billboard

MEDIA KIT 2019
BRAND OVERVIEW

BILLBOARD IS ONE OF THE MOST DYNAMIC, WIDELY VISITED MUSIC DESTINATIONS. ITS SIGNATURE ASSET, THE BILLBOARD CHARTS, REMAINS THE GOLDEN BENCHMARK IN MUSIC.

Source: comScore, September 2018; * Exclusive Mobile; DJG Marketing, November/December 2012; AAM Publisher's Statement, June 2017
ONLINE AUDIENCE

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

44% FEMALE

2.8x MORE LIKELY TO WATCH LIVE BROADCAST TV ONLINE*

2.6x MORE LIKELY TO WATCH PRE-RECORDED TV CLIPS ONLINE*

20% MORE LIKELY TO SUBSCRIBE TO A PAID MUSIC STREAMING SERVICE

18M MONTHLY UNIQUES
35 MEDIAN AGE
$95K AVERAGE HHI

An audience of music lovers:

1.2X MORE LIKELY TO HAVE PURCHASED CONCERT TICKETS ONLINE (LAST 6 MONTHS)
1.2X MORE LIKELY TO PROVIDE FREQUENT MUSIC ADVICE
1.9X MORE LIKELY TO HAVE PURCHASED DIGITAL MUSIC ONLINE (LAST 30 DAYS)*
1.8X MORE LIKELY TO HAVE WENT TO A LIVE CONCERT (LAST 30 DAYS)*
2X MORE LIKELY TO BE CONSIDERED HEAVY SPENDERS ON MUSIC PURCHASED ONLINE (LAST 6 MONTHS)*

Source: comScore, September 2018; *Nielsen @ Plan Q2, Desktop Only, 2018, USA, A18+
CHARTS
MUSIC’S MOST DEFINITIVE MUSIC RANKING AND BENCHMARK OF SUCCESS

Defining the best in music across every genre. The most recognized, quoted and respected music rankings in the world, evolving into a tool for fan music sharing and discovery.

- HOT 100
- BILLBOARD 200
- ARTIST 100
- GREATEST OF ALL TIME
- POP
- R&B/HIP-HOP
- COUNTRY
- ROCK
- LATIN
- DANCE/ELECTRONIC

...AND MANY MORE

Source: Google Analytics, Q3 Avg. 2018
BILLBOARD.COM

SITE SECTIONS

#1 MUSIC MEDIA PUBLISHER
COMSCORE ENTERTAINMENT RANKING*

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

News by Genre
The latest updates, news and reviews including genre specific channels

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

Business
Breaking news and updates for the industry audience

Photos
Original photo from Billboard’s Covershoots, Award Shows, Red Carpets, and more

Source: comScore, September 2018, Multi-platform, USA, *Billboard Music
no.1 MUSIC MEDIA PUBLISHER ON:
SOCIAL ENGAGEMENT AND FACEBOOK VIDEO
IN H1 2018*

TOTAL FOLLOWING

26M

Source: Shareablee, H1 2018, data pulled Nov. 6, 2018; *Source: Individual Social Platforms as of September 2018
Billboard News
Daily video series provides breaking news, chart stories, and much more from the top artists in snackable 60 to 90-second videos across Billboard's platforms and social channels.

How It Went Down
A weekly video series spotlighting artists and animates the stories behind how their biggest hits were made.

Billboard In Studio
Sit down interviews with today’s biggest artists about music, culture, and more.

Growing Up Latino
A weekly video series interviewing latin artists about their cultural upbringing.

Red Carpet Pre-Show Live Stream
In partnership with Twitter

Finish The Hit
Host challenges fans’ knowledge of lyrics to chart-topping artists’ hit songs

Source: Brightcove, Facebook, YouTube, Oct. 1 - Feb. 11, 2018, Global, *Source: Twitter, January 28th, 2018, 24-hr period
CREATIVE CONTENT STUDIO

An in-house creative agency producing premium branded content for strategic advertising partners.

Whether it’s on location at major music festivals, or behind the scenes with the world's most sought-after talent, Billboard produces a variety of content seamlessly weaving brands into entertainment's most engaging stories.

Content categories include:

- CUSTOM EDITORIAL
- CO-BRANDED CONTENT
- PARTNER SUPPLIED CONTENT
NEWSLETTERS
DELIVERING BREAKING NEWS DIRECTLY TO THE INBOX OF FANS AND INDUSTRY EXECUTIVES.

THE REAL
Three-times-per-week digest of the touring and live entertainment business.

DAILY DIGEST
The day’s top stories, reviews, columns and features.

BREAKING NEWS
Up to the minute news as it breaks.

BIZ BULLETIN
Summary of top news stories & analysis and insight of music industry.

CHART BEAT
Weekly digest highlighting the biggest stories on Billboard’s Charts.

BILLBOARD COUNTRY UPDATE
Features latest airplay, sales and streaming charts along with cutting edge editorial and compelling analysis of market trends.

DIGITAL
In-depth news and analysis on developing digital and mobile trends.

GLOBAL
Critical industry news outside of the US.

LATIN
Deep look into today’s growing Latin music & entertainment sectors.

RECORD LABEL NEWS
Latest news on the ever-changing world of record labels and retailers.

TOURING
Daily updates on the live-entertainment industry.

<table>
<thead>
<tr>
<th>SUBSCRIBERS</th>
<th>DELIVERY DATES</th>
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</thead>
<tbody>
<tr>
<td>10K</td>
<td>MON - FRI</td>
</tr>
<tr>
<td>137K</td>
<td>MON - FRI</td>
</tr>
<tr>
<td>22K</td>
<td>20 - 40X / WEEK as news breaks</td>
</tr>
<tr>
<td>14K</td>
<td>MON - FRI</td>
</tr>
<tr>
<td>36K</td>
<td>FRI/WEEKLY</td>
</tr>
<tr>
<td>15K</td>
<td>MON/WEEKLY</td>
</tr>
<tr>
<td>17K</td>
<td>FRI/WEEKLY</td>
</tr>
<tr>
<td>17K</td>
<td>FRI/WEEKLY</td>
</tr>
</tbody>
</table>

Source: SailThru Oct. 18, 2018, *as of Jan 2018
THE MAGAZINE

HBI | $212K | Net Worth | $1M | Circulation | 23,191 | Readership | 115K

Average Age
47

Male/Female
77% / 23%

Average HHI
$212K

Average Net Worth
$1M

College Grad
68%

Post Grad
25%

Ross Scarano
VP of Content
Scarano joined Billboard in 2017. He directs all print and digital editorial programming and content. Previous experience includes six years at Complex.

Jayme Klock
Managing Editor

Jason Lipshutz
Editorial Director

Nick Catucci
Features Director

Hannah Karp
News Director

Source: AAM Publisher's Statement, June 2017, DJG Marketing
INSIDE THE MAGAZINE

Hot 100
A first look at the week’s most popular current songs across all genres

The Beat
Spotlighting new artists, new music, and the latest pop culture trends, plus Chartbreaker

Topline
Exclusive analysis of the latest industry headlines, including:
- Market Watch
- From the Desk of
- Noted
- 7 Days on the Scene: Concerts, Awards Shows, Premieres and Festivals

Features
Exclusive interviews, profiles, reported pieces and power lists from top tier writers and critics
INSIDE THE MAGAZINE

Backstage Pass
Highlights of industry milestones and successes

Charts
The week’s top performing artists, albums, songs and tours across genres

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
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.

- **35%** OTHER U.S. CITIES
- **20%** WEST COAST
- **40%** EAST COAST
- **5%** INTERNATIONAL

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

**PAID CIRCULATION** 83%
**CIRCULATION** 23,191
**READERSHIP** 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 Publisher's Statement, June 2018; DJG Marketing, November/December 2012
## EVENTS CALENDAR

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Billboard Power 100</strong></td>
<td>February</td>
<td>Los Angeles, CA</td>
</tr>
<tr>
<td><strong>Dance Power 100</strong></td>
<td>March</td>
<td>Miami, FL</td>
</tr>
<tr>
<td><strong>Latin Music Week</strong></td>
<td>April</td>
<td>Las Vegas, NV</td>
</tr>
<tr>
<td><strong>Country Power Players</strong></td>
<td>July</td>
<td>Nashville, TN</td>
</tr>
<tr>
<td><strong>R&amp;B/Hip-Hop Power Players</strong></td>
<td>September</td>
<td>New York, NY</td>
</tr>
<tr>
<td><strong>Live Music Summit &amp; Awards</strong></td>
<td>November</td>
<td>Los Angeles, CA</td>
</tr>
<tr>
<td><strong>Women in Music</strong></td>
<td>December</td>
<td>New York, NY</td>
</tr>
</tbody>
</table>

Subject to change.
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: Kendrick Lamar, Lana Del Rey, Ariana Grande, Pharrell Williams, Britney Spears, Jennifer Lopez, Kanye West, Tom Petty, Mick Jagger

**MILLER MOBLEY**
Photographed for Billboard: Miranda Lambert, Halsey, Meghan Trainor, Marc Anthony, Zayn Malik, Katy Perry, Jack White, Blake Shelton, Taylor Swift, The Weeknd

**Ruven Afanador**
Photographed for Billboard: Keith Richards, Jimmy Fallon, Kygo, Selena Gomez, Zayn Malik

**David Needleman**
Photographed for Billboard: John Legend, Enrique Iglesias, Sam Hunt, Brandon Flowers, Nikki Minaj, Ansel Elgort, Halsey & Charli XCX, Macklemore & Ryan Lewis

**Olivia Bee**
Photographed for Billboard: Kesha, Migos, Kehlani, Lorde

**ERIC RYAN DAVIDSON**
Photographed for Billboard: Diplo, 5 Seconds of Summer, Interpol, Father John Misty, Hozier, Brittany Howard, Schoolboy Q

**Ramona Rosales**
Photographed for Billboard: SZA, Fifth Harmony, Adam Lambert, Skrillex, Kendrick Lamar, Jason Derulo, Daddy Yankee, Diplo, Ice Cube, Andy Samberg, Selena Gomez
# Editorial Calendar

While Billboard publishes 33 issues each year, this calendar reflects the issues with broader consumer appeal.

<table>
<thead>
<tr>
<th>Issue</th>
<th>On-Sale</th>
<th>Ad Close</th>
<th>Materials Due</th>
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</thead>
<tbody>
<tr>
<td>2019 Preview / 2018 Wrap Up</td>
<td>1/12</td>
<td>12/28</td>
<td>12/29</td>
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<tr>
<td>Grammy Preview</td>
<td>1/26</td>
<td>1/17</td>
<td>1/18</td>
</tr>
<tr>
<td>Power 100</td>
<td>2/9</td>
<td>1/31</td>
<td>2/1</td>
</tr>
<tr>
<td>Oscars Preview</td>
<td>2/16</td>
<td>2/7</td>
<td>2/8</td>
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<tr>
<td>SXSW Preview</td>
<td>3/2</td>
<td>2/22</td>
<td>2/23</td>
</tr>
<tr>
<td>Dance Package</td>
<td>3/23</td>
<td>3/15</td>
<td>3/16</td>
</tr>
<tr>
<td>Academy Country Music Awards Preview</td>
<td>4/13</td>
<td>4/5</td>
<td>4/6</td>
</tr>
<tr>
<td>Latin Conference Preview</td>
<td>4/20</td>
<td>4/12</td>
<td>4/13</td>
</tr>
<tr>
<td>Billboard Music Awards Preview</td>
<td>5/25</td>
<td>5/10</td>
<td>5/11</td>
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<tr>
<td>Country Power Players</td>
<td>6/1</td>
<td>5/24</td>
<td>5/25</td>
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<tr>
<td>Pride Issue</td>
<td>6/15</td>
<td>6/7</td>
<td>6/8</td>
</tr>
<tr>
<td>MoneyMakers/Indie Power List</td>
<td>7/20</td>
<td>7/12</td>
<td>7/13</td>
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<tr>
<td>Fall Music Preview</td>
<td>8/24</td>
<td>8/16</td>
<td>8/17</td>
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<tr>
<td>Hip Hop Power Issue</td>
<td>9/14</td>
<td>9/6</td>
<td>9/7</td>
</tr>
<tr>
<td>40 Under 40</td>
<td>9/28</td>
<td>9/20</td>
<td>9/21</td>
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<td>21 Under 21</td>
<td>10/26</td>
<td>10/11</td>
<td>10/12</td>
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<tr>
<td>Latin Power Players</td>
<td>11/9</td>
<td>10/25</td>
<td>10/26</td>
</tr>
<tr>
<td>Live Music Summit &amp; Awards Preview</td>
<td>11/16</td>
<td>11/1</td>
<td>11/2</td>
</tr>
<tr>
<td>Women in Music</td>
<td>12/7</td>
<td>11/22</td>
<td>11/23</td>
</tr>
<tr>
<td>Grammy Nominations Guide</td>
<td>12/14</td>
<td>12/6</td>
<td>12/7</td>
</tr>
<tr>
<td>The No. 1s (Year End Issue)</td>
<td>12/21</td>
<td>12/10</td>
<td>12/11</td>
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Editorial calendar subject to change.
Please contact your Billboard brand partnership rep for a complete list of issues in 2019.
# 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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</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>10.5” x 13.5”</td>
<td>9.25” 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>
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<tr>
<td>2-Page Spread</td>
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<td>19.25” x 12.25”</td>
<td>20” x 13”</td>
<td>19.25” x 12.25”</td>
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<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” 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></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” x 11.6667”</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” x 5.5849”</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>

**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
212.493.2257
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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212.493.4321