



billboard

MEDIA KIT 2016

Brand Overview

BILLBOARD HAS EVOLVED INTO ONE OF THE MOST DYNAMIC, WIDELY VISITED MUSIC DESTINATIONS. ITS SIGNATURE ASSET, THE BILLBOARD CHARTS, REMAINS THE FINAL WORD ON SUCCESS IN MUSIC. **ITS RELEVANCE IS GREATER THAN EVER DUE TO NEW TECHNOLOGY, PARTNERSHIPS, AND THE DATA DRIVEN WORLD WE LIVE IN.**



Digital

10.5MM
U.S. UNIQUES

38 AVERAGE AGE
\$94K AVERAGE HHI
44% MALE
56% FEMALE

The go-to source for everything music—read by fans and music industry insiders.

Mobile

6.5MM UNIQUE VISITORS

Website and chart experiences optimized for mobile devices so music fans can stay up-to-date wherever they are.

Social

OVER 15MM FOLLOWERS

A truly engaged social following connects with music lovers everywhere.

Print

19K CIRCULATION

115K TOTAL AUDIENCE

47 AVERAGE AGE
\$212K AVERAGE HHI

77% MALE
23% FEMALE

Billboard's weekly magazine is read by the most powerful people in music.

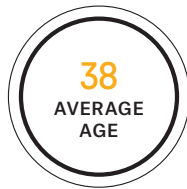
Events

20+ EVENTS

Exclusive events targeting industry insiders and the music-loving masses, including the HOT 100 Music Festival each summer.

Online Audience

BILLBOARD.COM IS THE GO-TO SOURCE FOR MUSIC CHARTS, NEWS AND ORIGINAL VIDEO FOR FANS & THE INDUSTRY ALIKE.



Billboard.com delivers the ultimate music lovers:

- PURCHASED CONCERT TICKETS (LAST 6 MONTHS) **265**
- PROVIDES FREQUENT MUSIC ADVICE **171**
- PURCHASED DIGITAL MUSIC (LAST 30 DAYS) **236**
- WENT TO A LIVE CONCERT (LAST 30 DAYS) **125**
- CONSIDERED HEAVY SPENDERS ON MUSIC PURCHASED ONLINE (LAST 6 MONTHS) **200**

Billboard Charts

THE WORLD'S MOST DEFINITIVE MUSIC RANKING AND MEASURE OF SUCCESS



NEARLY
5 MIN AVG
CHART USER
SESSION

NEARLY
1.5MM
PAGEVIEWS
PER DAY

4.4MM
SONG
STREAMS
PER MONTH

CONSUME
6 PAGES
PER SESSION

ALMOST
50%
ARE RETURNING
VISITORS

BOUNCE
RATE ONLY
24%

The Billboard charts define the best in music across every genre. Not only are they the most recognized, quoted and respected music rankings in the world, they've evolved into a tool for fan music sharing and discovery.

Billboard's Top Charts

HOT 100

Improved user experience including mobile optimization and audio playback capabilities

BILLBOARD 200

Now includes data on streams from services like Spotify

TRENDING 140

A first-of-its-kind partnership with Twitter, this chart measures social music activity in real-time

Other Charts Include

ARTIST 100

POP

R&B/HIP-HOP

COUNTRY

ROCK

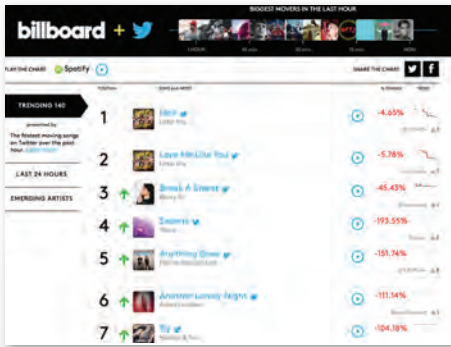
LATIN

DANCE

...AND MANY MORE

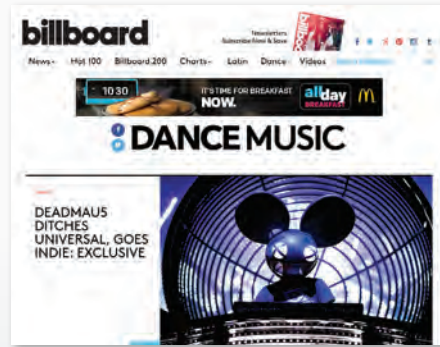
Billboard.com Site Sections

DYNAMIC SITE SECTIONS FROM CHARTS AND VIDEOS,
TO NEWS, BUSINESS AND MORE.



Charts

The online home of Billboard's famous charts - interactive, playable and up-to-date



Channels by Genre

The latest updates, news and reviews all in a single genre specific channel



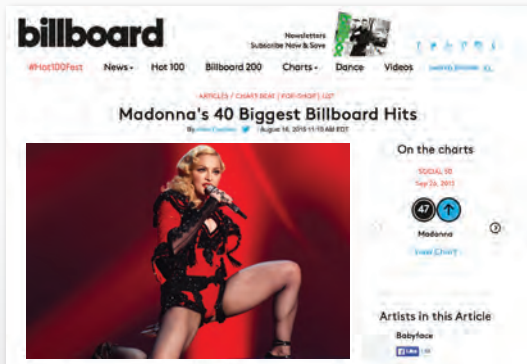
Videos

Original video including exclusive Q&As with artists, performances and more



Billboard.biz

Breaking news and updates for the industry audience

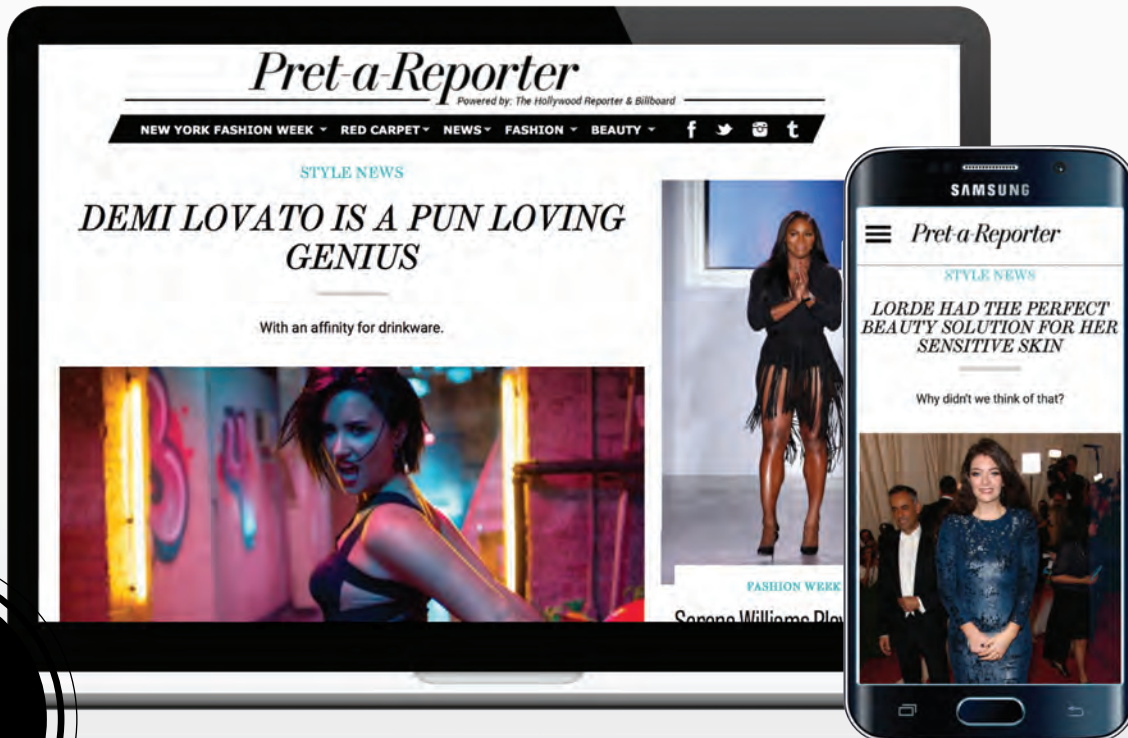


Lists

The best editor compilations - from the 50 Best Love Songs to definitive artist album rankings.

Pret-a-Reporter

WHERE ENTERTAINMENT AND STYLE MEET,
POWERED BY BILLBOARD AND THE HOLLYWOOD REPORTER.



350
STORIES POSTED
PER MONTH

Pret-a-Reporter's editorial team— led by Digital Style Director, Erin Weinger — delivers **exclusive style content through the lens of entertainment**. The style team reports on fashion news, beauty updates, red carpet coverage and more. Signature content franchises include:

- TOP 25 STYLISTS
- FASHION WEEK'S FRONT ROWS
- MUSIC FESTIVAL STYLE

600K
MONTHLY
UNIQUES

\$11k
AVERAGE
HHI*

50%
UNDER
A45

50/50%
MALE/FEMALE

+77%
PAGEVIEWS
YOY

+64%
UNIQUE
VISITORS
YOY

+255%
E-COMMERCE
CONV. RATE
YOY

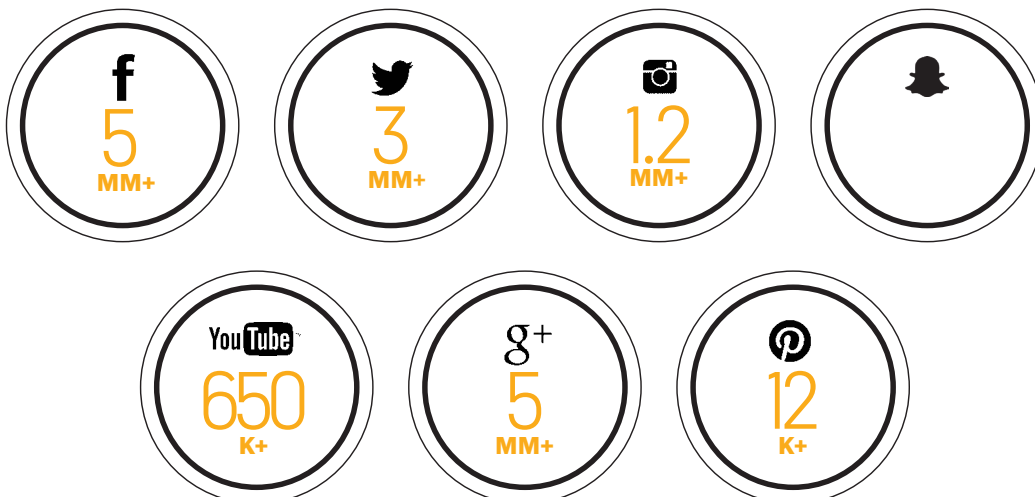
Social

BILLBOARD HAS CULTIVATED AN ENGAGED AND ACTIVE SOCIAL FOLLOWING OF OVER 15 MILLION FANS WHO CONSTANTLY INTERACT WITH THE BRAND ON MULTIPLE CHANNELS.



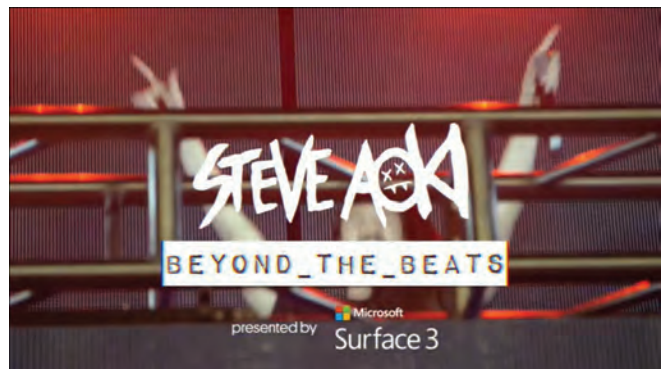
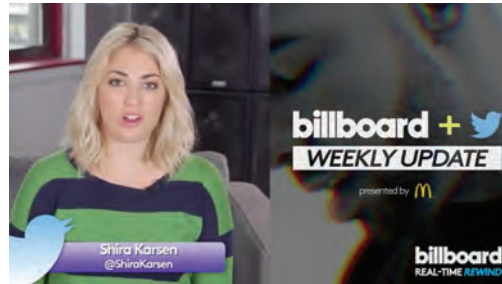
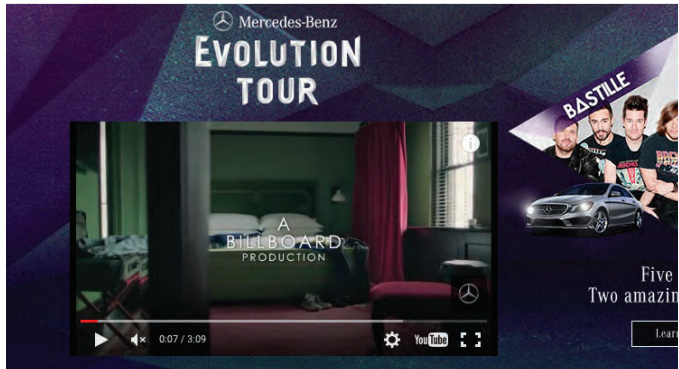
**TOP 10
SOCIAL PUBLISHER**

Source: Shareablee



A Branded Content Powerhouse

A BRAND ACCESS LAB FOR PREMIUM MUSIC AND ENTERTAINMENT CONTENT.



Adapt Studios creates premium branded content for strategic advertising partners, capitalizing on access to premium content creators.

Whether it's in our state-of-the-art production studio, on location at major music festivals, or behind the scenes with the world's most sought-after talent, Adapt Studios produces a variety of content that seamlessly weaves brands into entertainment's most engaging stories.

Content categories include:



CUSTOM EDITORIAL



CO-BRANDED CONTENT



PARTNER SUPPLIED CONTENT

Events Calendar



Billboard Winterfest at Sundance Film Festival

DATE January
LOCATION Park City, UT

Billboard Power 100

DATE February
LOCATION Los Angeles, CA

Latin Music Conference & Awards

DATE April
LOCATION Miami, FL

Billboard en Vivo

DATE April
LOCATION Multiple

Billboard Music Men of Style

DATE August
LOCATION Los Angeles, CA

Billboard Hot 100 Music Festival

DATE August 22-23,
LOCATION Jones Beach, NY

Touring Conference & Awards

DATE November
LOCATION New York, NY

Women in Music

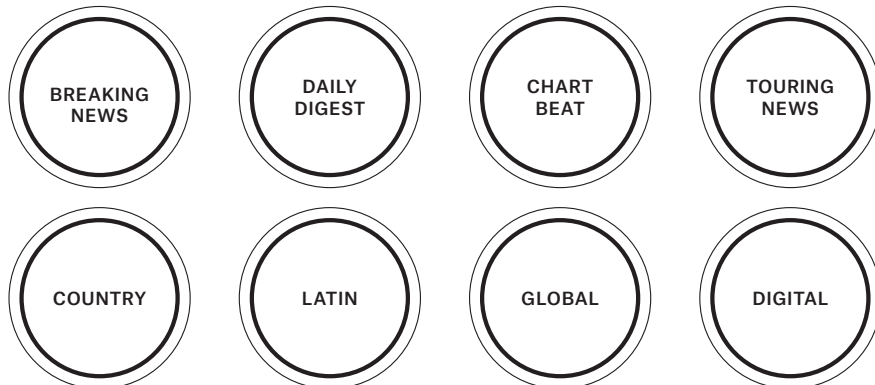
DATE December
LOCATION New York, NY

Newsletters

BILLBOARD DELIVERS MUSIC INFORMATION DIRECTLY TO THE INBOX OF FANS AND INDUSTRY EXECUTIVES WITH EMAIL UPDATES.

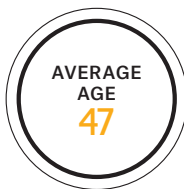


Newsletters



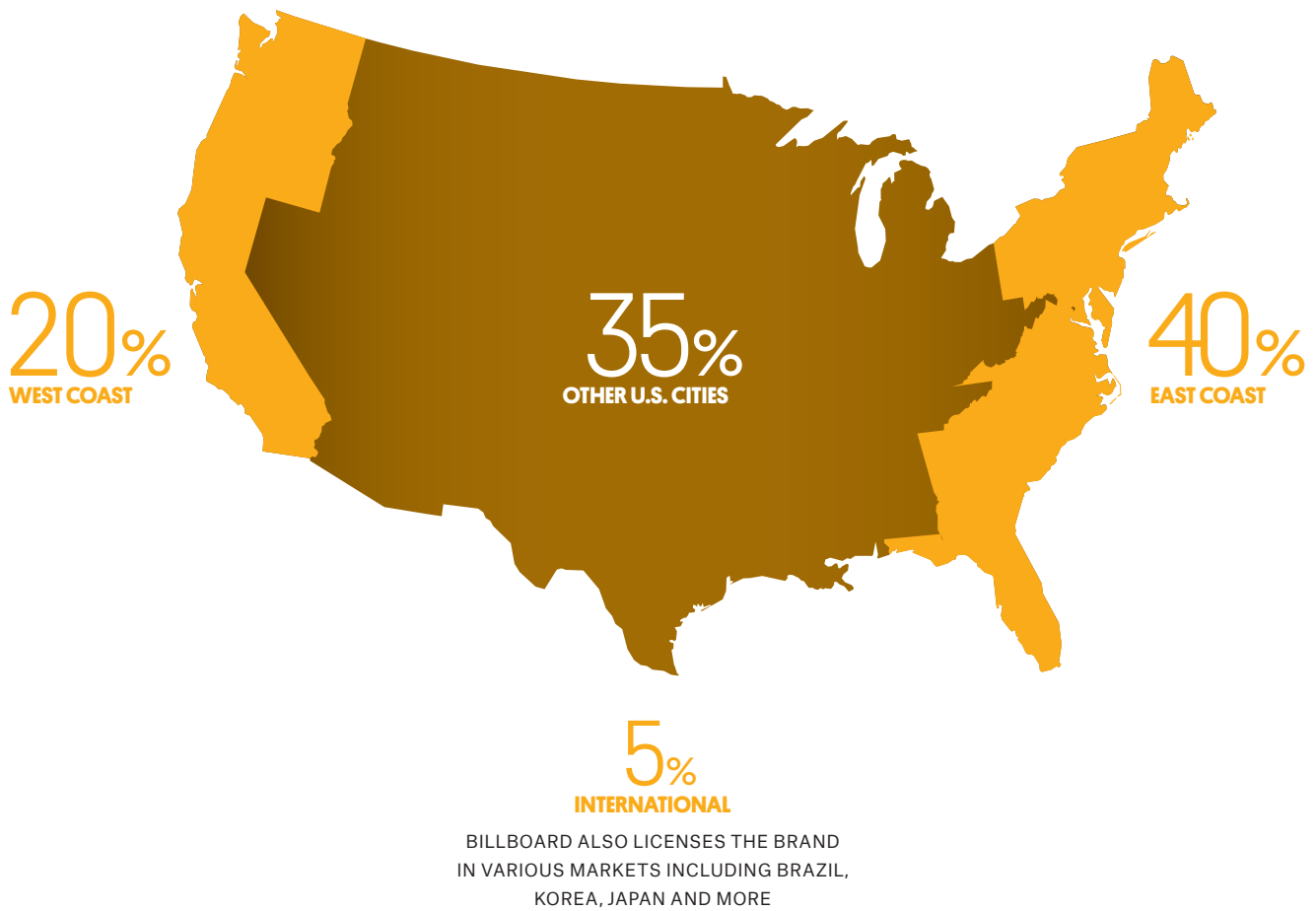
Magazine Audience

BILLBOARD MAGAZINE HAS BEEN RE-MADE TO BE THE **SINGLE ESSENTIAL READ** FOR THE POWER PLAYERS WHO RUN THE MUSIC INDUSTRY, INCLUDING THE HEADS OF RECORD LABELS, PRODUCERS, PROMOTERS, AGENTS, MANAGERS, MUSIC PUBLISHERS AND ARTISTS



Magazine Circulation

BILLBOARD MAGAZINE PUBLISHES OVER 40 ISSUES A YEAR REACHING THE MUSIC INDUSTRY'S **TOP EXECUTIVES, MANAGERS AND INFLUENCERS IN MAJOR METRO AREAS AROUND THE COUNTRY.**



- 43% OF BILLBOARD PRINT READERS ALSO VISIT BILLBOARD.COM ONCE A WEEK OR MORE
- 71% OF BILLBOARD READERS SPEND 30 MIN+ PER WEEK ACROSS ALL BILLBOARD PLATFORMS
- 49% OF READERS HAVE SENIOR/UPPER MANAGEMENT JOB TITLES
- 63% OF READERS ARE BUSINESS PURCHASE DECISION MAKERS

Magazine Content

THE MAGAZINE STARTS WITH THE HOT 100 – THE MOST POPULAR CHART – AND EXTENDS THROUGH THE WEEK’S MOST IMPORTANT NEWS, REVIEWS AND HAPPENINGS.



Hot 100

The first page of the magazine highlights the top 10, then leads into the rest of the chart



Topline

A look at the week’s headlines and happenings, including:

- + **SOUNDS OF HOLLYWOOD** THE BUSINESS OF MUSIC IN TV & FILM
- + **CORNER OFFICE**
- + **NOTED**
- + **7 DAYS ON THE SCENE:** CONCERTS, AWARDS SHOWS, PREMIERES AND FESTIVALS



The Beat

The pulse of music right now, including:

- + **BOOKMARKED** BOOKS FROM THE MUSIC SCENE
- + **OVERHEARD** INDUSTRY GOSSIP
- + **HEAR SAY** A LOOK AT WHO’S SAYING WHAT IN MUSIC



Style

The gear, looks and trends from the scene



Features

Exclusive interviews and profiles, featuring beautiful original photography

Magazine Content



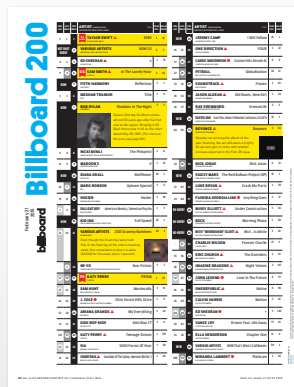
Reviews

New albums, singles, soundtracks and more



Backstage Pass

An in-depth look behind-the-scenes at the biggest events, concerts and festivals



Charts

The week's updated charts including debuts, changes and liner notes



CODA

A look back at this week on the charts in previous years



iPad App

The iPad edition is an addictive, clickable, gorgeous and innovative app that delivers the weekly magazine in full, with all sorts of fun extras in the form of photos, videos and a breaking news feed powered by Billboard.com

Editors



Photo credit: Joe Pugliese

Janice Min
Co-President/Chief Creative Officer,
Entertainment Group

Min joined *Billboard* in January 2014 and spearheaded the redesign of the print magazine, after leading the transformation of *THR*. She most recently earned an ASME award for General Excellence for *THR* and multiple min nominations. She's earned a 2012 NEJ Luminary Award and 2011 Game Changers in Media nod from *The Huffington Post*. As editor-in-chief of *US Weekly*, she was named one of the *Post's* Most Powerful Women in New York (2007) and one of *Crain's* 40 Under 40 (2006).

Matt Belloni
Executive Editor

Belloni joined *Billboard* in early 2014. He oversees the news operation in print and online for both *Billboard* and *THR*. He has been with *THR* since 2006 when he joined to write for *THR's* Hollywood, Esq. blog.

Shirley Halperin
News Director

Joined *Billboard* in early 2014. Halperin has covered music for *THR* since 2010 and previously covered music for *Entertainment Weekly*. Prior to that, she wrote about *American Idol* full-time for the *Los Angeles Times* while also contributing to *Rolling Stone*. She is the author of three books.



Photo credit: Austin Hargrave

Mike Bruno
SVP, Digital
Content

Bruno joined *Billboard* in 2014. As part of his role, he directs all print

and digital editorial programming, content and social media platforms. Previous experience includes seven years at *Entertainment Weekly*.



Photo credit: Austin Hargrave

Tony Gervino
Editor-in-Chief

Gervino joined *Billboard* in 2014 and oversees all print content. He was previously

Executive Editor of Hearst Magazines International, where he oversaw the editorial direction of *Esquire*, *Cosmopolitan*, *Car and Driver* and *Robb Report*. Additionally, Gervino served as a contributing editor to *The New York Times Magazine*, and was the editor of two cult-favorite publications: *Slam* (basketball) and *Antenna*, a men's fashion and lifestyle magazine.

Tye Comer
Senior Director, Adapt Studios

Comer has been with *Billboard* since 2008, starting as the Editor of *Billboard.com*. In his current role, Comer specializes in editorial and branded content experiences. Previous to *Billboard*, he was the Senior Editorial/Programming Director with AOL Music, Managing Editor of *Mixer Magazine*, and an Associate Editor for the *CMJ New Music Report*.

Silvio Pietroluongo
VP, Charts & Data Development

Pietroluongo has run the charts since 1990. He is responsible for all chart data and editorial analysis, as well as chart initiatives, for the print magazine and its companion websites. Pietroluongo has evolved the charts to measure digital and streaming data, as well as helped launch technology partnerships such as the Twitter Real-Time streaming charts.

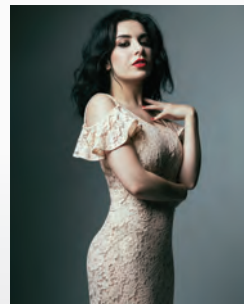
Isabel Gonzales-Whitaker
Deputy Editor

Joined *Billboard* as the Deputy Editor in June of 2014. Whitaker was formerly features editor at *InStyle* and her writing has appeared in numerous publications including *The New York Times* and *The Atlanta Journal-Constitution*. She was previously the editor-in-chief of *Tu Vida/Your Life* magazine, and also held positions at *Teen People* and *Atlanta CityMag*.

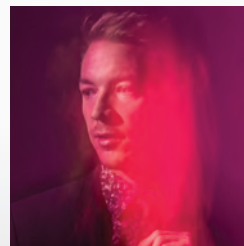
Photographers



Joe Pugliese Photographed for Billboard: Jennifer Lopez, Shakira, Tom Petty, Mick Jagger, Andre 3000, Dolly Parton



Austin Hargrave
Photographed for Billboard: Lorde, Beck, Ariana Grande, Lady Antebellum, Florida Georgia Line, Trent Reznor, Kenny Chesney



Ramona Rosales
Photographed for Billboard: Diplo, Jason Derulo, Daddy Yankee



Meredith Jenks
Photographed for Billboard: Wiz Khalifa, Conor Oberst, Afrojack, Nick Kroll, Michael Che, Domino Kirke, Lolawolf



Jessica Chou
Photographed for Billboard: Steve Aoki, 2PM, Chief Keef, Jhene Aiko



Miller Mobley Photographed for Billboard: Iggy Azalea, Jennifer Hudson, Idina Menzel, J Balvin, Usher, Nick Jonas, Taylor Swift

Brand of Record

“...the ‘bible’ as it is known within the music industry...”

THE WALL STREET JOURNAL, 3/2012

“Billboard, the music industry’s longtime standard-bearer, gets right to the heart of the matter.”

NEW YORK POST, 2/2015

“Billboard has been the music industry’s steadfast trade paper for decades, outlasting all rivals and setting the terms for success through its still closely watched charts.”

THE NEW YORK TIMES, 1/2014

“The concept of newsstand sales as the driver for the cover design is no longer valid; the most effective covers work as images on Twitter, iPads, Facebook, etc. And the new Billboard logo, its very modern and distinctive design along with its photography are perfectly suited for this new cover paradigm.”

FOLIO, 4/2014



“...the Billboard 200, which, since 1956 has functioned as the music world’s weekly scorecard...the new chart will more accurately reflect how people listen to music these days.”

THE NEW YORK TIMES, 11/2014



MIN BEST OF WEB & DIGITAL AWARDS
2015 WINNER FOR BEST OVERALL
EDITORIAL EXCELLENCE



2015 WEBBY NOMINEE: SOCIAL
EXPERIMENTAL & NOMINATION:
BILLBOARD REAL-TIME CHARTS



Editorial Calendar

ISSUE	COVER DATE	ON-SALE	AD CLOSE	MATERIALS DUE
SUNDANCE FILM FESTIVAL; HOW TO MAKE IT NOW	1/23	1/15	1/7	1/8
THE GRAMMY PREVIEW; SUPERBOWL PREVIEW	2/13	2/5	1/28	1/29
POWER 100	2/20	2/12	2/4	2/5
POST-GRAMMY	2/27	2/19	2/11	2/12
FIRST-EVER HALL OF RECORDS ISSUE; SXSW PREVIEW	3/12	3/4	2/25	2/26
SOCIAL MEDIA STARS	3/19	3/11	3/3	3/4
SUMMER MUSIC FESTIVAL PREVIEW	4/2	3/25	3/17	3/18
MUSIC'S BROTHERS & SISTERS	4/16	4/8	3/31	4/1
BILLBOARD LATIN MUSIC CONFERENCE & AWARDS	4/30	4/22	4/14	4/15
MUSIC'S MONEYMAKERS	5/7	4/29	4/21	4/22
FOOD & DRINK; BOTTLEROCK PREVIEW	6/4	5/27	5/19	5/20
EDM POWER PLAYERS; VIDEO GAMES	6/25	6/17	6/9	6/10
FAN ARMY FACE-OFF; SONG OF SUMMER KICK-OFF	7/23	7/15	7/7	7/8
NASHVILLE POWER	7/30	7/22	7/14	7/15
MUSIC'S MEN OF STYLE; HOT 100 FESTIVAL PREVIEW	8/20	8/12	8/4	8/5
THE TV ISSUE	9/24	9/16	9/8	9/9
40 UNDER 40	10/1	9/23	9/15	9/16
THE PHILANTHROPY ISSUE	10/15	10/7	9/29	9/30
THE GRAMMY CONTENDERS	10/29	10/21	10/13	10/14
GREATEST OF ALL TIME	11/5	10/28	10/20	10/21
MUSIC'S TOP LAWYERS	11/12	11/4	10/27	10/28
HOLIDAY GIFT GUIDE	11/26	11/18	11/10	11/11
WOMEN IN MUSIC	12/10	12/2	11/22	11/23
THE NO. 1S (YEAR IN MUSIC)	12/17	12/9	12/1	12/2
GRAMMY VOTER GUIDE	12/31	12/23	12/8	12/9

Ad Specs

SPACE	BLEED	NON-BLEED	TRIM	LIVE (SAFE) AREA
Full Page	10.5" x 13.5" 266.7mm x 343mm	9.25"w x 12.25" 235mm x 311mm	10" x 13" 254mm x 330mm	9.25" x 12.25" 235mm x 311mm
2-Page Spread	20.5" x 13.5" 520.7mm x 343mm	19.25" x 12.25" 489mm x 311mm	20" x 13" 508mm x 330mm	19.25" x 12.25" 489mm x 311mm
6-Column	15.315" x 13.5" 389mm x 343mm		14.825" x 13" 376.55mm x 330mm	13.965" x 12.25" 354.7mm x 311mm
1/2 Horizontal		8.8333" x 5.5849" 224.37mm x 142mm	N/A	N/A
1/2 Vertical		4.25" x 11.6667" 108mm x 296.34mm	N/A	N/A
1/4 Square		4.25" x 5.5849" 108mm x 142mm	N/A	N/A

BLEED PARTIALS, COVERS & SPECIALITY SIZES

STAND-ALONE BACK COVERS: Mailing Label in Upper Right Corner Along Spine.

Contact Production for Back Cover, Bleed Partial and other Specialty size specs and templates.

PRINTING

Web offset (SWOP)
Saddle Stitched
Publication trim size
10" x 13"

MECHANICAL REQUIREMENTS

Bleed ads should have a minimum .25" (6.35mm) bleed on all 4 sides and should include trim indications. Trim indications should be offset by .375" (9.525mm).

SAFETY

All live elements, i.e. type on bleed ads, must be a minimum of 3/8" (.375 inch or 9.525mm) inside the final trim area.

GUTTER SAFETY

3/16" on each side (total 3/8").

Partial ads should be supplied to trim only.

FILE SUBMISSION

All ad submission must be press-ready PDF/X1-a files via the *THR* ad portal, e-mail, CD or FTP upload.

FILE NAME SHOULD INCLUDE NAME OF ADVERTISER AND ISSUE RUN DATE

DIGITAL AD REQUIREMENTS

MEDIA

Billboard prints PDF/X-1a files only.
Export setting: ADOBE ACROBAT 6 (1.5) or higher.
Quality control depends on properly created PDFs.

DOWNLOAD: THR PDF Ad Export Settings for InDesign at:
thr.com/ad/specs

or contact: ads@thr.com
All rasterized files must be 300 DPI. CMYK TIFFs must be 100% of final size.

Transparencies must be flattened.

Line screen is 150 l.p.i.

Allow for 10% press gain when preparing Grayscale materials.

Maximum ink density: 300 total.

FONTS

Embed all necessary fonts in PDFs.

COLOR

The color space must be CMYK or Grayscale. No RGB, LAB or embedded color profiles (such as ICC profiles).

No files with PMS colors will be accepted without prior notification. Otherwise, all PMS colors MUST be converted to CMYK.

Surprinting on Metallic inks will produce muted colors.

Note any special color information on the Contact Proof.

LIABILITY

Billboard cannot be held responsible for the quality of reproduction if these specifications are not adhered to.

Ads received after deadline may not publish in the desired issue.

Billboard will not be held responsible for changes the Production department must make to any ad that is inadequate or fails to adhere to *Billboard* Digital Ad Specifications.

Billboard will store files for 30 days.

PRODUCTION SERVICES

Billboard maintains an in-house Art Department. Contact your sales rep for ad design details and rates.

FOR DEADLINES, AD SPECIFICATIONS OR TECHNICAL QUESTIONS:

BILLBOARD CONTACT

Rodger Leonard
212.493.4229

EMAIL

ads@billboard.com

SUBJECT LINE MUST INCLUDE NAME OF ADVERTISER AND ISSUE DATE

BILLBOARD AD PORTAL

Deliver ads through our Ad Portal: prometheus.sendmyad.com



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