

Our Audience is your Audience.

Billboard Readers...

are a loyal, actionable, and largely unduplicated audience of **influencers** and **trendsetters** who value the information they receive. Our readers use the magazine, act on its content and save back issues for reference thereby increasing your advertising reach and increasing impressions.

How do our readers use their Billboard?

30% receive their copy at home

70% receive their copy at work

83% save or pass along some portion of each issue

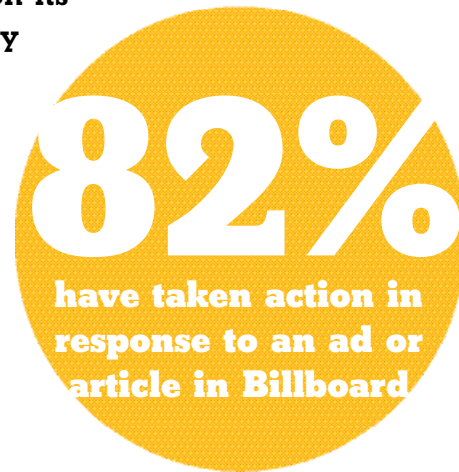
41% save and refer back to the year-end issue for one year or more

Average number of readers per copy: **5.2**

Total readership: **114,400**

65% browse or read Billboard classifieds

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



The Billboard Reader:

73% have influence in consumer purchasing decisions

\$236,000: Average annual household income

57% have six-figure salaries or higher

\$1.1 million: Average combined value of assets

Source: Harvey Research 2005 Subscriber Study

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