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, January 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.

48% FEMALE

2.6x MORE LIKELY TO WATCH LIVE BROADCAST TV ONLINE (INDEX 262)

2.1x MORE LIKELY TO WATCH PRE-RECORDED TV CLIPS ONLINE (INDEX 213)

52% MALE

72% MORE LIKELY TO SUBSCRIBE TO A PAID MUSIC STREAMING SERVICE (INDEX 172)

18M+ MONTHLY UNIQUES

40 MEDIAN AGE

$109K AVERAGE HHI

Billboard.com delivers the ultimate music lovers*

2.9x MORE LIKELY TO HAVE PURCHASED CONCERT TICKETS ONLINE (LAST 6 MONTHS) 291

1.5x MORE LIKELY TO PROVIDE FREQUENT MUSIC ADVICE 145

2.9x MORE LIKELY TO HAVE PURCHASED DIGITAL MUSIC ONLINE (LAST 30 DAYS) 292

1.3x MORE LIKELY TO HAVE WENT TO A LIVE CONCERT (LAST 30 DAYS) 134

5.5x MORE LIKELY TO BE CONSIDERED HEAVY SPENDERS ON MUSIC PURCHASED ONLINE (LAST 6 MONTHS) 549

Source: comScore, January 2018; *Nielsen @ Plan – Q3, Desktop Only, 2017, USA, A18+
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

**Other Charts Include**

- **ARTIST 100**
- **GREATEST OF ALL TIME**
- **POP**
- **R&B/HIP-HOP**
- **COUNTRY**
- **ROCK**
- **LATIN**
- **DANCE/ELECTRONIC**
  - ...AND MANY MORE

Source: Google Analytics, Q3 Avg. 2017
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 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, July 2017, Multi-platform, USA
Pret-a-Reporter

WHERE ENTERTAINMENT AND STYLE MEET,
POWERED BY BILLBOARD AND THE HOLLYWOOD REPORTER.

Pret-a-Reporter’s editorial team—led by Style & Fashion News Director, Booth Moore—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

- $107K AVERAGE HHI*
- 54% UNDER A45*
- 48%/51% MALE/FEMALE*
- 1.7M PAGEVIEWS**
- 392K MONTHLY UNIQUES

Source: comScore December, 2017, multi-platform, USA; *Source: Drupal, Q3 2017 Monthly Average, **Source: GA, Q3 2017 (Global)
MEDIA KIT 2018

SOCIAL

MUSIC MEDIA PUBLISHER ON:
SOCIAL AND FACEBOOK VIDEO IN H1 2017*

Source: Shareablee, H1 2017, data pulled Sept. 14, 2017; *Source: Individual Social Platforms as of February 2018
ORIGINAL VIDEO

BILLBOARD CONTINUES TO PUSH THE ENVELOPE WITH ITS CONTENT BY PRODUCING SEVERAL NEW COMPELLING VIDEO SERIES

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.

Live Stream Red Carpet Pre-Show
In partnership with Twitter

Source: Brightcove, Facebook, YouTube, Nov. 16, 2016 - Feb. 11, 2018, Global, *Source: Twitter, January 28th, 2018, 24-hr period
Billboard creates premium branded content for strategic advertising partners, capitalizing on access to premium content creators and talent.

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, Billboard 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 Breaking News Directly to the Inbox of Fans and Industry Executives.**

<table>
<thead>
<tr>
<th>Newsletter</th>
<th>Subscribers</th>
<th>Delivery Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Daily Digest</strong></td>
<td>114K</td>
<td>Mon - Fri</td>
</tr>
<tr>
<td><strong>Breaking News</strong></td>
<td>21K</td>
<td>20 - 40X / Week as news breaks</td>
</tr>
<tr>
<td><strong>Billboard Bulletin</strong></td>
<td>14K</td>
<td>Mon - Fri</td>
</tr>
<tr>
<td><strong>Chart Beat</strong></td>
<td>34K</td>
<td>Fri/WEEKLY</td>
</tr>
<tr>
<td><strong>Billboard Country Update</strong></td>
<td>14K</td>
<td>Mon/WEEKLY</td>
</tr>
<tr>
<td><strong>Digital</strong></td>
<td>15K</td>
<td>Fri/WEEKLY</td>
</tr>
<tr>
<td><strong>Global</strong></td>
<td>15K</td>
<td>Fri/WEEKLY</td>
</tr>
<tr>
<td><strong>Hot 100 Festival</strong></td>
<td>31K</td>
<td>Varies during Festival Season</td>
</tr>
<tr>
<td><strong>Latin</strong></td>
<td>11K</td>
<td>Fri/WEEKLY</td>
</tr>
<tr>
<td><strong>Record Label News</strong></td>
<td>16K</td>
<td>Fri/WEEKLY</td>
</tr>
<tr>
<td><strong>Touring</strong></td>
<td>16K</td>
<td>Fri/WEEKLY</td>
</tr>
</tbody>
</table>

Source: SailThru January 2018
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.

**Topline**
A look at the week’s headlines and happenings, including:

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

**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

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

**Features**
Exclusive interviews and profiles, featuring beautiful original photography.
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
BILLBOARD MAGAZINE PUBLISHES OVER 33 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: AAM Publisher’s Statement, June 2017; DJG Marketing, November/December 2012
EVENTS CALENDAR

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

**Latin Music Week**
**DATE** April
**LOCATION** Las Vegas, NV

**Country Power Players**
**DATE** July
**LOCATION** Nashville, TN

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

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

**Women in Music**
**DATE** November
**LOCATION** Los Angeles, CA

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, Blake Shelton, Halsey, Meghan Trainor, Marc Anthony, Zayn Malik, Katy Perry, Jack White, 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>
</tr>
</thead>
<tbody>
<tr>
<td>2017 Preview / 2016 Wrap Up</td>
<td>1/6</td>
<td>12/28</td>
<td>12/29</td>
</tr>
<tr>
<td>Grammy Preview</td>
<td>1/20</td>
<td>1/11</td>
<td>1/12</td>
</tr>
<tr>
<td>Power 100</td>
<td>1/27</td>
<td>1/18</td>
<td>1/19</td>
</tr>
<tr>
<td>Oscars Preview</td>
<td>2/17</td>
<td>2/8</td>
<td>2/9</td>
</tr>
<tr>
<td>SXSW Preview</td>
<td>3/10</td>
<td>3/1</td>
<td>3/2</td>
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<tr>
<td>DJ Power List</td>
<td>3/24</td>
<td>3/15</td>
<td>3/16</td>
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<tr>
<td>Coachella/Bottlerock/Gov Ball Preview</td>
<td>4/14</td>
<td>4/5</td>
<td>4/6</td>
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<tr>
<td>Latin Conference Preview</td>
<td>4/21</td>
<td>4/12</td>
<td>4/13</td>
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<tr>
<td>Billboard Music Awards Preview</td>
<td>5/19</td>
<td>5/10</td>
<td>5/11</td>
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<tr>
<td>Top Branding Power Players</td>
<td>6/9</td>
<td>5/31</td>
<td>6/1</td>
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<tr>
<td>Music’s MoneyMakers/Top Business Managers</td>
<td>7/14</td>
<td>7/5</td>
<td>7/6</td>
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<tr>
<td>Country Power Players</td>
<td>7/28</td>
<td>7/19</td>
<td>7/20</td>
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<tr>
<td>Indie Power List</td>
<td>8/11</td>
<td>8/2</td>
<td>8/3</td>
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<tr>
<td>Fall Music Preview/Hot 100 Festival Photo Recap</td>
<td>8/25</td>
<td>8/16</td>
<td>8/17</td>
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<tr>
<td>Hip Hop Power Issue</td>
<td>9/15</td>
<td>9/6</td>
<td>9/7</td>
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<td>Top Entertainment Law/Top Music Law Schools</td>
<td>9/29</td>
<td>9/20</td>
<td>9/21</td>
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<tr>
<td>40 Under 40</td>
<td>10/6</td>
<td>9/27</td>
<td>9/28</td>
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<tr>
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<td>9/27</td>
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<tr>
<td>Digital Power Players</td>
<td>10/20</td>
<td>10/11</td>
<td>10/12</td>
</tr>
<tr>
<td>Latin Power Players</td>
<td>11/10</td>
<td>11/1</td>
<td>11/2</td>
</tr>
<tr>
<td>Women in Music/Holiday Gift Guide</td>
<td>12/1</td>
<td>11/22</td>
<td>11/21</td>
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<tr>
<td>The No. 1s (Year End Issue)</td>
<td>12/15</td>
<td>12/6</td>
<td>12/7</td>
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<tr>
<td>Grammy Nominations Guide</td>
<td>12/22</td>
<td>12/13</td>
<td>12/14</td>
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</tbody>
</table>

Editorial calendar subject to change.
Please contact your Billboard brand partnership rep for a complete list of issues in 2018.
**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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<tbody>
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<td>10&quot; x 13&quot;</td>
<td>9.25&quot; x 12.25&quot;</td>
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<td></td>
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<td>235mm x 311mm</td>
<td>254mm x 330mm</td>
<td>235mm x 311mm</td>
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<tr>
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<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>
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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>
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<td>6-Column</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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<tr>
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<td>389mm x 343mm</td>
<td>376.55mm x 330mm</td>
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<td>N/A</td>
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<td></td>
<td>224.37mm x 142mm</td>
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</tr>
<tr>
<td>1/2 Vertical</td>
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<td>N/A</td>
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<tr>
<td></td>
<td>108mm x 296.34mm</td>
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</tr>
<tr>
<td>1/4 Square</td>
<td>4.25&quot; x 5.5849&quot;</td>
<td>N/A</td>
<td>N/A</td>
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</tr>
<tr>
<td></td>
<td>108mm x 142mm</td>
<td></td>
<td></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" (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**

**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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