

# audience



## Billboard.com

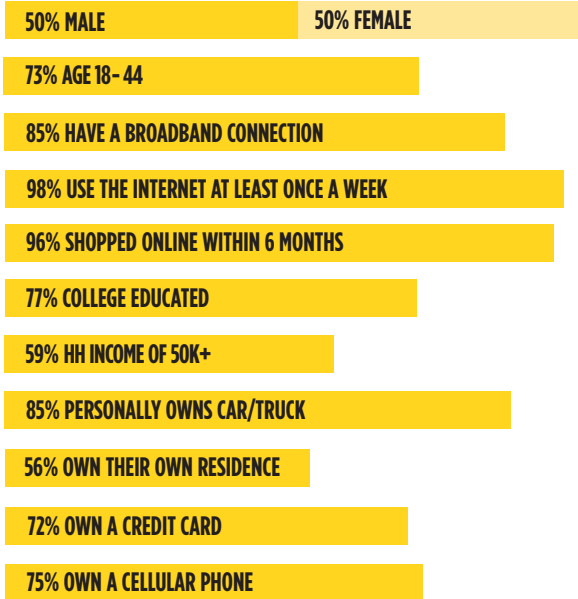
Billboard.com is the top online information source and a hot destination for music lovers worldwide. Currently reaching more than 2.6 million unique users per month, Billboard.com delivers the latest music news, weekly charts, exclusive album reviews, daily artist features, a tour search database, and much more.

**17.5 MILLION**  
PAGE VIEWS MONTHLY

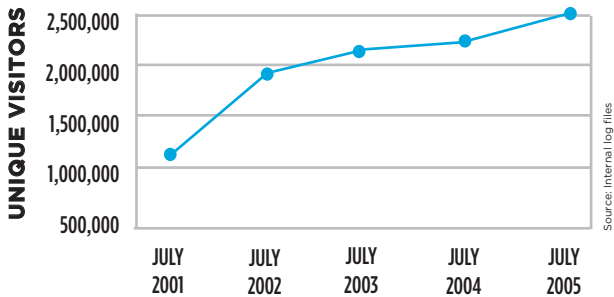
**2.6 MILLION**  
UNIQUE VISITORS MONTHLY

Billboard.com delivers the key 18-34 consumer demographic.

## DEMOGRAPHICS



## YEAR-TO-YEAR UNIQUE VISITOR GROWTH



0% 20% 40% 60% 80% 100%  
Source: @Plan Summer 2005



Billboard.com • Billboard.biz

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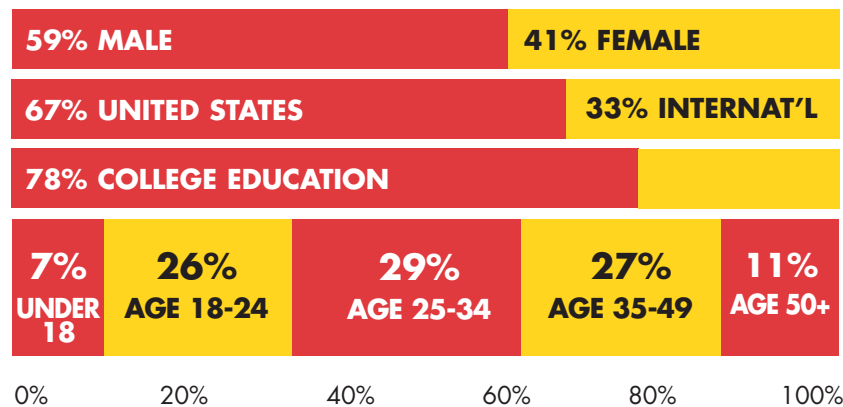
## Billboard.biz

Billboard.biz offers a powerful opportunity to promote your products and services to leading decision-makers working in the music industry. From merchandising to management, technology to touring, retail to radio, we provide music professionals with the necessary tools and information to stay competitive.

**1.7 MILLION**  
PAGE VIEWS MONTHLY

**633,000**  
UNIQUE VISITORS MONTHLY

## DEMOGRAPHICS



## TOTAL INDUSTRY REACH



Nielsen/NetRatings Site Census - Summer, 2005



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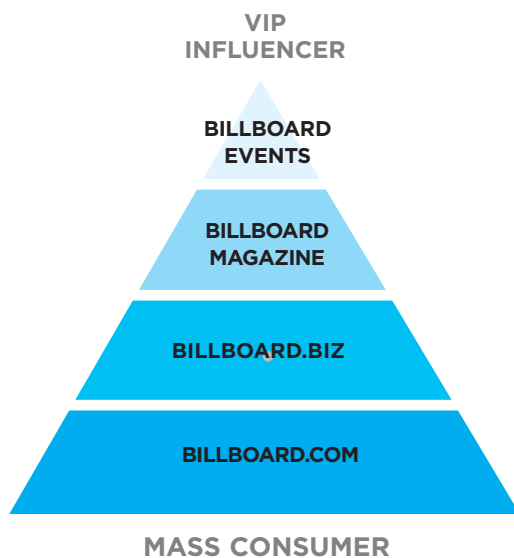
## WEEKLY MAGAZINE

Billboard reaches the top echelon of the music and entertainment industries with 20,000+ loyal subscribers and a total readership of over 104,000 each week.

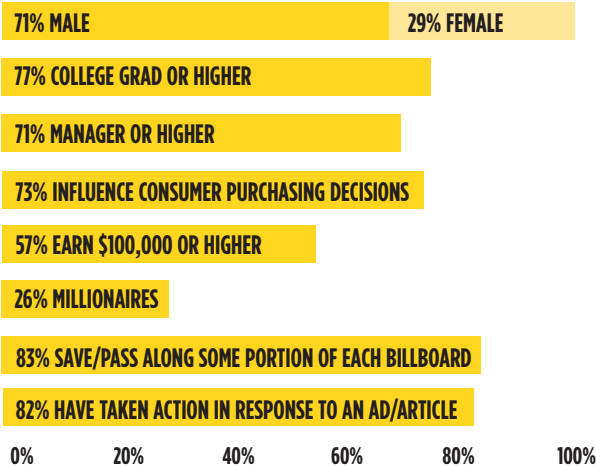
**Billboard readers are affluent decision-makers, frequent travelers, and possess the power and desire to make influential purchases including luxury automobiles, top-shelf home electronics, and high-end homes.**

Not only is Billboard paramount in relevance and credibility within the industry, but the brand also resonates with consumers and casual music fans seeking the latest chart rankings, headlines and news.

Join advertisers like Hummer, Ketel One, Tommy Hilfiger, SunTrust Bank, BMW, Apple, Yahoo, Ben Sherman, Chevrolet, Grey Goose and more who use Billboard to reach the music and entertainment industries' most influential players.



## READERSHIP



Source: Harvey Research 2005 Subscriber Study



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**CLIVE DAVIS**  
Chairman/CEO  
BMG North America



**DON IENNER**  
President/CEO  
Sony Music Label Group



**TOMMY MOTTOLA**  
President/CEO  
Casablanca Records



**DIDDY**  
CEO  
Bad Boy Ent.



**CHRISTINA AGUILERA**  
RCA Records

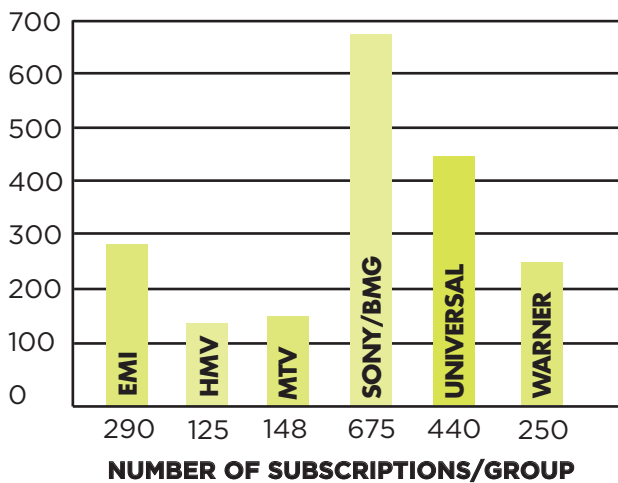


**JON BON JOVI**  
Island Records

## Who is Using Billboard Everyday?

In addition to serving the industry's most influential people behind the scenes, Billboard also counts music's top performers, industry CEOs, brand marketers, influential journalists, and well-known executives among its trusted user base. When these key players take the time out of their tight schedules to get the latest in their industry, they turn to Billboard.

### BILLBOARD IS DELIVERED TO THE KEY NAMES IN THE ENTERTAINMENT INDUSTRY



**MADONNA**  
Warner Bros.



**DAVE MATTHEWS**  
Bama Rags/RCA



**ROB GLASER**  
Founder & CEO  
RealNetworks, Inc



**BOB HIGGINS**  
Chairman  
Trans World Ent.



**JOHN MARMADUKE**  
CEO  
Hastings Ent.



**STEVE JOBS**  
CEO  
Apple

