

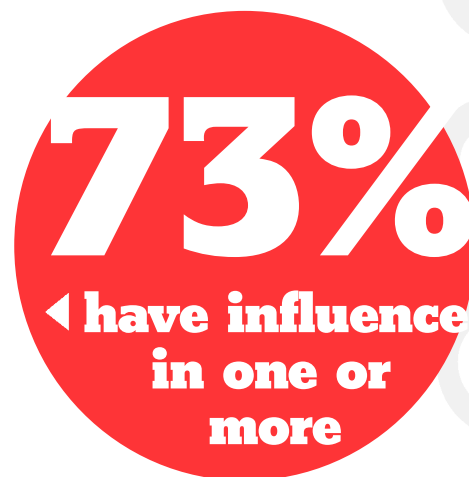
Influence the Influencer

Billboard Readers...

are affluent, educated decision-makers and thought leaders who influence the purchasing habits of millions of consumers and peers alike.

Our readers influence consumer interest in the purchase of the following:

CDs/Records:	60%
Concert tickets:	35%
Mp3/Music downloads:	15%
Magazines/Books:	14%
Clothing:	13%
Food/Beverage:	13%
Movie tickets:	11%
DVD/DVR/VHS players:	10%
Ringtones/Mobile games:	10%
Software:	9%
Stereo equipment:	8%
Mobile phones:	8%
Mp3 players:	8%



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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