnes & Noble and Books-a-Million. We also supply magazines to churches, Islamic centers, synagogues, public libraries and universities. Our online subscriptions are also popular.

**Geographical Concentration:**

Northeast 37%
West/Southwest 24%
Midwest 24%
Various Foreign 15%

**Concentration by Income:**

Under $29,999 15%
$30,000 - $49,999 22%
$50,000 - $79,999 21%
$80,000 - $99,999 24%
$100,000 and up 18%

The Washington Report offers various options to interested advertisers:

**I. Print Edition:**

**2022 Advertising Rates***

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<thead>
<tr>
<th>Size</th>
<th>Full page</th>
<th>1/3 Page</th>
<th>1/6 Page</th>
<th>2/9 Page</th>
<th>1/2 Page</th>
<th>2/3 Page</th>
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<tr>
<td>7-5/8 x</td>
<td>Black/White $700</td>
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<td>9-3/4</td>
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<td>$425</td>
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Inside Front Cover (4-color): $1500
Inside Back Cover (4-color): $1500

*All dimensions are in inches

**2022-2023 Advertising Deadlines**

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<tr>
<th>Issue</th>
<th>Reservation Date</th>
<th>Ad Due Date</th>
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<tr>
<td>Jan./Feb. 2022</td>
<td>Nov. 26, 2021</td>
<td>Dec. 3</td>
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<td>Mar/April 2022</td>
<td>Jan. 21, 2022</td>
<td>Jan. 28</td>
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<td>May CON Issue 2022</td>
<td>March 18, 2022</td>
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<td>June/July 2022</td>
<td>May 6, 2022</td>
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<td>Aug./Sept. 2022</td>
<td>June 24, 2022</td>
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<td>October 2022</td>
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<td>Jan./Feb. 2023</td>
<td>Nov. 25, 2022</td>
<td>Dec. 2</td>
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For more information, call the advertising department at 202-939-6050 (Ext. 106) or 1.800.368.5788 (Ext. 106).
II. Web Edition:

Internet Presence Enhances Your Exposure

The Washington Report’s Web site wrmea.org is consistently ranked in the top five most visited Middle East-related Web sites on the Internet with 25,000 unique hits daily. These are people who visit our Web site for the first time.

We have launched a new flip-page digital version of the magazine which contains the same ads found in our print version at no extra cost to advertisers. Readers can now read the Washington Report magazine on their computer, tablet or cell phone. Visitors to our Web site <www.wrmea.org> become deeply engaged in its various sections. They can search in the archives for articles that date back to the first issue of the Washington Report in April 1982.

2022 Online Advertising Rates

Text Link Advertising:
“Editor’s Web site of Choice”
1 Month @ $175
3 Months @ $375
1 Year (12 months) @ $1,000

Banner Advertising:
125x125 pixel banner:
1 Week @ $300
2 Weeks @ $500
1 Month @ $800
3 Months @ $2,750

III. Combination Print + Web Editions:

The Washington Report offers incredible discounts on combinations of print and banner advertising.

How To Contact the Washington Report:

Advertising Info:

For the Print edition please contact: Delinda Hanley at advertising@wrmea.org.

For the Web edition please contact: Webmaster at webmaster@wrmea.org.

American Educational Trust, Inc.

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