

mission

Mission Statement

In print and online, through face-to-face events and licensing partnerships, **Billboard** entertains and informs, drives markets, influences decisions, platforms debate, builds community and captures the emotional power of music and entertainment for professionals and fans alike.

Billboard is the first name to trust in timely news, expert analysis, trends and proprietary charts for the global music, video and digital entertainment business.

Billboard's expert journalists, analysts and event producers around the globe investigate the business of today with an eye towards tomorrow.

Billboard's proprietary charts provide the ultimate measure of success in music, radio, touring, video, digital and mobile commerce.

When you go to market in music, video, digital entertainment and media, think Billboard first.



Did you know?

97% of Billboard Readers report that they will renew their subscriptions when it expires

95% of Billboard readers are satisfied with their subscription

82% have taken action in response to an ad in Billboard.*

Lieberman Research Worldwide 2004
* Harvey Research 2005 Subscriber Study



Billboard.com • Billboard.biz



print



Take a Fresh Look at the Industry Leader . . .

Billboard's newly redesigned magazine offers unbeatable reach and influence in the global entertainment industry. Reaching over 104,000 of the most affluent and influential decision makers in the business, the magazine is read each and every week for its charts, reviews, industry analysis, feature reports, tributes and VIP interviews. Billboard puts your message into the hands and minds of the people creating the latest trends, not following them.

The **NEW** Billboard features >>>

- >> Fresh design including weekly covers
- >> Reformatted sections
- >> Hot photography
- >> Intuitive & contextualized charts
- >> Expanded digital entertainment & brand marketing coverage
- >> Trusted in-depth news, data and analysis



“ I have been a loyal Billboard Magazine subscriber for over 30 years. The redesign, especially of the music charts, is terrific; the amount of information now contained in them is amazing. I never would have thought the format of the magazine could be improved upon...how wrong I was! ”

MIKE NOVAK

Entertainment Lawyer



Did you know?

83% of Billboard readers save or pass along a portion of each issue

74% of those that have advertised in Billboard felt it was effective

73% of Billboard readers influence consumer purchasing decisions

\$236K is the average household income of a Billboard reader

Harvey Research 2005 Subscriber Study

Billboard.com • Billboard.biz

Billboard

charts

The Worldwide Benchmark of Success in the Entertainment Industry.

For more than 50 years, Billboard charts have been the world's most respected chronicle of entertainment across genres, mediums and formats. Our leadership in this area is bolstered by technologically advanced systems like Nielsen SoundScan, which tracks retail sales, Broadcast Data Systems which monitors radio airplay, Nielsen Mobile which tracks ringtone and wireless music downloads, Big Champagne which tracks peer-to-peer music and HitPredictor which provides predictive research and ratings on singles.



This deep and trusted data along with the analysis that only Billboard can provide, makes our charts the most credible—and most licensed in the world. Industry insiders and consumers alike look to the Billboard charts in print, on-line and via wireless devices to keep up with who's on top and who's heading there.

Did you know?

Billboard publishes over 75 charts every week.

Billboard charts are available online a day earlier than printed in the magazine.

Billboard charts, the world's most trusted, are based on data collected from such industry leaders as Nielsen.

Nielsen
SoundScan

Nielsen
Broadcast Data
Systems

Nielsen
Music Control

Nielsen
Mobile

promosquad.
HitPredictor



Billboard.com • Billboard.biz





Billboard Editorial Experts

Music & Features:

Leila Cobo: **Latin**

Jonathan Cohen: **Reviews**

Thom Duffy: **Special Reports**

Todd Martens: **Indies**

Gail Mitchell: **R&B**

Melinda Newman: **Music**

Phyllis Stark: **Country**

Chuck Taylor: **Singles Reviews**

Business & News:

Antony Bruno: **Digital/Mobile**

Susan Butler: **Legal/Publishing**

Ed Christman: **Retail**

Brian Garrity: **Business**

Jill Kipnis: **Video**

Emmanuel LeGrand: **Global**

Michael Paoletta: **Brand Marketing**

Ray Waddell: **Touring**

Online:

Katy Hasty: **Billboard.com**

Clover Hope: **Billboard.com**

Barry Jeckel: **Billboard.com**

Chris Walsh: **Billboard.biz**

Bill Werde: **Billboard.biz**

Editor Profile

The Billboard Information Group's expert team of editors, journalists and analysts bring you up-to-the-minute news, reviews, data, charts, analysis and other valuable resources to keep you informed, entertained and ahead of your competition.



Scott McKenzie

Editorial Director, Billboard Information Group

McKenzie came to Billboard Information Group after several years at ABC and CNN. At ABC, he was the managing editor of ABC-NEWS Digital responsible for all editorial content across ABCNEWS online and broadband platforms. At CNN, McKenzie headed the first integration effort between

Time magazine, CNN and Asiaweek magazine to deliver a Web site covering all of Asia for the three brands. McKenzie began his career as a daily newspaper reporter. He was the national bureau chief for Rupert Murdoch's stable of Australian newspapers and served as the chief correspondent for the South China Morning Post in Hong Kong.



Tamara Conniff

Executive Editor and Associate Publisher

Tamara Conniff oversees a team of editors, reporters and designers, as well as Billboard.com, Billboard.biz and Billboard's year-round program of industry events, conferences and awards. Prior to joining Billboard in August of 2004, she served as the music editor for The Hollywood Reporter for

five years and senior editor in charge of music for Amusement Business.

Conniff has appeared on national news media such as FOX, CNN, CNBC, Good Morning America, 20/20 and more as well as being named one of the top 40 executives in NYC under the age of 40 by Crain's New York Business in 2006.



Ken Schlager

Executive Editor, Editorial Operations

Ken Schlager is based in New York and is involved in managing Billboard's editorial operations across all platforms, including Billboard Magazine, Billboard.biz, Billboard.com and Billboard Radio Monitor.

Schlager previously served as Billboard's Vice President of Business Development. In this capacity, he launched Billboard Bulletin in January 1997, creating Billboard's first daily news operation. He also directed content development at Billboard.com and Billboard Radio, the Web's first online chart countdown show.

Schlager has been regularly tapped for his expertise by such news sources such as The New York Times, The Chicago Tribune, The Houston Chronicle and The Pittsburgh Post-Gazette.



The Entertainment Industry's "Must Read"

Above and beyond our in-depth reports, Billboard runs regular weekly sections that global entertainment and media industry influencers look to for their fix of must-read news, data, charts and features and to gain competitive advantage.



UPFRONT

Billboard kicks-off each week with sector-specific entertainment industry news and reports, including the latest headlines from Billboard.biz, our 24/7 information resource.

Upfront contains dedicated subsections that cover the week's latest developments from every angle. Regular features cover publishing, digital entertainment, the synergies between music and marketing, and touring (featuring Billboard Boxscore, the exclusive weekly highest-grossing concert chart). Plus all the latest global, independent label and retail news, weekly Q&A with selected industry insiders and much more.

MUSIC

Only Billboard can deliver the inside news about the artists, releases, and tours that drive the music industry.

The Music section covers the latest from virtually every genre making an impact on the industry today, including rock, R&B, country, rap & hip-hop, Latin, contemporary jazz, classical and electronic & dance. Plus, special features on the role of music in film & TV, the creative side of song writing & publishing and Billboard's weekly round-up of the latest album and singles reviews.



... editorial



COVERAGE

The weekly mainstays of Billboard's editorial coverage. Billboard gives readers an insider's look at the entertainment industry with proprietary data, unrivaled information and unique analysis that cannot be found anywhere else.

Our extensive coverage includes exclusive chart and music sales analysis, inside information from the industry grapevine, executive moves and milestones, opinion columns and reader forums, exclusive photos from the highest-profile events in the industry and more.

THE BILLBOARD CHARTS

Over seventy-five charts are published in Billboard magazine each week with additional charts found online at Billboard.com.

Printed charts include rankings of albums and singles by overall sales, sales by genre, and in the case of singles, radio airplay data. Billboard charts are the world-renowned barometer of an artist's success in the music industry and are powered by data from technologically advanced sources like Nielsen's SoundScan, Broadcast Data Systems and HitPredictor. The Billboard charts' high level of recognition with music fans and consumers the world over makes them most licensed in the business.



Billboard.com • Billboard.biz





Billboard Covers the Industry's Most High Profile Events . . .

In addition to our regular series of features serving various sectors of the music industry and the Billboard Stars tributes, Billboard also dedicates coverage to the most notable and high-profile events and conferences of the year. These exclusive in-depth reports, previews and program guides are designed to provide an insider's view of what makes the industry move.

JANUARY

CONSUMER ELECTRONICS SHOW - A preview of what's to come at the largest electronics show in the country and part of Billboard's Digital Entertainment series.

THE NEXT BIG IDEA: THE FUTURE OF BRANDED ENTERTAINMENT — WEST - An insider's look at the convergence of entertainment and marketing. Held in Los Angeles.

MIDEM - In-depth coverage from the 40th Anniversary of one of the industry's largest international conferences.

FEBRUARY

GRAMMY AWARDS - A comprehensive preview of the music industry's night to let its stars shine.

FOLK ALLIANCE - An overview of what to expect from folk's biggest annual event.

MARCH

BILLBOARD MUSIC & MONEY SYMPOSIUM - Special feature tied to Billboard's annual symposium on the issues and people that drive the industry. Held in New York City.

SOUTH BY SOUTHWEST CONFERENCE - Showcasing one of the year's biggest independent music festivals.

APRIL

BILLBOARD MECCA - Preview of the Official Spring Mobile Entertainment Conference for the CTIA. Held in Las Vegas.

JUNO AWARDS - Previewing the annual celebration of the best in Canadian music stars.

IAAM DISTRICT MEETINGS - Special touring feature coinciding with some of the industry's largest meetings and part of yearlong touring series.

BILLBOARD LATIN MUSIC CONFERENCE & AWARDS - A complete guide to the biggest week in Latin music. Held in South Beach, Miami and broadcast live on Telemundo.



MAY

E3 GAMES EXPO - A look at what the gaming industry has in store at one of digital entertainment's biggest expos.

JUNE

SONGWRITERS HALL OF FAME INDUCTION - Coverage of one of the most important and unique nights in the entire music industry.

EVENT & ARENA MARKETING CONFERENCE - In-depth touring feature for this vital industry gathering, part of yearlong touring series.

WHAT MEN WANT - A look at the event dedicated to marketing to men using entertainment. Held in Las Vegas.

JULY

IAAM ANNUAL CONFERENCE - Comprehensive insider's preview of the touring industry's biggest annual event and part of yearlong touring series.

WHAT TEENS WANT - EAST - Preview of the bi-annual conference focusing on marketing to teens using entertainment. Held in New York City.





AUGUST

BILLBOARD R&B HIP HOP CONFERENCE & AWARDS - Special feature guide complementing Billboard's high-profile urban music event. Held in Atlanta.

NARM - Insider's preview for music retail's most important annual event.

MTV MUSIC AWARDS - Highlights the world's most notable music video awards show.

SEPTEMBER

THE MUSIC UPFRONT 2006 - A look at the forum designed to connect labels and marketers. Held in New York City.

FASHION WEEK NYC - A feature look at the growing ties between music and fashion at one of the year's premier events.

POPKOMM 2006 - The definitive preview of the annual event that puts the music and entertainment industries on the world stage.

IAAM ARENA MANAGEMENT CONFERENCE - Part of year-long touring series, offers complete coverage of the hottest topics affecting the touring and arena management industries.

BILLBOARD MECCA - Preview of the Official Fall Mobile Entertainment Conference for the CTIA. Held in Los Angeles.

ADVERTISING WEEK IN NYC - Special feature on the relationship between music & marketing. Celebrated with a weeklong event in New York City.

BILLBOARD DANCE MUSIC SUMMIT - Preview of the event for the "Heart and Soul" of the dance music industry. Held in Las Vegas.

OCTOBER

THE NEXT BIG IDEA: THE FUTURE OF BRANDED ENTERTAINMENT — EAST - An insider's look at the convergence of entertainment and marketing. Held in New York City.

INTERNATIONAL ENTERTAINMENT BUYERS' ASSOCIATION CONFERENCE - Special touring feature, part of yearlong series covering the most important topics in the industry.

WORLD OF BLUEGRASS CONFERENCE - A preview celebrating the Bluegrass genre's most important conference.

ROADWORK: BILLBOARD TOURING CONFERENCE & AWARDS - Feature guide to Billboard's annual conference that brings together all aspects of the touring industry. Held in New York City.

NOVEMBER

MTV EUROPE MUSIC AWARDS - Spotlights one of the industry's biggest nights in Europe.

BILLBOARD/HOLLYWOOD REPORTER FILM & TV MUSIC CONFERENCE - A comprehensive guide to this special event that gets behind the business of music in the film industry. Held in Los Angeles.

DIGITAL ENTERTAINMENT AND MEDIA EXPO & AWARDS - Feature section outlines Billboard's own industry-leading digital entertainment event and awards show. Held in Los Angeles.

WHAT TEENS WANT - WEST - Preview of the bi-annual conference focusing on marketing to teens using entertainment. Held in Los Angeles.

DECEMBER

BILLBOARD MUSIC AWARDS & CENTURY AWARD - Takes you inside Billboard's high-profile celebration of the year's most prolific artists. Held in Las Vegas and broadcast live on Fox TV.

BILLBOARD YEAR IN MUSIC & TOURING - Special end of the year double issue.



For advertising deadlines, specifications and bonus distribution details, please contact your Billboard advertising sales rep. *Calendar subject to change.

online



Billboard.com

REMIXED • REMASTERED • RELAUNCHED

See how the brand new Billboard.com can help you target the consumer market and millions of music fans online!

With resources such as daily music newsletters, upcoming record releases, plus the charts, news, radio, touring databases, reviews and interviews that our users have come to expect, Billboard.com has emerged as the premier destination for free, up-to-the-minute music coverage - and the all-inclusive vehicle to reach those whose passion is music.

Join advertisers like Cingular, Verizon Wireless, American Express Blue, Taco Bell, Samsung, Pepsi and more who regularly use Billboard.com to reach our core demographic of 18-34 year old consumers and music fans worldwide.



Did you know?

The smart new look and improved navigation of Billboard.com gives

2.6 million monthly loyal unique music fans

worldwide even deeper artist coverage, interactive charts with shortcodes, downloads and ringtones, new community features and more new additions that make the number one music source on the web even better.

Chart Alert

Billboard offers a weekly web-delivered newsletter with quick insights on the week's biggest chart stories. Sent out every Wednesday at 11:00 a.m. Eastern, the same day that Nielsen SoundScan is updated, Chart Alert offers analysis and sales data on the week's chart-toppers.

Billboard.com offers a variety of opportunities to get your message to a unique mix of consumers and industry users.

CONTACT YOUR ADVERTISING REP FOR FULL DETAILS.



Billboard.com • Billboard.biz

Billboard.biz

Every business day, more top executives turn to Billboard.biz for timely news, research, and information. Billboard's professional site offers a powerful opportunity to promote your products and services to leading decision-makers in the music industry who use Billboard.biz as their desktop "dashboard" to stay on track with breaking news, charts and the latest trends.

From **merchandising to management, technology to touring, retail to radio**, Billboard.biz provides music and allied industry professionals with the necessary tools and information to stay competitive. Billboard.biz users get the Billboard charts, breaking daily news, reports and analysis, access to the print magazine and much more.

Link your message to the entertainment industry's leading source of news, data and information.



Did you know?

Billboard Bulletin

First launched in 1997, Bulletin is the industry's daily resource for global entertainment headlines and chart news, summarized from Billboard.biz and delivered to your inbox as a text or html newsletter. Print & read! Advertising available: ask your representative about pricing & space availability.



Call your advertising representative for cross-media packages, upcoming specials and customized sponsorship opportunities.

monitor

Billboard Radio Monitor

Looked to every week by radio industry VIPs, PDs, GMs, and sales and marketing execs, Billboard Radio Monitor brings the ever-changing industry to life like no other with the latest reports and timely exclusive features you won't find anywhere else. By consistently beating the competition to topics that matter the most and delivering more extensive coverage, Billboard Radio Monitor has anchored itself as the premier news and information resource in the industry.



BillboardRadioMonitor.com

Over 111,000 unique monthly visitors count on BillboardRadioMonitor.com for:

- 24/7 coverage of all radio formats (Top 40, AC/Adult, R&B, Rock, Latin, News/Talk/Sports)
- The latest breaking daily industry news
- Audience profiles (Group presidents, program directors, station managers, sales managers, label execs and more)
- Over 100 charts, including real time charts powered by data from Nielsen BDS and Music Control, plus expert analysis
- Daily and weekly E-products with extraordinary open rates — including Monday Morning Monitor, the earliest weekly chart data anywhere!
- Daily HitPredictor updates

Add to this **breaking news alerts** and **format-specific e-mail newsletters** delivered to an audience of over 10,000 radio industry constituents and it's clear that BillboardRadioMonitor.com is the world's leading interactive destination for anyone with an interest or involvement in the radio industry's dynamic environment.

