

Meet Your New Brand Ambassadors

Billboard Readers...

are affluent decision-makers who hold high-ranking positions throughout varying sectors of the music and entertainment industries. Reach our 114,000 weekly readers and reach the thought leaders who influence the purchasing habits of millions of consumers and their peers alike.

Male: **71%**

Female: **29%**

Average age: **45**

Under the age of 45: **51%**

Married: **57%**

Single: **43%**

77% have graduated from college or higher

71% are in management level positions or higher

73% have influence in consumer purchasing decisions

26% of Billboard readers are millionaires!

Who is the Billboard Reader?

The Billboard Reader:

\$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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Billboard[®]

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