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 AND PARTNERSHIPS.

## Digital
15.2MM WORLDWIDE UNIQUES
37 AVERAGE AGE
$96K AVERAGE HHI
43% MALE
57% FEMALE

The go-to source for everything music—read by fans and music industry insiders.

## Mobile
6.7MM UNIQUE VISITORS

Website and chart experience optimized for mobile devices so music fans can stay up-to-date wherever they are.

## Social
OVER 12.9MM FOLLOWERS

A truly engaged social following connects with music lovers everywhere.

## Print
17K CIRCULATION
115K TOTAL AUDIENCE
47 AVERAGE AGE
$212K AVERAGE HHI
23% MALE
77% FEMALE

Billboard’s weekly magazine is read by the most powerful people in music.

## Events
20+ EVENTS

Truly exclusive events targeting industry insiders and the music-loving masses.

Source: comScore, March 2015; DJG Marketing, November/December 2012; BPA Statement, June 2014
Online Audience

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

Billboard.com users over-index when it comes to entertainment:

PURCHASED CONCERT TICKETS (LAST 6 MONTHS) 233
Provides frequent music advice 163
Purchased digital music (last 30 days) 222
Went to a live concert (last 30 days) 145
Considered heavy spenders on music purchased online (last 6 months) 444

Source: comScore, March 2015; Nielsen @ Plan – Q4 2014, USA
Billboard Charts

THE DEFINITIVE MUSIC RANKING AND MEASURE OF SUCCESS IN MUSIC.

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 as a tool for music sharing and discovery.

**Billboard’s Top Charts**

**HOT 100**
Relaunched Q4 2014 – 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

...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&A’s 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 ROW
- MUSIC FESTIVAL STYLE

1.2 MM MONTHLY UNIQUES
$95K AVERAGE HHI
61% UNDER A45
70% FEMALE
30% MALE

Source: comScore February 2015
Billboard has cultivated an engaged and active social following of over 12 million fans – who constantly interact with the brand on multiple channels.

Source: Shareable, February 2015 Social Publisher Ranking, the leading social media benchmarking and audience engagement analysis firm. Social audience as of May 1, 2015
Newsletters

BILLBOARD DELIVERS MUSIC INFORMATION DIRECTLY TO THE INBOX OF FANS AND INDUSTRY EXECUTIVES WITH EMAIL UPDATES.
A Branded Content Powerhouse

INTRODUCING ADAPT STUDIOS, 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
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

AVERAGE AGE 47
AVERAGE HHI $212k
AVERAGE NET WORTH $1MM
COLLEGE GRAD 68%
POST GRAD 25%

Source: DJG Marketing, November/December 2012
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.

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
**Magazine Content**

THE MAGAZINE STARTS WITH THE HOT 100 — THE MOST POPULAR CHART — AND EXTENDS THROUGH THE WEEK’S MOST IMPORTANT NEWS, REVIEWS AND HAPPENINGS.

**Hot 100**
The first page of the magazine highlights the top 10, then leads into the rest of the chart.

**The Beat**
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

**Topline**
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

**Style**
The gear, looks and trends from the scene.

**Features**
Exclusive interviews and profiles, featuring beautiful original photography.

PHOTOGRAPHED BY AMANDA FRIEDMAN
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 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 launched technology partnerships such as the Twitter Real-Time streaming charts.

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.

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.

Tasha Green  
Fashion Editor  
Joined Billboard as Fashion Editor in March 2014. Green previously served as men’s style editor at The Wall Street Journal, where she also contributed to the Wall Street Journal Magazine. Prior to that, she was fashions news editor at Departures magazine and worked at Men’s Vogue.

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.

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.
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

“...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

Billboard.com was selected as a finalist for six Min Best of Web & Digital Awards, including Overall Editorial Excellence, Online Community/Social Networking and Use of Social Media for the Trending 140 Chart.
<table>
<thead>
<tr>
<th>ISSUE</th>
<th>COVER DATE</th>
<th>ON-SALE</th>
<th>AD CLOSE</th>
<th>MATERIALS DUE</th>
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<tr>
<td>GRAMMY VOTERS GUIDE</td>
<td>1/3</td>
<td>12/27</td>
<td>12/12</td>
<td>12/15</td>
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<tr>
<td>2015 PREVIEW</td>
<td>1/17</td>
<td>1/10</td>
<td>1/2</td>
<td>1/3</td>
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<td>SUPER BOWL PREVIEW</td>
<td>1/24</td>
<td>1/17</td>
<td>1/9</td>
<td>1/12</td>
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<td>1/31</td>
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<td>2/7</td>
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<td>GRAMMY WRAP-UP</td>
<td>2/21</td>
<td>2/14</td>
<td>2/6</td>
<td>2/9</td>
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<td>MONEY MAKERS</td>
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<td>2/12</td>
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<td>SOCIAL MEDIA STARS</td>
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<td>2/27</td>
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<td>4/18</td>
<td>4/11</td>
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<td>4/6</td>
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<td>LATIN MUSIC CONFERENCE &amp; AWARDS</td>
<td>5/2</td>
<td>4/25</td>
<td>4/17</td>
<td>4/20</td>
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<td>TOP 40 MUSIC MONEymAKERS</td>
<td>5/9</td>
<td>5/2</td>
<td>4/24</td>
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<td>BBMA PREVIEW</td>
<td>5/16</td>
<td>5/9</td>
<td>5/1</td>
<td>5/4</td>
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<td>5/23</td>
<td>5/16</td>
<td>5/8</td>
<td>5/11</td>
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<tr>
<td>BBMA WRAP-UP</td>
<td>5/30</td>
<td>5/23</td>
<td>5/15</td>
<td>5/18</td>
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<tr>
<td>WHAT I LEARNED FROM MY DAD</td>
<td>6/13</td>
<td>6/6</td>
<td>5/29</td>
<td>6/1</td>
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<td>EDM POWER LIL SISTT / E3 PREVIEW</td>
<td>6/20</td>
<td>6/13</td>
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<td>6/27</td>
<td>6/20</td>
<td>6/12</td>
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<td>BEST OF ALL TIME</td>
<td>7/4</td>
<td>6/27</td>
<td>6/19</td>
<td>6/22</td>
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<td>PHILANTHROPY ISSUE</td>
<td>7/25</td>
<td>7/18</td>
<td>7/10</td>
<td>7/13</td>
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<td>MIND &amp; BODY / INNOVATOR’S LIST</td>
<td>8/1</td>
<td>7/25</td>
<td>7/17</td>
<td>7/20</td>
</tr>
<tr>
<td>BROTHERS &amp; SISTERS / MID-YEAR CHARTS</td>
<td>8/8</td>
<td>8/1</td>
<td>7/24</td>
<td>7/27</td>
</tr>
<tr>
<td>HIP-HOP POWER ISSUE / LOLLAPALOOZA PHOTO BOOTH</td>
<td>8/15</td>
<td>8/8</td>
<td>7/31</td>
<td>8/3</td>
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<tr>
<td>SONGS OF SUMMER / THE MOST STYLISH MEN IN MUSIC</td>
<td>8/29</td>
<td>8/22</td>
<td>8/14</td>
<td>8/17</td>
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<tr>
<td>FALL PREVIEW</td>
<td>9/5</td>
<td>8/29</td>
<td>8/21</td>
<td>8/24</td>
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<td>40 UNDER 40 / NY FASHION WEEK</td>
<td>9/19</td>
<td>9/12</td>
<td>9/3</td>
<td>9/4</td>
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<tr>
<td>FOOD &amp; DRINK</td>
<td>9/26</td>
<td>9/19</td>
<td>9/11</td>
<td>9/14</td>
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<tr>
<td>VIDEO GAME ISSUE</td>
<td>10/3</td>
<td>9/26</td>
<td>9/18</td>
<td>9/21</td>
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<tr>
<td>INDUSTRY LEGENDS</td>
<td>10/17</td>
<td>10/10</td>
<td>10/2</td>
<td>10/5</td>
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<tr>
<td>GRAMMY PHASE 1</td>
<td>10/24</td>
<td>10/17</td>
<td>10/9</td>
<td>10/12</td>
</tr>
<tr>
<td>DESIGNERS &amp; MUSES</td>
<td>10/31</td>
<td>10/24</td>
<td>10/16</td>
<td>10/19</td>
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<tr>
<td>BUSINESS MANAGERS LIST</td>
<td>11/7</td>
<td>10/31</td>
<td>10/23</td>
<td>10/26</td>
</tr>
<tr>
<td>FILM &amp; TV MUSIC CONFERENCE PREVIEW</td>
<td>11/14</td>
<td>11/7</td>
<td>10/30</td>
<td>11/2</td>
</tr>
<tr>
<td>TOURING CONFERENCE &amp; AWARDS</td>
<td>11/28</td>
<td>11/21</td>
<td>11/13</td>
<td>11/16</td>
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<tr>
<td>WOMEN IN MUSIC</td>
<td>12/12</td>
<td>12/5</td>
<td>11/25</td>
<td>11/30</td>
</tr>
<tr>
<td>NO.1s / YEAR IN MUSIC &amp; TOURING CHARTS</td>
<td>12/19</td>
<td>12/12</td>
<td>12/4</td>
<td>12/7</td>
</tr>
</tbody>
</table>

Editorial calendar subject to change. Updated as of 05/01/15.
Events Calendar

Billboard Winterfest at Sundance Film Festival
DATE January 2015
LOCATION Park City, UT

Billboard Power 100
DATE February 2015
LOCATION Los Angeles, CA

Latin Music Conference & Awards
DATE April 2015
LOCATION Miami, FL

Billboard en Vivo
DATE April 2015
LOCATION Multiple

Billboard Music Men of Style
DATE August 2015
LOCATION Los Angeles, CA

Film & TV Music Conference
DATE October/November 2015
LOCATION Los Angeles, CA

Touring Conference & Awards
DATE November 2015
LOCATION New York, NY

Women in Music
DATE December 2015
LOCATION New York, NY

Subject to change.
# Ad Specs

## SPACE BLEED NON-BLEED TRIM LIVE (SAFE) AREA

<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” x 13.5”</td>
<td>9.25” w x 12.25”</td>
<td>10” x 13”</td>
<td>9.25” x 12.25”</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” x 13.5”</td>
<td>19.25” x 12.25”</td>
<td>20” x 13”</td>
<td>19.25” x 12.25”</td>
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<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” x 13.5”</td>
<td>14.825” x 13”</td>
<td>13.965” x 12.25”</td>
<td></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” x 5.5849”</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td></td>
<td>224.37mm x 142mm</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/2 Vertical</td>
<td>4.25” x 11.6667”</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td></td>
<td>108mm x 296.34mm</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/4 Square</td>
<td>4.25” x 5.5849”</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td></td>
<td>108mm x 142mm</td>
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</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” (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**

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

**John Amato**  
Co-President, Entertainment Group  
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212.493.4337

**Lynne Segall**  
Executive Vice President/Group Publisher  
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**Aki Kaneko**  
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**Hillary Gilmore**  
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**Julian Holguin**  
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**Victoria Gold**  
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323.525.2028

**Karen Uzel**  
Executive Director, Jewelry & Watches  
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212.493.4163

**Bill Corvalan**  
Executive Director, West Coast Brand Partnerships  
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323.525.2038

**Tyler Moss Del Vento**  
Managing Director, Fashion & Beauty  
tyler.delvento@thr.com  
212.493.4332

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*Image of Nicki Minaj in a billboard magazine cover*