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. ITS RELEVANCE IS GREATER THAN EVER DUE TO NEW TECHNOLOGY, PARTNERSHIPS, AND THE DATA DRIVEN WORLD WE LIVE IN.

Source: comScore, Aug. 2015; DJG Marketing, November/December 2012; BPA Statement, June 2014
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 (LAST 6 MONTHS) 265
- PROVIDES FREQUENT MUSIC ADVICE 171
- PURCHASED DIGITAL MUSIC (LAST 30 DAYS) 236
- WENT TO A LIVE CONCERT (LAST 30 DAYS) 125
- CONSIDERED HEAVY SPENDERS ON MUSIC PURCHASED ONLINE (LAST 6 MONTHS) 200

Source: comScore, June 2015; Nielsen @ Plan – Q1 2015, USA
Billboard Charts
THE WORLD’S MOST DEFINITIVE MUSIC RANKING AND MEASURE OF SUCCESS

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
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**

**600K** MONTHLY UNIQUES

**$111k** AVERAGE HHI*

**50%** UNDER A45

**50/50%** MALE/FEMALE

**+77%** PAGEVIEWS YOY

**+64%** UNIQUE VISITORS YOY

**+255%** E-COMMERCE CONV. RATE YOY

*Source: comScore Aug, 2015; *Desktop Only
Social

BILLBOARD HAS CULTIVATED AN **ENGAGED AND ACTIVE SOCIAL FOLLOWING OF OVER 15 MILLION FANS** WHO CONSTANTLY INTERACT WITH THE BRAND ON MULTIPLE CHANNELS.

*Source: Social Audience as of October 2015*
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
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 22-23
  - **LOCATION**: Jones Beach, NY

- **Touring Conference & Awards**
  - **DATE**: November
  - **LOCATION**: New York, NY

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

Subject to change.
Newsletters

BILLBOARD DELIVERS MUSIC INFORMATION DIRECTLY TO THE INBOX OF FANS AND INDUSTRY EXECUTIVES WITH EMAIL UPDATES.
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
Magazine Circulation

BILLBOARD MAGAZINE PUBLISHES OVER 40 ISSUES A YEAR REACHING THE MUSIC INDUSTRY’S TOP EXECUTIVES, MANAGERS AND INFLUENCERS IN MAJOR METRO AREAS AROUND THE COUNTRY.

- **East Coast**: 40%
- **West Coast**: 20%
- **Other U.S. Cities**: 35%
- **International**: 5%

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

- **Paid Circulation**: 82%
- **Circulation**: 17k
- **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: BPA, June 2014; DJG Marketing, November/December 2012
The pulse of music right now, including:

- BOOKMARKED BOOKS FROM THE MUSIC SCENE
- OVERHEARD INDUSTRY Gossip
- HEAR SAY A LOOK AT WHO'S SAYING WHAT IN MUSIC

A look at the week's headlines and happenings, including:

- SOUNDS OF HOLLYWOOD THE BUSINESS OF MUSIC IN TV & FILM
- CORNER OFFICE
- NOTED
- 7 DAYS ON THE SCENE: CONCERTS, AWARDS SHOWS, PREMIERES AND FESTIVALS

Exclusive interviews and profiles, featuring beautiful original photography
Magazine Content

Reviews
New albums, singles, soundtracks and more

Backstage Pass
An in-depth look behind-the-scenes at the biggest events, concerts and festivals

Charts
The week’s updated charts including debuts, changes and liner notes

CODA
A look back at this week on the charts in previous years

iPad App
The iPad edition is an addictive, clickable, gorgeous and innovative app that delivers the weekly magazine in full, with all sorts of fun extras in the form of photos, videos and a breaking news feed powered by Billboard.com
Editors

Janice Min
Co-President/Chief Creative Officer, Entertainment Group
Min joined Billboard in January 2014 and spearheaded the redesign of the print magazine, after leading the transformation of THR. She most recently earned an ASME award for General Excellence for THR and multiple min nominations. She’s earned a 2012 NEJ Luminary Award and 2011 Game Changers in Media nod from The Huffington Post. As editor-in-chief of US Weekly, she was named one of the Post’s Most Powerful Women in New York (2007) and one of Crain’s 40 Under 40 (2006).

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.

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.

Tony Gervino
Editor-in-Chief
Gervino joined Billboard in 2014 and oversees all print content. He was previously Executive Editor of Hearst Magazines International, where he oversaw the editorial direction of Esquire, Cosmopolitan, Car and Driver and Robb Report. Additionally, Gervino served as a contributing editor to The New York Times Magazine, and was the editor of two cult-favorite publications: Slam (basketball) and Antenna, a men’s fashion and lifestyle magazine.

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.

Matt Belloni
Executive Editor
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.

Shirley Halperin
News Director
Joined Billboard in early 2014. Halperin has covered music for THR since 2010 and previously covered music for Entertainment Weekly. Prior to that, she wrote about American Idol full-time for the Los Angeles Times while also contributing to Rolling Stone. She is the author of three books.

Tye Comer
Senior Director, Adapt Studios
Comer has been with Billboard since 2008, starting as the Editor of Billboard.com. In his current role, Comer specializes in editorial and branded content experiences. Previous to Billboard, he was the Senior Editorial/Programming Director with AOL Music, Managing Editor of Mixer Magazine, and an Associate Editor for the CMJ New Music Report.
Photographers

Joe Pugliese  Photographed for Billboard: Jennifer Lopez, Shakira, Tom Petty, Mick Jagger, Andre 3000, Dolly Parton

Austin Hargrave  Photographed for Billboard: Lorde, Beck, Ariana Grande, Lady Antebellum, Florida Georgia Line, Trent Reznor, Kenny Chesney

Meredith Jenks  Photographed for Billboard: Wiz Khalifa, Conor Oberst, Afrojack, Nick Kroll, Michael Che, Domino Kirke, Lolawolf

Ramona Rosales  Photographed for Billboard: Diplo, Jason Derulo, Daddy Yankee

Jessica Chou  Photographed for Billboard: Steve Aoki, 2PM, Chief Keef, Jhene Aiko

Miller Mobley  Photographed for Billboard: Iggy Azalea, Jennifer Hudson, Idina Menzel, J Balvin, Usher, Nick Jonas, Taylor Swift
Brand of Record

“...the ‘bible’ as it is known within the music industry...”

THE WALL STREET JOURNAL, 3/2012

“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

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

While Billboard published **nearly 50 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>Sundance Film Festival; How to Make It Now</td>
<td>1/23</td>
<td>1/15</td>
<td>1/7</td>
<td>1/8</td>
</tr>
<tr>
<td>The Grammy Preview; Superbowl Preview</td>
<td>2/13</td>
<td>2/5</td>
<td>1/28</td>
<td>1/29</td>
</tr>
<tr>
<td>Power 100</td>
<td>2/20</td>
<td>2/12</td>
<td>2/4</td>
<td>2/5</td>
</tr>
<tr>
<td>Post-Grammy</td>
<td>2/27</td>
<td>2/19</td>
<td>2/11</td>
<td>2/12</td>
</tr>
<tr>
<td>First-Ever Hall of Records Issue; SXSW Preview</td>
<td>3/12</td>
<td>3/4</td>
<td>2/25</td>
<td>2/26</td>
</tr>
<tr>
<td>Social Media Stars</td>
<td>3/19</td>
<td>3/11</td>
<td>3/3</td>
<td>3/4</td>
</tr>
<tr>
<td>Music’s Brothers &amp; Sisters</td>
<td>4/16</td>
<td>4/8</td>
<td>3/31</td>
<td>4/1</td>
</tr>
<tr>
<td>Music’s MoneyMakers</td>
<td>5/7</td>
<td>4/29</td>
<td>4/21</td>
<td>4/22</td>
</tr>
<tr>
<td>Food &amp; Drink; Bottlerock Preview</td>
<td>6/4</td>
<td>5/27</td>
<td>5/19</td>
<td>5/20</td>
</tr>
<tr>
<td>EDM Power Players; Video Games</td>
<td>6/25</td>
<td>6/17</td>
<td>6/9</td>
<td>6/10</td>
</tr>
<tr>
<td>Fan Army Face-Off; Song of Summer Kick-Off</td>
<td>7/23</td>
<td>7/15</td>
<td>7/7</td>
<td>7/8</td>
</tr>
<tr>
<td>Nashville Power</td>
<td>7/30</td>
<td>7/22</td>
<td>7/14</td>
<td>7/15</td>
</tr>
<tr>
<td>Music’s Men of Style; Hot 100 Festival Preview</td>
<td>8/20</td>
<td>8/12</td>
<td>8/4</td>
<td>8/5</td>
</tr>
<tr>
<td>The TV Issue</td>
<td>9/24</td>
<td>9/16</td>
<td>9/8</td>
<td>9/9</td>
</tr>
<tr>
<td>40 Under 40</td>
<td>10/1</td>
<td>10/21</td>
<td>10/27</td>
<td>10/28</td>
</tr>
<tr>
<td>The Philanthropy Issue</td>
<td>10/15</td>
<td>10/7</td>
<td>10/20</td>
<td>10/21</td>
</tr>
<tr>
<td>The Grammy Contenders</td>
<td>10/29</td>
<td>10/23</td>
<td>10/27</td>
<td>10/28</td>
</tr>
<tr>
<td>Greatest of All Time</td>
<td>11/5</td>
<td>11/18</td>
<td>11/10</td>
<td>11/11</td>
</tr>
<tr>
<td>Music’s Top Lawyers</td>
<td>11/12</td>
<td>11/4</td>
<td>11/10</td>
<td>11/11</td>
</tr>
<tr>
<td>Holiday Gift Guide</td>
<td>11/26</td>
<td>11/18</td>
<td>12/2</td>
<td>12/23</td>
</tr>
<tr>
<td>Women in Music</td>
<td>12/10</td>
<td>12/9</td>
<td>12/1</td>
<td>12/2</td>
</tr>
<tr>
<td>The No. 1s (Year in Music)</td>
<td>12/17</td>
<td>12/9</td>
<td>12/8</td>
<td>12/9</td>
</tr>
</tbody>
</table>

Editorial calendar subject to change. Please contact your Billboard brand partnership rep for a complete list of issues in 2016
### Ad Specs

<table>
<thead>
<tr>
<th>SPACE</th>
<th>BLEED</th>
<th>NON-BLEED</th>
<th>TRIM</th>
<th>LIVE (SAFE) AREA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>10.5&quot; x 13.5&quot;</td>
<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>
</tr>
<tr>
<td></td>
<td>266.7mm x 343mm</td>
<td>235mm x 311mm</td>
<td>254mm x 330mm</td>
<td>235mm x 311mm</td>
</tr>
<tr>
<td>2-Page Spread</td>
<td>20.5&quot; x 13.5&quot;</td>
<td>19.25&quot; x 12.25&quot;</td>
<td>20&quot; x 13&quot;</td>
<td>19.25&quot; x 12.25&quot;</td>
</tr>
<tr>
<td></td>
<td>520.7mm x 343mm</td>
<td>489mm x 311mm</td>
<td>508mm x 330mm</td>
<td>489mm x 311mm</td>
</tr>
<tr>
<td>6-Column</td>
<td>15.315&quot; x 13.5&quot;</td>
<td>14.825&quot; x 13&quot;</td>
<td>13.965&quot; x 12.25&quot;</td>
<td>13.965&quot; x 12.25&quot;</td>
</tr>
<tr>
<td></td>
<td>389mm x 343mm</td>
<td>376.55mm x 330mm</td>
<td>354.7mm x 311mm</td>
<td></td>
</tr>
<tr>
<td>1/2 Horizontal</td>
<td>8.8333&quot; x 5.5849&quot;</td>
<td>N/A</td>
<td>N/A</td>
<td></td>
</tr>
<tr>
<td></td>
<td>224.37mm x 142mm</td>
<td>N/A</td>
<td>N/A</td>
<td></td>
</tr>
<tr>
<td>1/2 Vertical</td>
<td>4.25&quot; x 11.6667&quot;</td>
<td>N/A</td>
<td>N/A</td>
<td></td>
</tr>
<tr>
<td></td>
<td>108mm x 296.34mm</td>
<td>N/A</td>
<td>N/A</td>
<td></td>
</tr>
<tr>
<td>1/4 Square</td>
<td>4.25&quot; x 5.5849&quot;</td>
<td>N/A</td>
<td>N/A</td>
<td></td>
</tr>
<tr>
<td></td>
<td>108mm x 142mm</td>
<td>N/A</td>
<td>N/A</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>BLEED PARTIALS, COVERS &amp; SPECIALITY SIZES</th>
</tr>
</thead>
<tbody>
<tr>
<td>STAND-ALONE BACK COVERS: Mailing Label in Upper Right Corner Along Spine.</td>
</tr>
<tr>
<td>Contact Production for Back, Bleed Partial and other Specialty size specs and templates.</td>
</tr>
</tbody>
</table>

### 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" (0.375 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

<table>
<thead>
<tr>
<th>MEDIA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Billboard prints PDF/X-1a files only. Export setting: ADOBE ACROBAT 6 (1.5) or higher. Quality control depends on properly created PDFs.</td>
</tr>
</tbody>
</table>

### 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
  Rodger Leonard  
  212.493.4229  
  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
Contacts

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**Lynne Segall**  
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**Julian Holguin**  
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**Victoria Gold**  
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**Beth Deutschman**  
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**Tyler Moss Del Vento**  
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**Aki Kaneko**  
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**Hillary Gilmore**  
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**Bill Corvalan**  
Executive Director, West Coast Brand Partnerships  
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[Phone] 323.525.2038

**Tim Malone**  
Executive Director, Brand Partnerships  
[Email] tim.malone@billboard.com  
[Phone] 212.493.4132

**Joe Maimone**  
Director, East Coast Sales  
[Email] joe.maimone@billboard.com  
[Phone] 212.493.4427