BRAND OVERVIEW

BILLBOARD HAS EVOLVED INTO ONE OF THE MOST DYNAMIC, WIDELY VISITED MUSIC DESTINATIONS. ITS SIGNATURE ASSET, THE BILLBOARD CHARTS, REMAINS THE FINAL WORD ON SUCCESS IN MUSIC.

Source: comScore, Q3 2016 Avg.; DJG Marketing, November/December 2012; AAM Statement, June 2016
ONLINE AUDIENCE

BILLBOARD.COM IS THE GO-TO SOURCE FOR MUSIC CHARTS, NEWS AND ORIGINAL VIDEO FOR FANS & THE INDUSTRY ALIKE.

Billboard.com delivers the ultimate music lovers:

- PURCHASED CONCERT TICKETS ONLINE (LAST 6 MONTHS) 244
- PROVIDES FREQUENT MUSIC ADVICE 126
- PURCHASED DIGITAL MUSIC ONLINE (LAST 30 DAYS) 246
- WENT TO A LIVE CONCERT (LAST 30 DAYS) 131
- CONSIDERED HEAVY SPENDERS ON MUSIC PURCHASED ONLINE (LAST 6 MONTHS) 291

Source: comScore, September 2016; Nielsen Plan - Q2 2016, USA
The Billboard charts define the best in music across every genre. Not only are they the most recognized, quoted and respected music rankings in the world, they’ve evolved into a tool for fan music sharing and discovery.

**Billboard’s Top Charts**

**HOT 100**
Improved user experience including mobile optimization and audio playback capabilities

**BILLBOARD 200**
Now includes data on streams from services like Spotify

**TRENDING 140**
A first-of-its-kind partnership with Twitter, this chart measures social music activity in real-time

**Other Charts Include**

**ARTIST 100**
POP
R&B/HIP-HOP
COUNTRY
ROCK
LATIN
DANCE
AND MANY MORE

Source: Google Analytics, Q3 Avg. 2016
BILLBOARD.COM

SITE SECTIONS

DYNAMIC SITE SECTIONS FROM CHARTS AND VIDEOS, TO NEWS, BUSINESS AND MORE.

Charts
The online home of Billboard’s famous charts – interactive, playable and up-to-date

Channels by Genre
The latest updates, news and reviews all in a single genre specific channel

Videos
Original video including exclusive Q&As with artists, performances and more

Billboard.biz
Breaking news and updates for the industry audience

Lists
The best editor compilations – from the 50 Best Love Songs to definitive artist album rankings.
PRET-A-REPORTER
WHERE ENTERTAINMENT AND STYLE MEET,
POWERED BY BILLBOARD AND THE HOLLYWOOD REPORTER.

Pret-a-Reporter’s editorial team—led by Digital Style Director, Erin Weinger—delivers exclusive style content through the lens of entertainment. The style team reports on fashion news, beauty updates, red carpet coverage and more. Signature content franchises include:

- TOP 25 STYLISTS
- FASHION WEEK’S FRONT ROWS
- MUSIC FESTIVAL STYLE

Source: comScore Q3 Avg. 2016; Global Multi-Platform, *Desktop Only, **Source: Drupal, Q3 2016 Monthly Average, ***Source: GA, October 2016
SOCIAL

BILLBOARD HAS CULTIVATED AN ENGAGED AND ACTIVE SOCIAL FOLLOWING OF OVER 16 MILLION FANS WHO CONSTANTLY INTERACT WITH THE BRAND ON MULTIPLE CHANNELS.

#1 MOST ENGAGED MUSIC BRAND
On Facebook*

9 MM+

TOP 25 SOCIAL PUBLISHER
Across Facebook, Twitter, Instagram and YouTube*

#3 MOST ENGAGED MEDIA PUBLISHER
On Twitter*

922 K+

Source: Social Audience as of May 2017, *Source: Sharablee Q1 2016
A BRANDED CONTENT POWERHOUSE

A BRAND ACCESS LAB FOR PREMIUM MUSIC AND ENTERTAINMENT CONTENT.

Adapt Studios creates premium branded content for strategic advertising partners, capitalizing on access to premium content creators.

Whether it’s in our state-of-the-art production studio, on location at major music festivals, or behind the scenes with the world’s most sought-after talent, Adapt Studios produces a variety of content that seamlessly weaves brands into entertainment’s most engaging stories.

**Content categories include:**
- CUSTOM EDITORIAL
- CO-BRANDED CONTENT
- PARTNER SUPPLIED CONTENT
NEWSLETTERS

BILLBOARD DELIVERS MUSIC INFORMATION DIRECTLY TO THE INBOX OF FANS AND INDUSTRY EXECUTIVES WITH EMAIL UPDATES.
BILLBOARD, THE ULTIMATE AUTHORITY IN MUSIC, HAS EVOLVED INTO A CUTTING-EDGE MEDIA BRAND THAT HAS TRANSFORMED ITS UNPRECEDENTED ACCESS, ICONIC CHARTS AND UNRIVALLED JOURNALISTIC INTEGRITY INTO A CROSS-PLATFORM DESTINATION FOR MUSIC DISCOVERY, INSIDER INTEL, AND COMPLETE COVERAGE OF TODAY’S MOST INFLUENTIAL PEOPLE: THE BIGGEST NAMES IN MUSIC.
MAGAZINE AUDIENCE

BILLBOARD MAGAZINE HAS BEEN RE-MADE TO BE THE SINGLE ESSENTIAL READ FOR THE POWER PLAYERS WHO RUN THE MUSIC INDUSTRY, INCLUDING THE HEADS OF RECORD LABELS, PRODUCERS, PROMOTERS, AGENTS, MANAGERS, MUSIC PUBLISHERS AND ARTISTS

Source: DJG Marketing, November/December 2012

77% MALE 23% FEMALE

AVERAGE AGE
47

AVERAGE HHI
$212K

AVERAGE NET WORTH
$1MM

COLLEGE GRAD 68%

POST GRAD 25%
The first page of the magazine highlights the top 10, then leads into the rest of the chart.
MAGAZINE CIRCULATION

BILLBOARD MAGAZINE PUBLISHES 33 ISSUES A YEAR REACHING THE MUSIC INDUSTRY’S TOP EXECUTIVES, MANAGERS AND INFLUENCERS IN MAJOR METRO AREAS AROUND THE COUNTRY.

24% WEST COAST
28% OTHER U.S. CITIES
40% EAST COAST
8% INTERNATIONAL

BILLBOARD ALSO LICENSES THE BRAND IN VARIOUS MARKETS INCLUDING BRAZIL, KOREA, JAPAN AND MORE

PAID CIRCULATION 81%
CIRCULATION 20,937
TOTAL AUDIENCE 115K

43% OF BILLBOARD PRINT READERS ALSO VISIT BILLBOARD.COM ONCE A WEEK OR MORE
71% OF BILLBOARD READERS SPEND 30 MIN+ PER WEEK ACROSS ALL BILLBOARD PLATFORMS
49% OF READERS HAVE SENIOR/UPPER MANAGEMENT JOB TITLES
63% OF READERS ARE BUSINESS PURCHASE DECISION MAKERS

Source: AAM Statement, June 2016; DJG Marketing, November/December 2012
EVENTS CALENDAR

**Billboard Winterfest at Sundance Film Festival**
- **DATE**: January
- **LOCATION**: Park City, UT

**Billboard Power 100**
- **DATE**: February
- **LOCATION**: Los Angeles, CA

**Latin Music Conference & Awards**
- **DATE**: April
- **LOCATION**: Miami, FL

**Billboard en Vivo**
- **DATE**: April
- **LOCATION**: Multiple

**Billboard Music Men of Style**
- **DATE**: August
- **LOCATION**: Los Angeles, CA

**Billboard Hot 100 Music Festival**
- **DATE**: August
- **LOCATION**: Jones Beach, NY

**Touring Conference & Awards**
- **DATE**: November
- **LOCATION**: Los Angeles, CA

**Women in Music**
- **DATE**: December
- **LOCATION**: New York, NY

Subject to change.
Billboard Editors

John Amato
President, Billboard & The Hollywood Reporter Media Group

As president of The Hollywood Reporter-Billboard Media Group, John Amato, 36, is widely recognized as one of today’s most influential figures in media.

Amato has been instrumental in building both consumer-facing brands, and is leading their expansion internationally. The Hollywood Reporter-Billboard Media Group has rocketed to the top three biggest entertainment outlets nationally, with 30 million monthly uniques and over 20 million social media followers. The company has seen double-digit revenue rises each year of Amato’s leadership, with a three-year growth rate exceeding 86%. The company is now the biggest it’s ever been with 370 employees across New York and Los Angeles offices.

In 2016, Amato led a strategic acquisition of Spin Media, including properties Spin, Vibe and Stereogum, growing the company’s combined digital reach to 45 million monthly uniques. Amato also launched a new groundbreaking digital platforms, the massively successful video news service Billboard News, which garnered 12 million monthly uniques in its first month. In 2015, Amato oversaw the launch two major live-music initiatives including Billboard’s Winterfest at Sundance, an exclusive concert series with Park City Live, and the Billboard Hot 100 Music Festival with Live Nation, the world’s largest concert promoter.

Under his direction in May 2014, Billboard launched its Twitter Real-Time charts, which revamped the industry’s method of tracking music sales. Later that year Billboard and Telemundo, in partnership with Dick Clark Productions, extended their agreement to produce the Billboard Latin Music Awards, the longest-running and most prestigious Latin music awards show on television, through 2020.

Prior to his leadership at Billboard, Amato was the chairman and chief executive officer of Backstage, LLC, after serving as the president of Show Media.

Mike Bruno
SVP, Digital Content
Bruno joined Billboard in 2014. As part of his role, he directs all print and digital editorial programming, content and social media platforms. Previous experience includes seven years at Entertainment Weekly.

Isabel Gonzalez-Whitaker
Deputy Editor
Joined Billboard as the Deputy Editor in June of 2014. Whitaker was formerly features editor at InStyle and her writing has appeared in numerous publications including The New York Times and The Atlanta Journal-Constitution. She was previously the editor-in-chief of Tu Vida/Your Life magazine, and also held positions at Teen People and Atlanta CityMag.

Silvio Pietroluongo
VP, Charts & Data Development
Pietroluongo has run the charts since 1990. He is responsible for all chart data and editorial analysis, as well as chart initiatives, for the print magazine and its companion websites. Pietroluongo has evolved the charts to measure digital and streaming data, as well as helped launch technology partnerships such as the Twitter Real-Time streaming charts.

Matt Belloni
Editorial Director
Belloni joined Billboard in early 2014. He oversees the news operation in print and online for both Billboard and THR. He has been with THR since 2006 when he joined to write for THR’s Hollywood, Esq. blog.
PHOTOGRAPHERS

▲ Austin Hargrave Photographed for Billboard: Kendrick Lamar, Nick Jonas, Demi Lovato, Lady Gaga, Lorde, Mumford and Sons, Andra Day, Beck, Sam Smith

▲ Joe Pugliese Photographed for Billboard: Lana Del Rey, Ariana Grande, Pharrell, Britney Spears, Jennifer Lopez, Kanye West, Tom Petty, Mick Jagger

▲ Miller Mobley Photographed for Billboard: Blake Shelton, Halsey, Meghan Trainor, Marc Anthony, Zayn Malik, Katy Perry, Jack White, Taylor Swift, the Weeknd

▲ Eric Ryan Anderson: Photographed for Billboard: Diplo, 5 Seconds of Summer, Interpol, Father John Misty, Hozier, Brittany Howard, Schoolboy Q

▲ Ramona Rosales Photographed for Billboard: Fifth Harmony, Adam Lambert, Skrillex, Kendrick Lamar, Jason Derulo, Daddy Yankee, Diplo, Ice Cube, Andy Samberg, Selena Gomez
“Billboard, the music industry’s longtime standard-bearer, gets right to the heart of the matter.” NEW YORK POST, 2/2015

“The concept of newsstand sales as the driver for the cover design is no longer valid; the most effective covers work as images on Twitter, iPads, Facebook, etc. And the new Billboard logo, its very modern and distinctive design along with its photography are perfectly suited for this new cover paradigm.” FOLIO, 4/2014

“Billboard has been the music industry’s steadfast trade paper for decades, outlasting all rivals and setting the terms for success through its still closely watched charts.” THE NEW YORK TIMES, 1/2014

“...the Billboard 200, which, since 1956 has functioned as the music world’s weekly scorecard...the new chart will more accurately reflect how people listen to music these days.” THE NEW YORK TIMES, 11/2014

MIN BEST OF WEB & DIGITAL AWARDS
2015 WINNER FOR BEST OVERALL EDITORIAL EXCELLENCE

2017 WEBBY NOMINEE: BEST BRANDED EDITORIAL EXPERIENCE
1800 TEQUILA & BILLBOARD “BACK TO THE BLOCK”

2015 WEBBY NOMINEE: SOCIAL EXPERIMENTAL & NOMINATION: BILLBOARD REAL-TIME CHARTS
## Editorial Calendar

While Billboard publishes over 30 issues each year, this calendar reflects the issues with broader consumer appeal.

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>COVER DATE</th>
<th>ON-SALE</th>
<th>AD CLOSE</th>
<th>MATERIALS DUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017 PREVIEW / 2016 WRAP UP</td>
<td>1/14</td>
<td>1/6</td>
<td>12/29</td>
<td>12/30</td>
</tr>
<tr>
<td>GRAMMY PREVIEW / POWER 100</td>
<td>2/11</td>
<td>2/3</td>
<td>1/26</td>
<td>1/27</td>
</tr>
<tr>
<td>OSCARS PREVIEW</td>
<td>2/25</td>
<td>2/17</td>
<td>2/9</td>
<td>2/10</td>
</tr>
<tr>
<td>SXSW PREVIEW</td>
<td>3/18</td>
<td>3/10</td>
<td>3/2</td>
<td>3/3</td>
</tr>
<tr>
<td>COACHELLA PREVIEW</td>
<td>4/15</td>
<td>4/7</td>
<td>3/30</td>
<td>3/31</td>
</tr>
<tr>
<td>SXSW PREVIEW / TOP BRANDING POWER PLAYERS</td>
<td>3/18</td>
<td>3/10</td>
<td>3/2</td>
<td>3/3</td>
</tr>
<tr>
<td>SXSW WRAP-UP / JUNO EVENTS AND AWARDS PREVIEW</td>
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<td>3/24</td>
<td>3/16</td>
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<tr>
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<td>4/7</td>
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<td>4/21</td>
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<td>5/5</td>
<td>4/27</td>
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<td>BILLBOARD MUSIC AWARDS</td>
<td>5/27</td>
<td>5/19</td>
<td>5/11</td>
<td>5/12</td>
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<td>BOTTLEROCK PREVIEW / SONGS OF SUMMER KICK-OFF</td>
<td>6/3</td>
<td>5/26</td>
<td>5/18</td>
<td>5/19</td>
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<tr>
<td>DANCE POWER PLAYERS</td>
<td>6/24</td>
<td>6/16</td>
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<td>6/9</td>
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<td>NASHVILLE POWER</td>
<td>8/5</td>
<td>7/28</td>
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<td>INDIE POWER</td>
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<td>8/11</td>
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<tr>
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<td>8/25</td>
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<td>8/18</td>
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<td>HIP HOP POWER ISSUE / SUMMER REPORT CARD</td>
<td>9/23</td>
<td>9/15</td>
<td>9/7</td>
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<td>9/15</td>
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<td>10/14</td>
<td>10/6</td>
<td>9/28</td>
<td>9/29</td>
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<tr>
<td>THE GRAMMY CONTENDERS</td>
<td>10/28</td>
<td>10/20</td>
<td>10/12</td>
<td>10/13</td>
</tr>
<tr>
<td>LATIN POWER PLAYERS</td>
<td>11/11</td>
<td>11/3</td>
<td>10/26</td>
<td>10/27</td>
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<tr>
<td>WOMEN IN MUSIC</td>
<td>12/9</td>
<td>12/1</td>
<td>11/23</td>
<td>11/24</td>
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<tr>
<td>THE NO. 15 (YEAR END ISSUE)</td>
<td>12/16</td>
<td>12/8</td>
<td>11/30</td>
<td>12/1</td>
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<tr>
<td>GRAMMY VOTER GUIDE</td>
<td>12/30</td>
<td>12/22</td>
<td>12/14</td>
<td>12/15</td>
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Editorial calendar subject to change. Please contact your Billboard brand partnership rep for a complete list of issues in 2017.
**AD SPECS**

<table>
<thead>
<tr>
<th>SPACE</th>
<th>BLEED</th>
<th>NON-BLEED</th>
<th>TRIM</th>
<th>LIVE (SAFE) AREA</th>
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<tr>
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<td>9.25&quot;w x 12.25&quot;</td>
<td>10&quot; x 13&quot;</td>
<td>9.25&quot; x 12.25&quot;</td>
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<tr>
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<td>254mm x 330mm</td>
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<td>20&quot; x 13&quot;</td>
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<td>14.825&quot; x 13&quot;</td>
<td>13.965&quot; x 12.25&quot;</td>
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<td>N/A</td>
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<tr>
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<td>N/A</td>
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<tr>
<td>1/2 Vertical</td>
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<tr>
<td></td>
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<tr>
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<tr>
<td></td>
<td>108mm x 142mm</td>
<td>N/A</td>
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<td>N/A</td>
</tr>
</tbody>
</table>

**BLEED PARTIALS, COVERS & SPECIALITY SIZES**

STAND-ALONE BACK COVERS: Mailing Label in Upper Right Corner Along Spine.

Contact Production for Back Cover, Bleed Partial and other Specialty size specs and templates.

**PRINTING**

Web offset (SWOP)
Saddle Stitched
Publication trim size 10" x 13"

**MECHANICAL REQUIREMENTS**

Bleed ads should have a minimum .25" (6.35mm) bleed on all 4 sides and should include trim indications. Trim indications should be offset by .375" (9.525mm).

**SAFETY**

All live elements, i.e. type on bleed ads, must be a minimum of 3/8" (375 inch or 9.525mm) inside the final trim area.

**GUTTER SAFETY**

3/16" on each side (total 3/8”).

Partial ads should be supplied to trim only.

**FILE SUBMISSION**

All ad submission must be press-ready PDF/X-1a files via the THR ad portal, e-mail, CD or FTP upload.

FILE NAME SHOULD INCLUDE NAME OF ADVERTISER AND ISSUE RUN DATE

**DIGITAL AD REQUIREMENTS**

**MEDIA**

Billboard prints PDF/X-1a files only.
Export setting: ADOBE ACROBAT 6 (1.5) or higher.
Quality control depends on properly created PDFs.

**DOWNLOAD**

THR PDF Ad Export Settings for InDesign at:
thr.com/ad/specs
or contact: ads@thr.com

All rasterized files must be 300 DPI. CMYK TIFFs must be 100% of final size. Transparencies must be flattened.

Line screen is 150 l.p.i.
Allow for 10% press gain when preparing Grayscale materials.
Maximum ink density: 300 total.

**FONTS**

Embed all necessary fonts in PDFs.

**COLOR**

The color space must be CMYK or Grayscale. No RGB, LAB or embedded color profiles (such as ICC profiles).

No files with PMS colors will be accepted without prior notification. Otherwise, all PMS colors MUST be converted to CMYK.

Surprinting on Metallic inks will produce muted colors.
Note any special color information on the Contact Proof.

**LIABILITY**

Billboard cannot be held responsible for the quality of reproduction if these specifications are not adhered to.

Ads received after deadline may not publish in the desired issue.

Billboard will not be held responsible for changes the Production department must make to any ad that is inadequate or fails to adhere to Billboard Digital Ad Specifications.

Billboard will store files for 30 days.

**PRODUCTION SERVICES**

Billboard maintains an in-house Art Department.
Contact your sales rep for ad design details and rates.

FOR DEADLINES, AD SPECIFICATIONS OR TECHNICAL QUESTIONS:

BILLBOARD CONTACT

Suzanne Rush
323.525.2257
EMAIL:
ads@billboard.com

SUBJECT LINE MUST INCLUDE NAME OF ADVERTISER AND ISSUE DATE

BILLBOARD AD PORTAL

Deliver ads through our Ad Portal: prometheus.sendmyad.com
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