

On the Job.

Billboard Readers...

are affluent decision-makers

who hold high-ranking positions throughout varying sectors of the music & entertainment industry.

Type of position employed in:

Advertising/Marketing/PR/Brand: **23%**

Record Label: **19%**

Attorney/Agent/Manager/Business: **18%**

Music Distribution/Retailer: **15%**

Publishing/Rights: **11%**

TV/Film/Studio/Cable: **11%**

Concert Promoter/Producer: **10%**

Radio: **8%**

Venue Manager: **8%**

Internet/New Media/Telecom/Wireless: **8%**

Artist: **7%**

Other: **17%**

40% belong to one or more entertainment industry organizations

74% have attended an industry event/function in the past year

Average number of industry events/functions attended in the past year: **6**



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

Billboard.com • Billboard.biz

Billboard

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