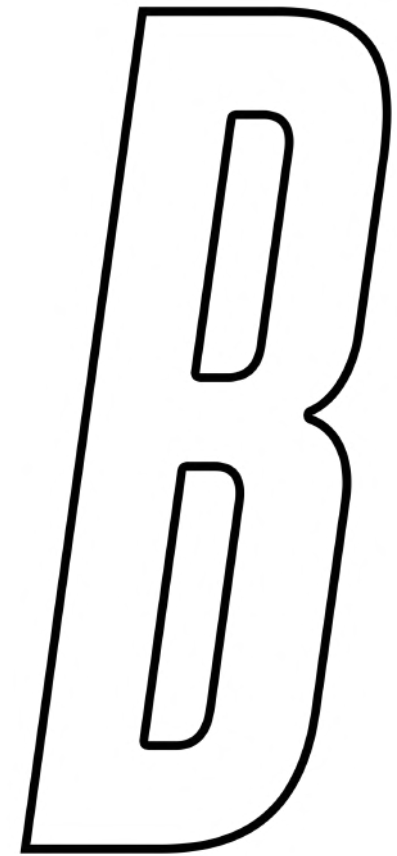


A photograph of two young Black women laughing joyfully outdoors at sunset. The woman on the left has a large afro and is wearing a grey knit top. The woman on the right has curly hair and is wearing a black lace-up top. The background is a warm, orange-hued sky over a body of water.

LET'S BRIDGE TOGETHER

THE WASHINGTON
Informer

BRIDGE



CLIENT BENEFITS

04

AUDIENCE

05

SERVICES + PRODUCTS

07

OUR TEAM

10

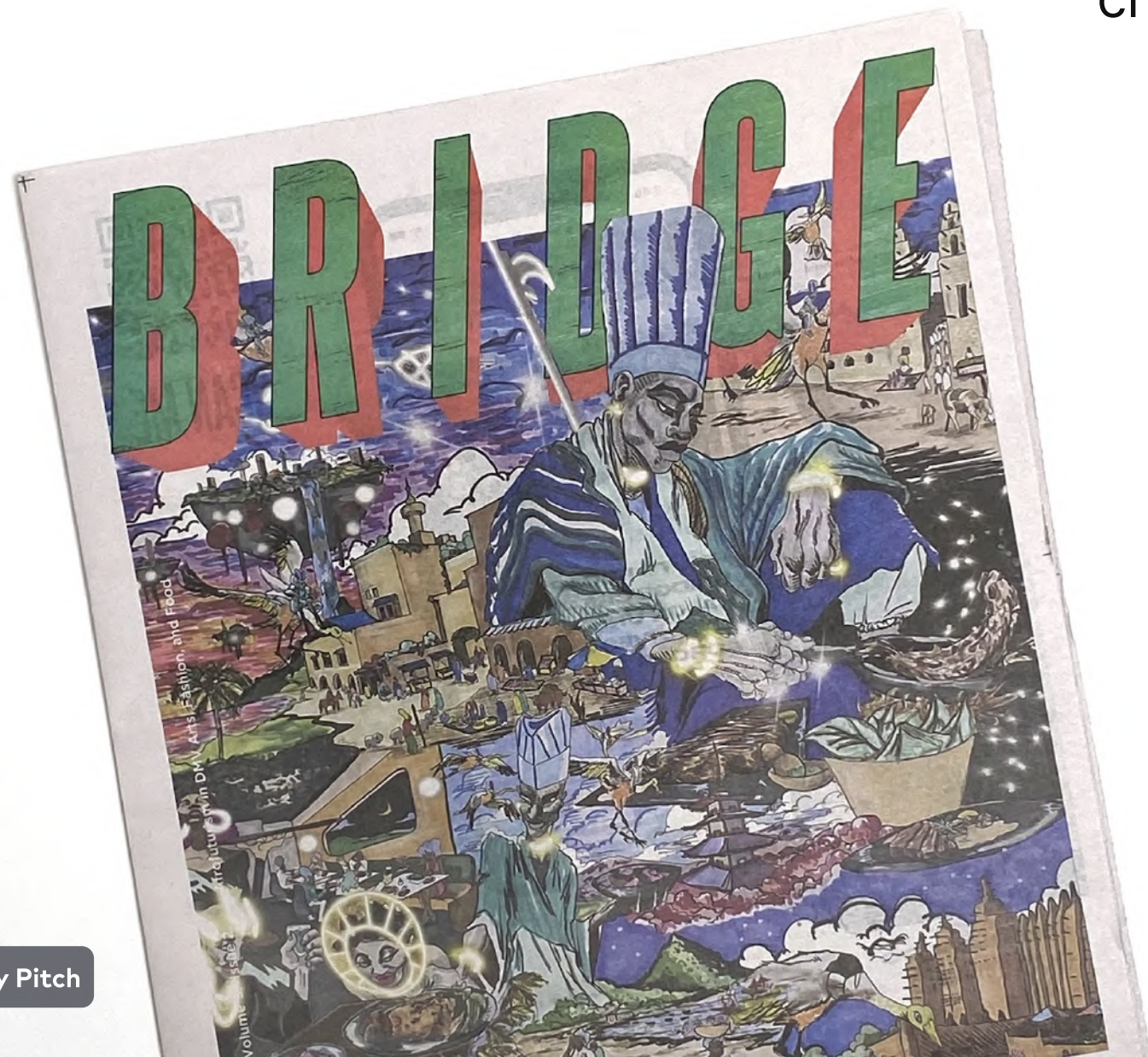
GET IN TOUCH

11

OUR STORY

Founded in 2016, as the new generational voice to compliment the historic Washington Informer, WI Bridge is a cultural information platform highlighting the diaspora of the new rising generation in the DMV (D.C., Maryland, and Virginia).

Our stories are published daily digitally and printed monthly. Our mission is to amplify and represent the youth and creative culture as a part of D.C.'s changing landscape.



**CONTROL THE NARRATIVE.
SAVE THE CITY.**

CLIENT BENEFITS

We provide a direct channel to a diverse, educated, socially active audience with a solid digital presence. Our audience's engagement in social issues means that culturally aware and socially responsible advertisements may resonate deeply, fostering brand loyalty and trust. Our local focus enhances relevance and connection, aligning our clients' brands with community values and interests. Our demographic's digital savviness ensures high visibility and virality.





TARGET AUDIENCE

We focus on millennials and Gen-Z in the DMV (D.C., Maryland, & Virginia), who form a diverse, tech-savvy, and socially engaged audience. Their digital fluency and strong social media presence make them a valuable target for media organizations. Their cultural diversity and commitment to social justice offer unique perspectives, enriching content creation and fostering broad audience engagement.

DEMOGRAPHICS & REACH

*Per month

Age: Millennials(Late 20's-40's) & Gen Z(Teens-Late 20's)

Education: Highly Educated

Income: Millennials(Higher) & Gen-Z(Lower)

Digital Natives: Consume Digital Media

Social Media: Platform Preferences Differ

Diversity: Ethnically & Racially Diverse

Values: Socially Conscious & Authenticity

Spending Habits: Experience-Driven vs. Pragmatic

Housing: Millennials Homeowners & Gen-Z Renters

Health and Wellness: Prioritize Well-Being

150K+

Print Impressions

100K+

Digital Reach

50K+

Amplified E-mail

We increase our audience daily to increase your impact.

SERVICES

Advertising

Increase Brand Exposure

Spread your message to our audience in print, on the web, via email, social media, and video content.

Partnership

Create Custom Engagement

Event Activations, Sponsored Content, and Merchandise designed for our audience will ensure optimized visibility.

Solutions

Data-Centered Decision Making

Use our brain trust to create better content for your message. We are our audience, so we know what we would like to see and hear.

PRODUCTS

Print

Bridge Magazine (Monthly)

Our monthly print edition is a premium publication covering inspiring, entertaining, and educational content for the new generation.

Web + Social + E-mail

WIBRIDGEDC.com + @wibridgedc (Daily)

Activating the web, social, and e-mail daily keeps readers engaged and informs our decision-making with data.

Events + Video

We're live!

We engage our audience with memorable events and video content that promotes building our creative community.



B

NOTABLE CLIENTS



CASE STUDY: VERIZON 5G

verizon✓



We created a video music series featuring the best talent Washington, D.C. has to offer the world. Sponsored by Verizon to promote 5G.

PRINT

Print Impressions
25,654

EMAIL

Email Newsletter
1797 Opens / Clicks 65

DIGITAL

Digital Advertising
**Total Opens: 750,980
Impressions / Clicks 134**

SOCIAL

Social Media
**Total People Reach: 623,821
(Organic + Influencers)**

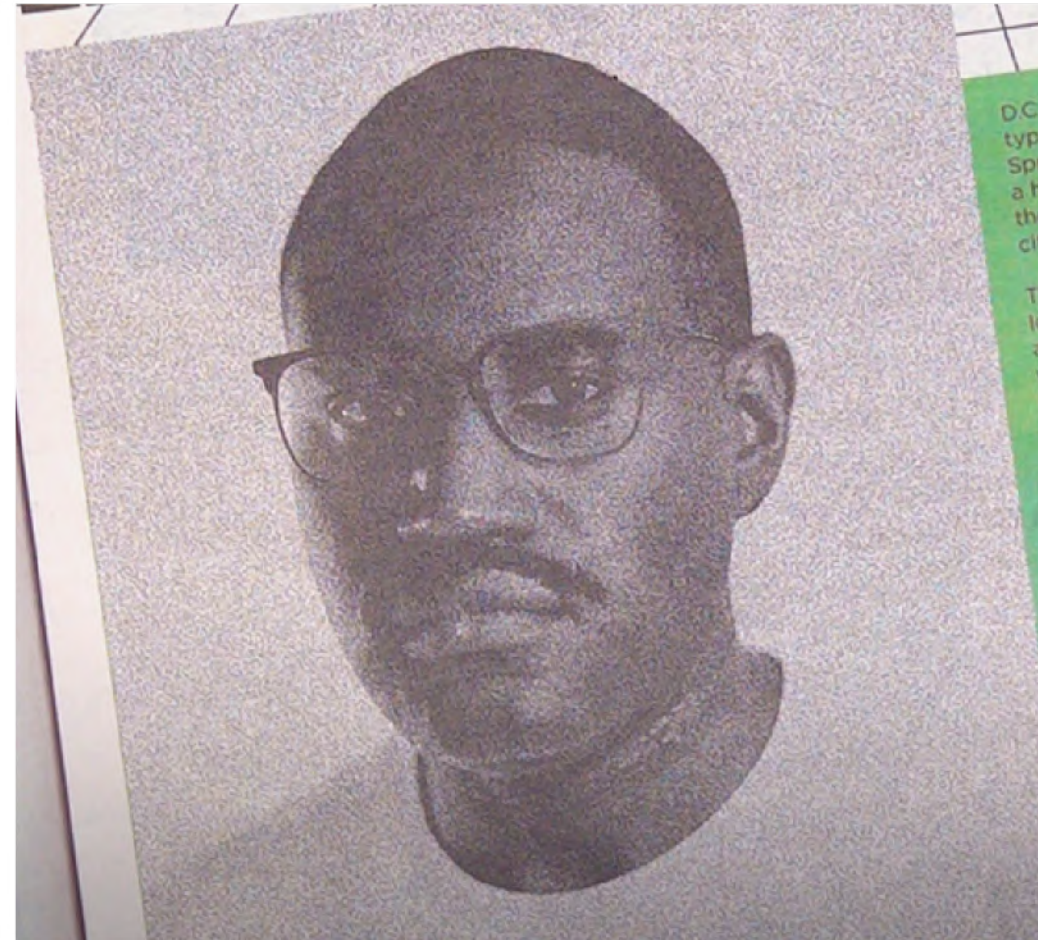
OUR TEAM



Lafayette Barnes, Publisher

A true Washingtonian and third-gen Publisher with a passion for community.

"As my grandfather used to say, "If it is to be, it's up to me!"



Mahadi Lawal, Editor

Writer and Activist who dares to tell the truth and create space for others.

"It's important to maintain the culture of the Chocolate City."



Bakari Ibrahim, Developer

Digital Developer and Storyteller with a vision for an inclusive future.

"Technology should be fun and inclusive. That's at the center of our process."



BRIDGE

Let's **BRIDGE** together.

Your brand deserves a partner who amplifies your message, captivates your audience, and drives meaningful engagement. As a leading media company, we have the resources, expertise, and innovative solutions to do just that.

Contact us for rates, specifications, and inquiries.

Phone

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Email

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