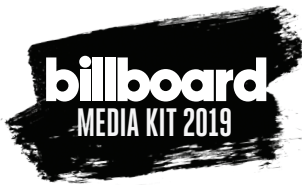




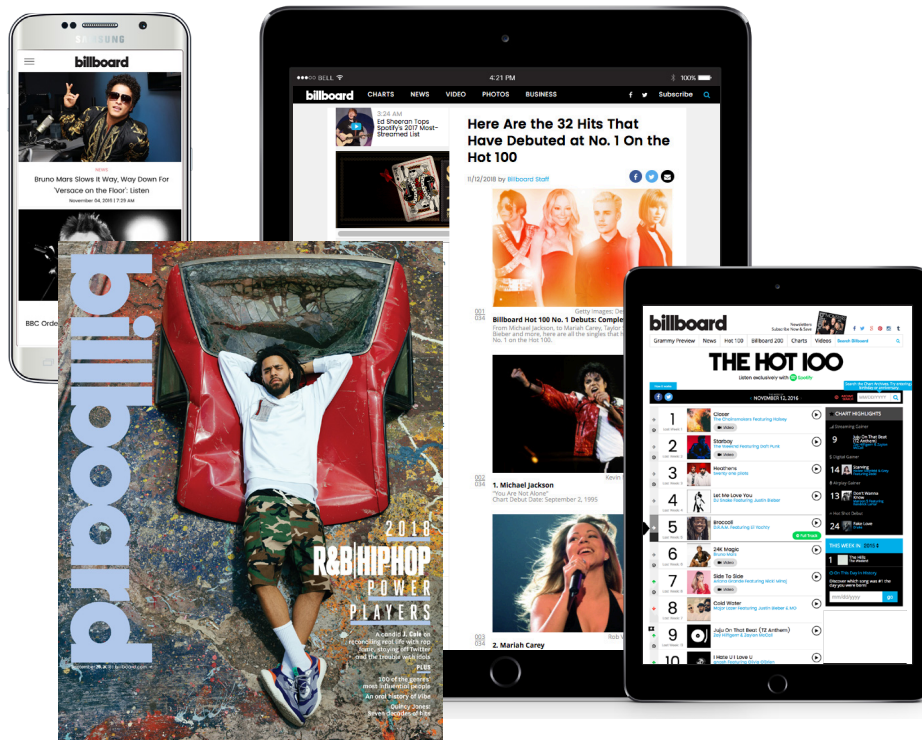
**billboard**

**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.**



## DIGITAL

- 18M U.S. UNIQUES
- 35 MEDIAN AGE
- \$90K AVERAGE HHI
- 51% MALE
- 49% FEMALE

The definitive source—read by fans and music industry insiders.

## MOBILE

- 15M+ UNIQUE VISITORS

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

## SOCIAL

- 26M FOLLOWERS

A highly engaged social following connecting music lovers everywhere.

## PRINT

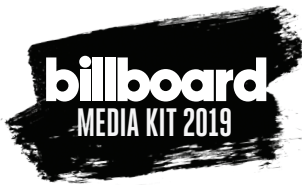
- 23,191 CIRCULATION
- 115K READERSHIP
- 47 AVERAGE AGE
- \$212K AVERAGE HHI
- 77% MALE
- 23% FEMALE

A weekly magazine is read by the most powerful people in music.

## EVENTS

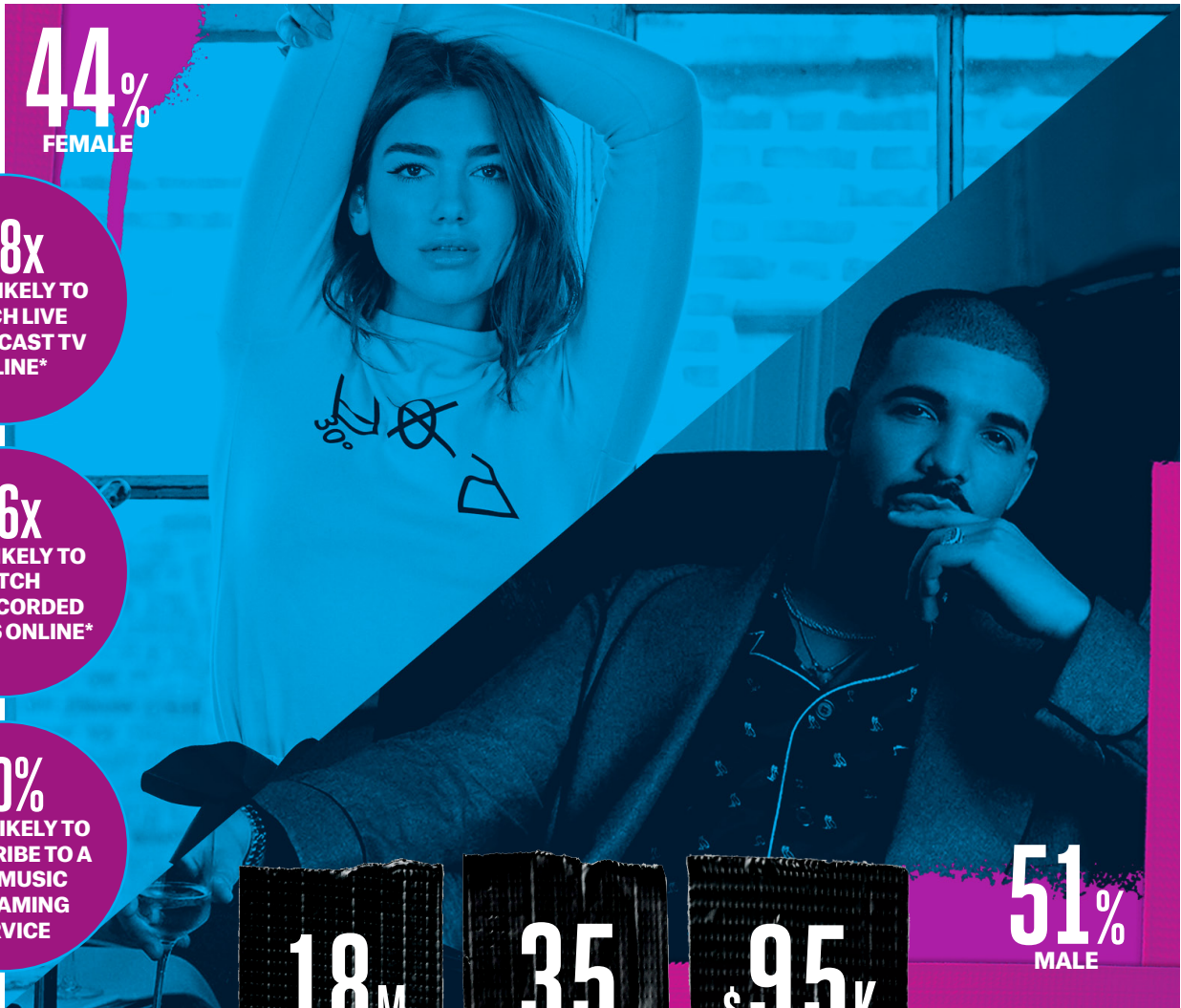
- 20+ EVENTS

Exclusive events targeting industry insiders and the music-loving masses.



# 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

**51%**  
MALE

## An audience of music lovers:

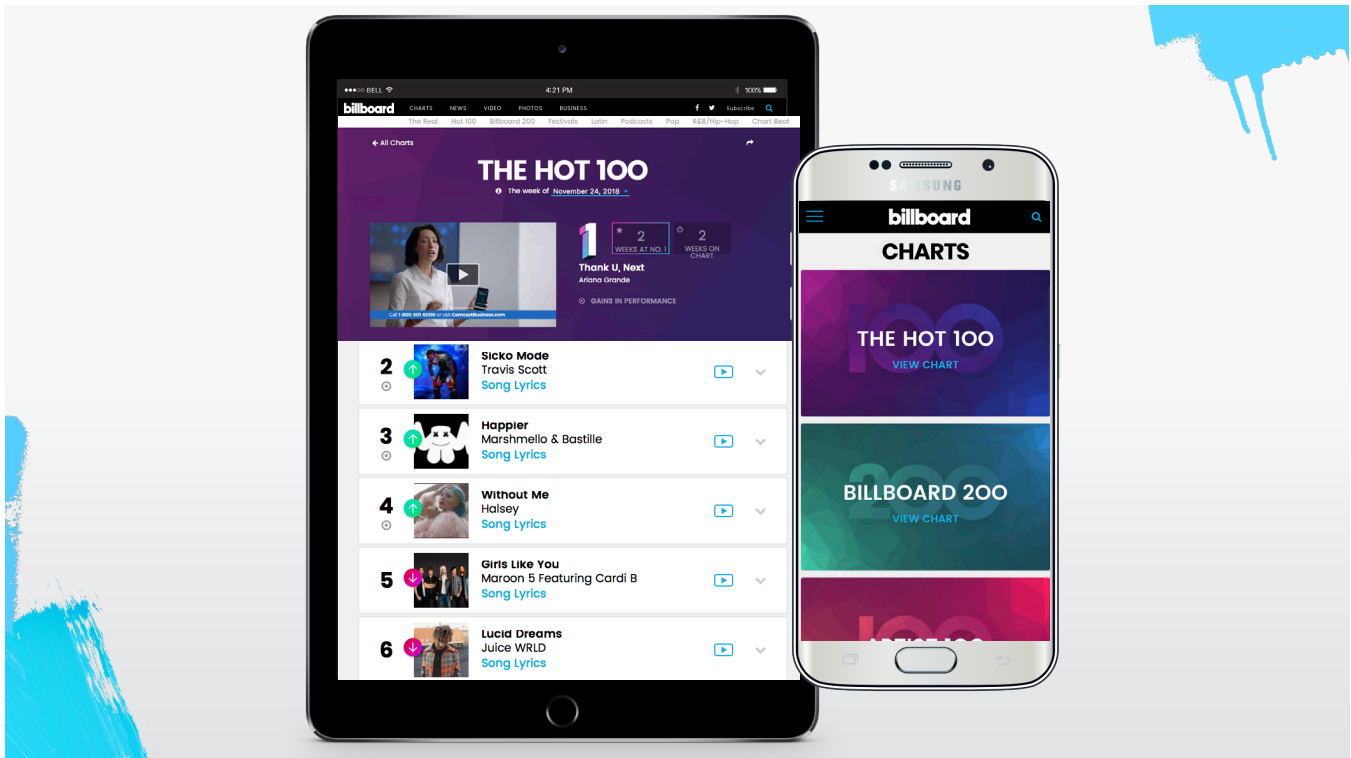
- 1.2X** MORE LIKELY TO HAVE PURCHASED CONCERT TICKETS ONLINE (LAST 6 MONTHS)
- 1.2X** MORE LIKELY TO PROVIDE FREQUENT MUSIC ADVICE
- 1.9X** MORE LIKELY TO HAVE PURCHASED DIGITAL MUSIC ONLINE (LAST 30 DAYS)\*
- 1.8X** MORE LIKELY TO HAVE WENT TO A LIVE CONCERT (LAST 30 DAYS)\*
- 2X** MORE LIKELY TO BE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



NEARLY  
4:09 MIN AVG  
CHART USER  
SESSION

NEARLY  
652K  
PAGEVIEWS  
PER DAY

CONSUME  
3 PAGES  
PER SESSION

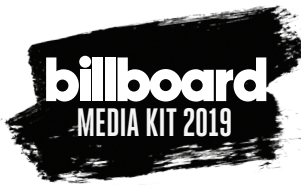
NEARLY  
30% ARE  
RETURNING  
VISITORS

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

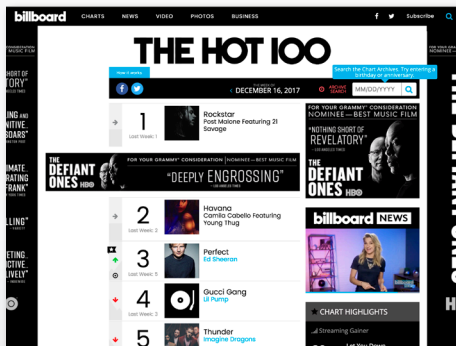
R&B/HIP-HOP  
COUNTRY  
ROCK  
LATIN  
DANCE/ELECTRONIC

...AND MANY MORE



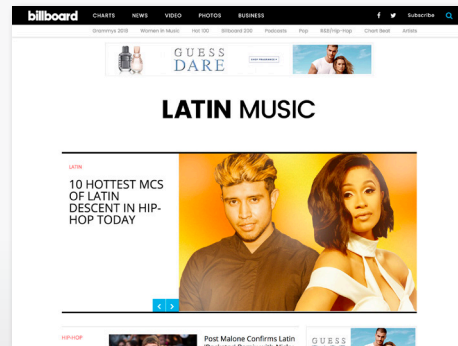
# BILLBOARD.COM SITE SECTIONS

#1 MUSIC MEDIA PUBLISHER  
COMSCORE ENTERTAINMENT RANKING\*



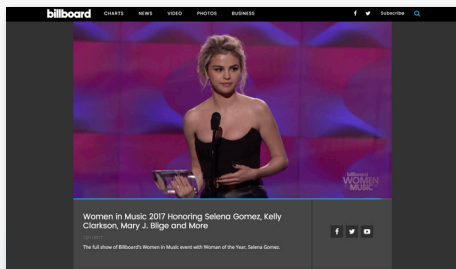
## Charts

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



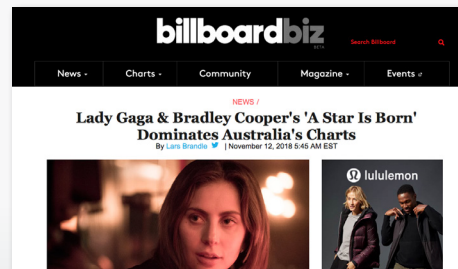
## News by Genre

The latest updates, news and reviews including genre specific channels



## Video

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



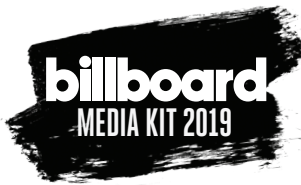
## Business

Breaking news and updates for the industry audience



## Photos

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

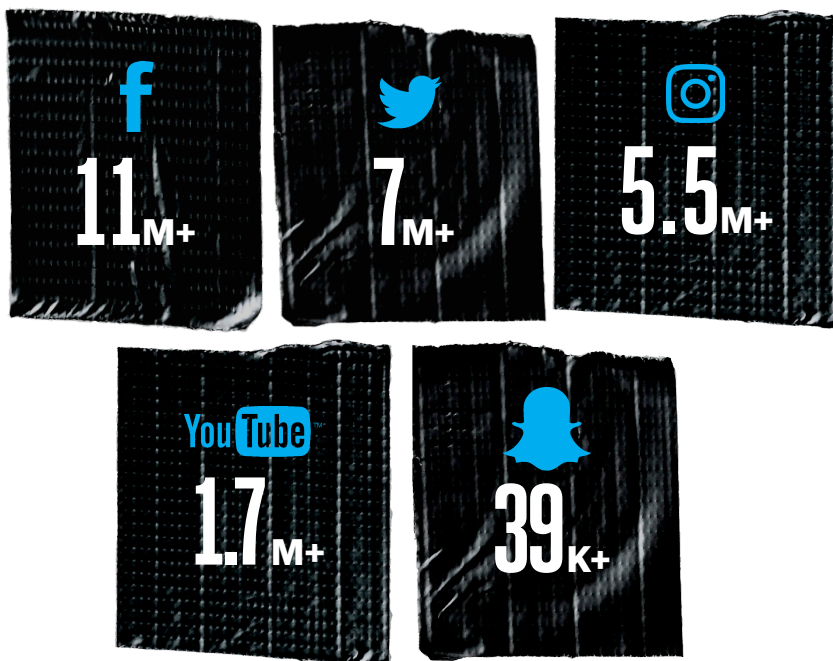


# SOCIAL

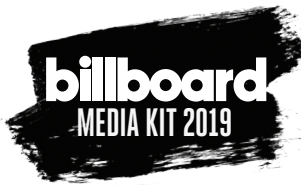
**no.1**

**MUSIC MEDIA PUBLISHER ON:  
SOCIAL ENGAGEMENT AND FACEBOOK VIDEO  
IN H1 2018\***

**26M**  
TOTAL FOLLOWING



Source: Shareablee, H1 2018, data pulled Nov. 6, 2018; \*Source: Individual Social Platforms as of September 2018



# ORIGINAL VIDEO

**395M+**  
VIDEO VIEWS SINCE LAUNCH NOV 2016



## 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.



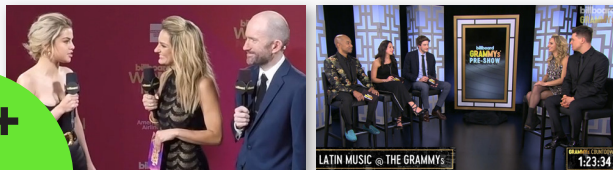
## Billboard In Studio

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.



WOMEN IN MUSIC

GRAMMYS

## Red Carpet Pre-Show Live Stream

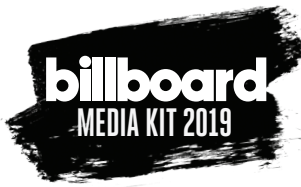
In partnership with Twitter

**9M+**  
VIDEO UNIQUES FROM 2018 GRAMMY PRE-SHOW LIVE STREAM\*

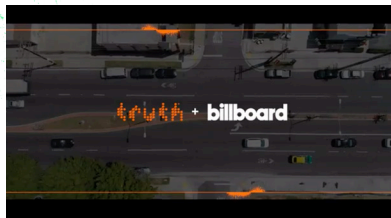
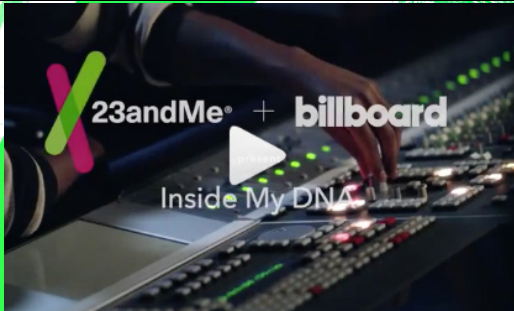
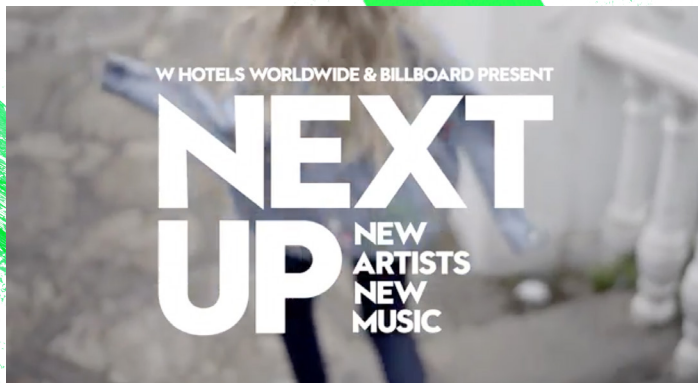
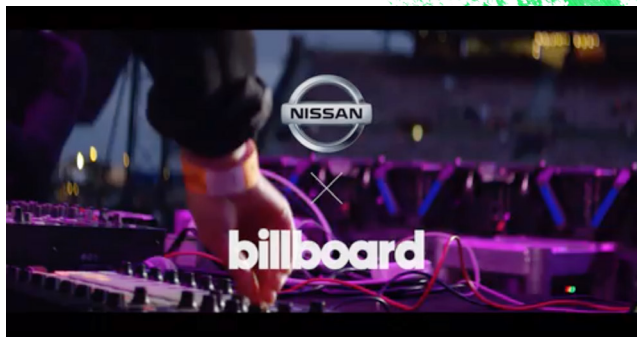
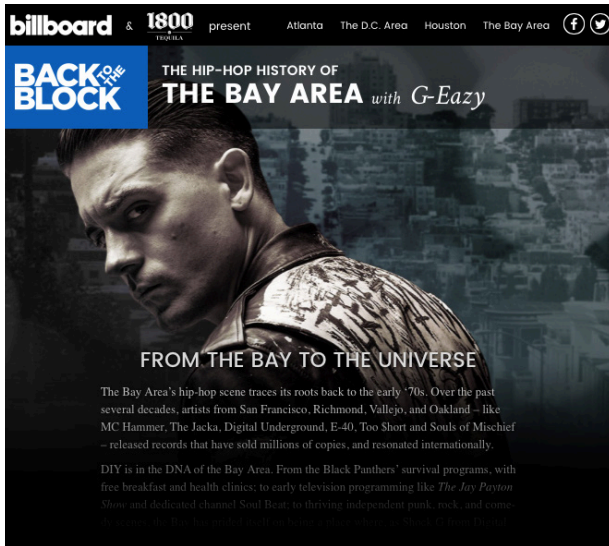


## Finish The Hit

Host challenges fans' knowledge of lyrics to chart-topping artists' hit songs



# 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



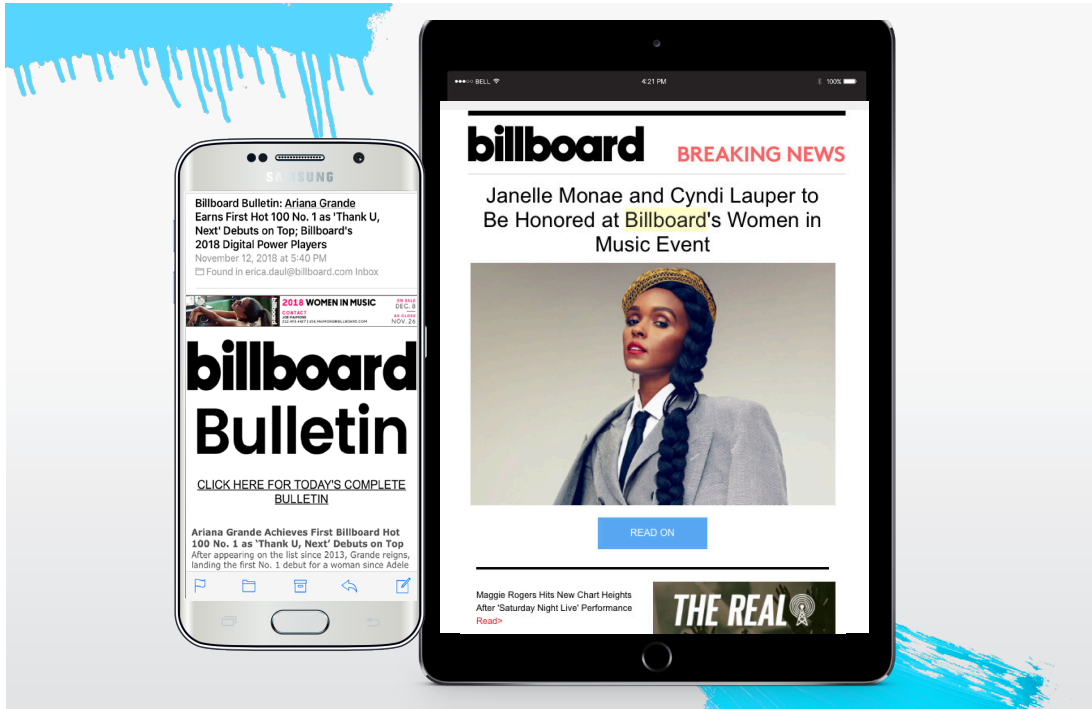
PARTNER SUPPLIED CONTENT





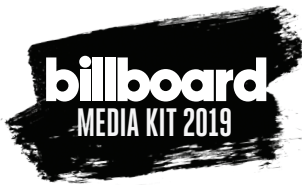
# NEWSLETTERS

DELIVERING BREAKING NEWS DIRECTLY TO THE INBOX OF FANS AND INDUSTRY EXECUTIVES.



**NEW TO MARKET**

	SUBSCRIBERS	DELIVERY DATES
<b>THE REAL</b> Three-times-per-week digest of the touring and live entertainment business	10K	MON-FRI
<b>DAILY DIGEST</b> The day's top stories, reviews, columns and features	137K	MON - FRI
<b>BREAKING NEWS</b> Up to the minute news as it breaks	22K	20 - 40X / WEEK as news breaks
<b>BIZ BULLETIN</b> Summary of top news stories & analysis and insight of music industry	14K	MON - FRI
<b>CHART BEAT</b> Weekly digest highlighting the biggest stories on Billboard's Charts	36K	FRI/WEEKLY
<b>BILLBOARD COUNTRY UPDATE</b> Features latest airplay, sales and streaming charts along with cutting edge editorial and compelling analysis of market trends	15K	MON/WEEKLY
<b>DIGITAL</b> In-Depth news and analysis on developing digital and mobile trends	17K	FRI/WEEKLY
<b>GLOBAL</b> Critical industry news outside of the US	16K	FRI/WEEKLY
<b>LATIN</b> Deep look into today's growing Latin music & entertainment sectors	12K	Varies during Festival Season
<b>RECORD LABEL NEWS</b> Latest news on the ever-changing world of record labels and retailers	17K	FRI/WEEKLY
<b>TOURING</b> Daily updates on the live-entertainment industry	17K	FRI/WEEKLY



# THE MAGAZINE



HHI | \$212K · Net Worth | \$1M · Circulation | 23,191 · Readership | 115K

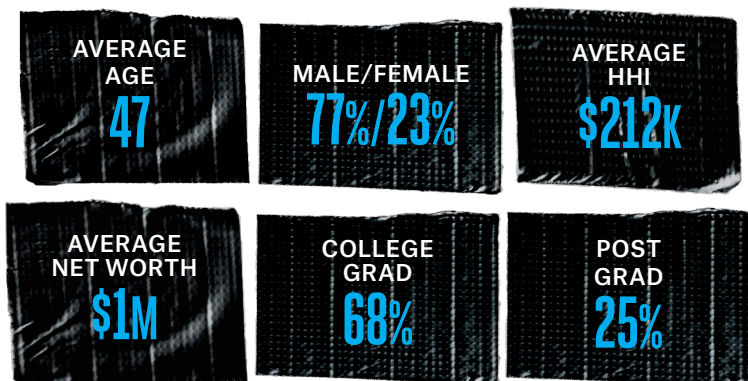


Photo credit: Austin Hargrave



**Ross Scarano**  
VP of Content

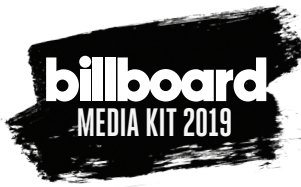
Scarano joined *Billboard* in 2017. He directs all print and digital editorial programming and content. Previous experience includes six years at *Complex*.

**Jayme Klock**  
Managing Editor

**Nick Catucci**  
Features Director

**Jason Lipshutz**  
Editorial Director

**Hannah Karp**  
News Director



# 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

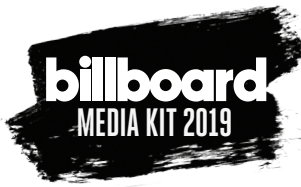
Exclusive analysis of the latest industry headlines, including:

- + 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

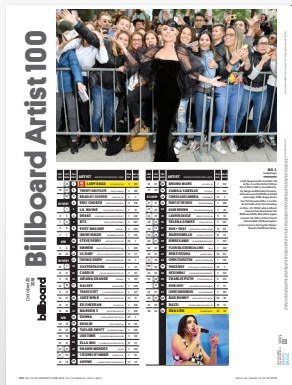


# INSIDE THE MAGAZINE



## Backstage Pass

Highlights of industry milestones and successes



## Charts

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



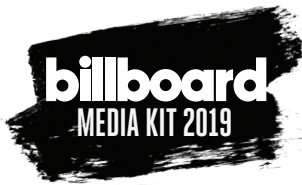
## CODA

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



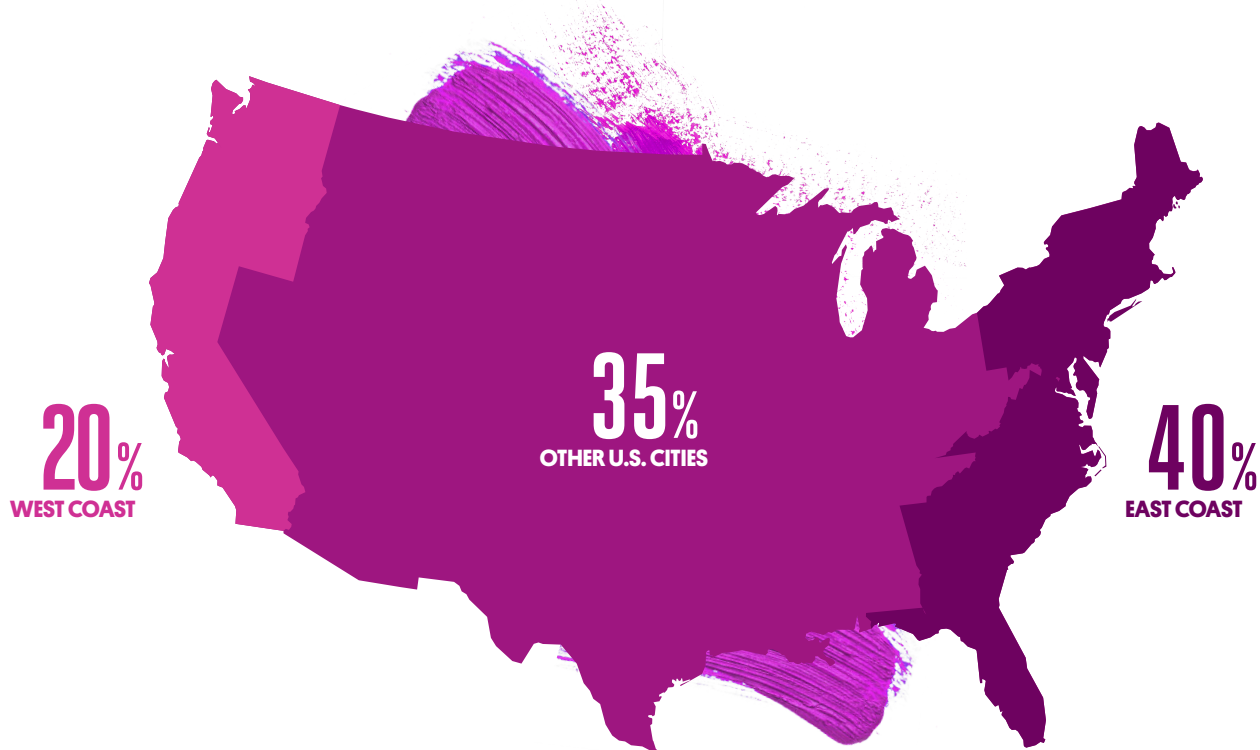
## iPad App

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.**

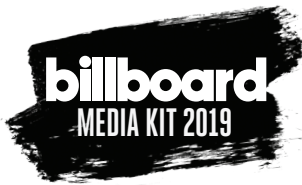


**5%**  
INTERNATIONAL

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



- 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



# EVENTS CALENDAR



TYLER HUBBARD, SHANIA TWAIN & BRIAN KELLEY  
2018 COUNTRY POWER PLAYERS



LUCIAN GRAINGE, BIG SEAN & PAUL ROSENBERG  
2018 POWER 100



NICKY JAM & J BALVIN  
2018 LATIN MUSIC AWARDS



SELENA GOMEZ  
2017 WOMEN IN MUSIC AWARDS



SHAWN MENDES  
2018 LIVE MUSIC SUMMIT & AWARDS

## Billboard Power 100

**DATE** February  
**LOCATION** Los Angeles, CA

## Latin Music Week

**DATE** April  
**LOCATION** Las Vegas, NV

## R&B/Hip-Hop Power Players

**DATE** September  
**LOCATION** New York, NY

## Women in Music

**DATE** December  
**LOCATION** New York, NY

## Dance Power 100

**DATE** March  
**LOCATION** Miami, FL

## Country Power Players

**DATE** July  
**LOCATION** Nashville, TN

## Live Music Summit & Awards

**DATE** November  
**LOCATION** Los Angeles, CA

# PHOTOGRAPHERS

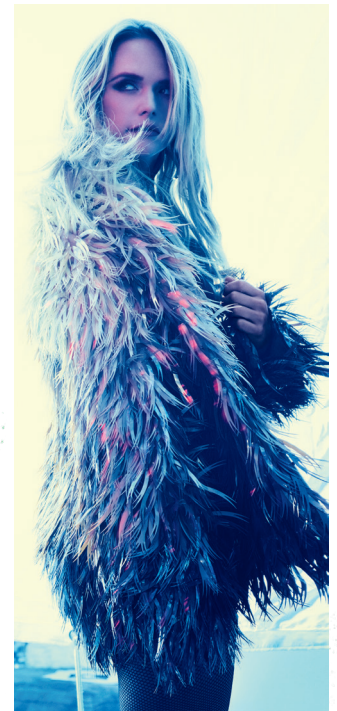
▼ **AUSTIN HARGRAVE** Photographed for **Billboard:** Kendrick Lamar, Nick Jonas, Demi Lovato, Lady Gaga, Lorde, Mumford and Sons, Andra Day, Beck, Sam Smith



◀ **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:** Keshha, 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

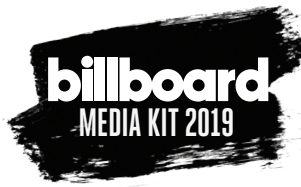
WHILE BILLBOARD PUBLISHES 33 ISSUES EACH YEAR,  
THIS CALENDAR REFLECTS THE ISSUES WITH BROADER CONSUMER APPEAL

ISSUE	ON-SALE	AD CLOSE	MATERIALS DUE
2019 PREVIEW / 2018 WRAP UP	1/12	12/28	12/29
GRAMMY PREVIEW	1/26	1/17	1/18
POWER 100	2/9	1/31	2/1
OSCARS PREVIEW	2/16	2/7	2/8
SXSW PREVIEW	3/2	2/22	2/23
DANCE PACKAGE	3/23	3/15	3/16
ACADEMY COUNTRY MUSIC AWARDS PREVIEW	4/13	4/5	4/6
LATIN CONFERENCE PREVIEW	4/20	4/12	4/13
BILLBOARD MUSIC AWARDS PREVIEW	5/25	5/10	5/11
COUNTRY POWER PLAYERS	6/1	5/24	5/25
PRIDE ISSUE	6/15	6/7	6/8
TOP BUSINESS MANAGERS	6/29	6/21	6/22
MONEYMAKERS/INDIE POWER LIST	7/20	7/12	7/13
FALL MUSIC PREVIEW	8/24	8/16	8/17
HIP HOP POWER ISSUE	9/14	9/6	9/7
40 UNDER 40	9/28	9/20	9/21
21 UNDER 21	10/26	10/11	10/12
LATIN POWER PLAYERS	11/9	10/25	10/26
LIVE MUSIC SUMMIT & AWARDS PREVIEW	11/16	11/1	11/2
WOMEN IN MUSIC	12/7	11/22	11/23
GRAMMY NOMINATIONS GUIDE	12/14	12/6	12/7
THE NO. 1S (YEAR END ISSUE)	12/21	12/10	12/11

Editorial calendar subject to change.

Please contact your Billboard brand partnership rep for a complete list of issues in 2019





# AD SPECS

SPACE	BLEED	NON-BLEED	TRIM	LIVE (SAFE) AREA
<b>Full Page</b>	10.5" x 13.5" 266.7mm x 343mm	9.25"w x 12.25" 235mm x 311mm	10" x 13" 254mm x 330mm	9.25" x 12.25" 235mm x 311mm
<b>2-Page Spread</b>	20.5" x 13.5" 520.7mm x 343mm	19.25" x 12.25" 489mm x 311mm	20" x 13" 508mm x 330mm	19.25" x 12.25" 489mm x 311mm
<b>6-Column</b>	15.315" x 13.5" 389mm x 343mm		14.825" x 13" 376.55mm x 330mm	13.965" x 12.25" 354.7mm x 311mm
<b>1/2 Horizontal</b>		8.8333" x 5.5849" 224.37mm x 142mm	N/A	N/A
<b>1/2 Vertical</b>		4.25" x 11.6667" 108mm x 296.34mm	N/A	N/A
<b>1/4 Square</b>		4.25" x 5.5849" 108mm x 142mm	N/A	N/A

## 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/X1-a 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](http://thr.com/ad/specs)

or contact: [ads@thr.com](mailto: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

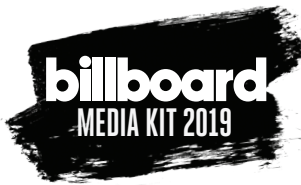
#### EMAIL

[ads@billboard.com](mailto: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](http://prometheus.sendmyad.com)



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**Vice President,  
Brand Partnerships**

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