



billboard

MEDIA KIT 2018



BRAND OVERVIEW

BILLBOARD IS ONE OF THE MOST DYNAMIC, WIDELY VISITED MUSIC DESTINATIONS. ITS SIGNATURE ASSET, THE BILLBOARD CHARTS, REMAINS THE GOLDEN BENCHMARK IN MUSIC.



DIGITAL

18M+ U.S. UNIQUES
40 MEDIAN AGE
\$109K AVERAGE HHI
52% MALE
48% FEMALE

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

MOBILE

11.6M* UNIQUE VISITORS

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

SOCIAL

21M+ FOLLOWERS

A highly engaged social following connecting music lovers everywhere.

PRINT

20,568 CIRCULATION

115K READERSHIP

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.

48%
FEMALE

2.6x

MORE LIKELY TO
WATCH LIVE
BROADCAST TV
ONLINE
(INDEX 262)

2.1x

MORE LIKELY TO
WATCH
PRE-RECORDED
TV CLIPS ONLINE
(INDEX 213)

72%

MORE LIKELY TO
SUBSCRIBE TO A
PAID MUSIC
STREAMING
SERVICE
(INDEX 172)

18M+
MONTHLY
UNIQUES

40
MEDIAN
AGE

\$109K
AVERAGE
HHI

52%
MALE

Billboard.com delivers the ultimate music lovers*:

2.9X MORE LIKELY TO HAVE PURCHASED CONCERT TICKETS ONLINE (LAST 6 MONTHS) **291**

1.5X MORE LIKELY TO PROVIDE FREQUENT MUSIC ADVICE **145**

2.9X MORE LIKELY TO HAVE PURCHASED DIGITAL MUSIC ONLINE (LAST 30 DAYS) **292**

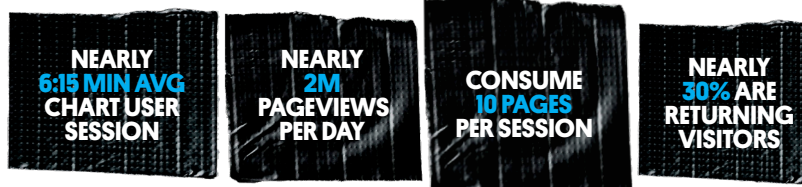
1.3X MORE LIKELY TO HAVE WENT TO A LIVE CONCERT (LAST 30 DAYS) **134**

5.5X MORE LIKELY TO BE CONSIDERED HEAVY SPENDERS ON MUSIC PURCHASED ONLINE (LAST 6 MONTHS) **549**



BILLBOARD CHARTS

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



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

Other Charts Include

ARTIST 100

GREATEST OF ALL TIME

POP

R&B/HIP-HOP

COUNTRY

ROCK

LATIN

DANCE/ELECTRONIC

...AND MANY MORE



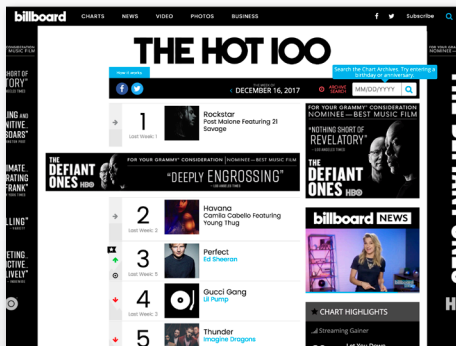
BILLBOARD.COM SITE SECTIONS

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

#1

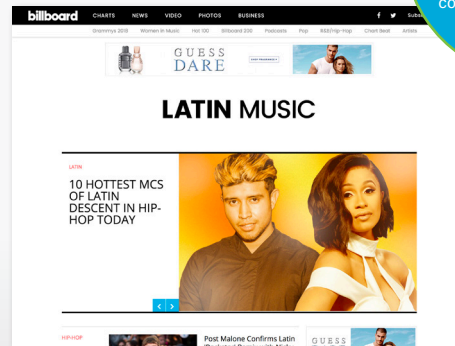
**MUSIC MEDIA
PUBLISHER**

comScore Entertainment
Music Ranking



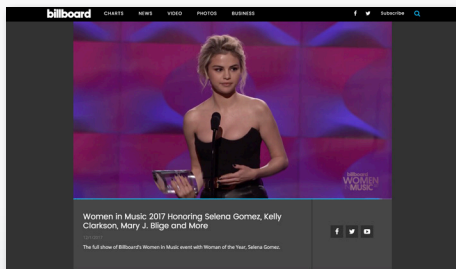
Charts

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



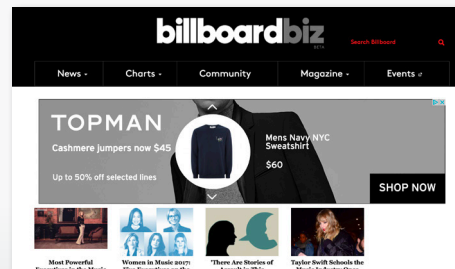
Channels by Genre

The latest updates, news and reviews
including genre specific channels



Video

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



Business

Breaking news and updates
for the industry audience



Photos

Original photo from Billboard's Covershoots,
Award Shows, Red Carpets, and more



PRET-A-REPORTER

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



234

STORIES POSTED
PER MONTH
(EXCLUDES GALLERIES)**

Pret-a-Reporter's editorial team— led by Style & Fashion News Director, Booth Moore — **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



BOOTH MOORE

Style & Fashion News Director

Career Highlights:

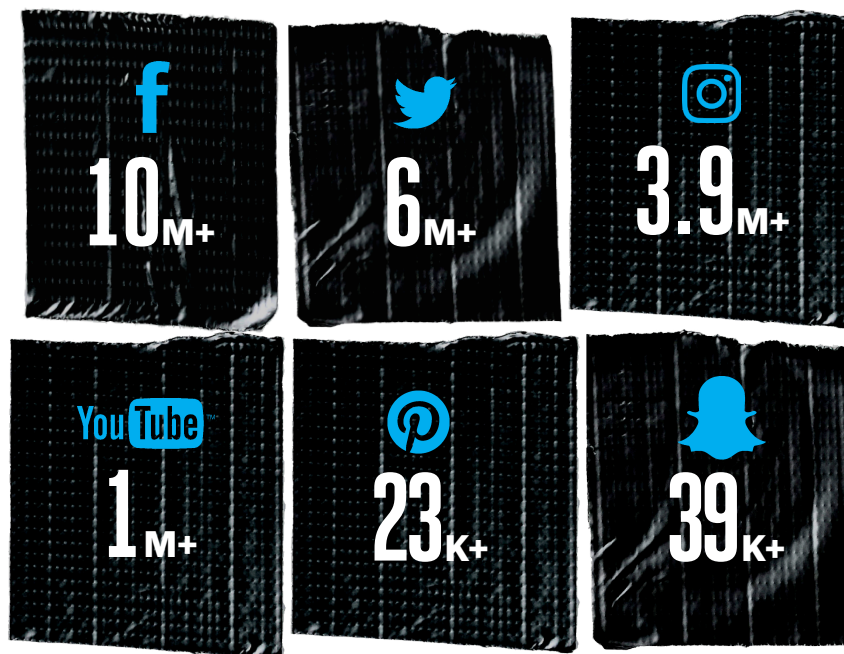
Has interviewed Karl Lagerfeld, Tom Ford,
Victoria Beckham, Drew Barrymore,
Donatella Versace and Kerry Washington



SOCIAL

no. 1

***MUSIC MEDIA PUBLISHER ON:
SOCIAL AND FACEBOOK VIDEO IN H1 2017****





ORIGINAL VIDEO

BILLBOARD CONTINUES TO PUSH THE ENVELOPE WITH ITS CONTENT BY PRODUCING **SEVERAL NEW COMPELLING VIDEO SERIES**

250M+
VIDEO VIEWS SINCE
LAUNCH NOV 2016



Billboard News

Daily video series provides breaking news, chart stories, and much more from the top artists in snackable 60 to 90-second videos across Billboard's platforms and social channels.



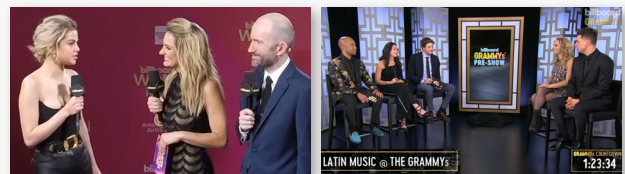
How It Went Down

A weekly video series spotlighting artists and animates the stories behind how their biggest hits were made.



Billboard In Studio

Sit down interviews with today's biggest artists about music, culture, and more.



WOMEN IN MUSIC



GRAMMYS

Live Stream Red Carpet Pre-Show

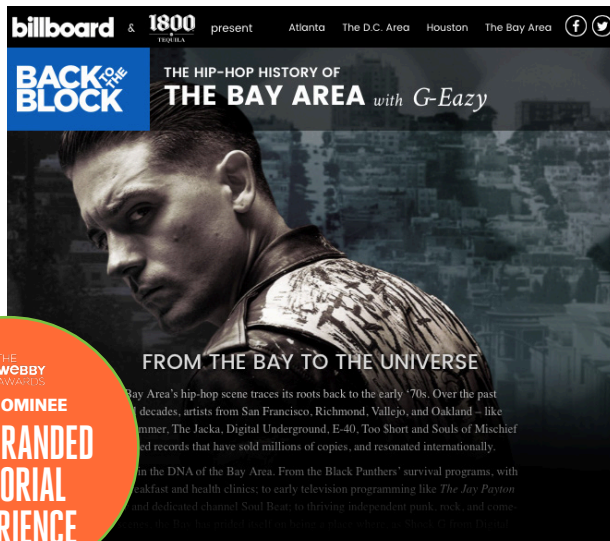
In partnership with Twitter

9M+
VIDEO UNIQUES FROM
2018 GRAMMY PRE-SHOW
LIVE STREAM*

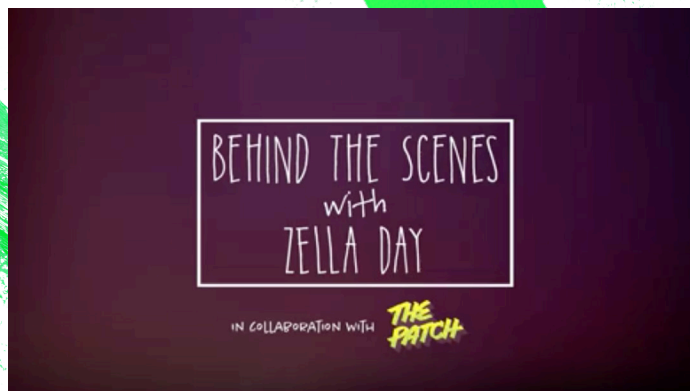


A BRANDED CONTENT POWERHOUSE

A BRAND ACCESS LAB FOR PREMIUM MUSIC AND ENTERTAINMENT CONTENT.



2017 NOMINEE
BEST BRANDED
EDITORIAL
EXPERIENCE



Billboard creates premium branded content for strategic advertising partners, capitalizing on access to premium content creators and talent.

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, Billboard 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



NEWSLETTERS

BILLBOARD DELIVERS BREAKING NEWS DIRECTLY TO THE INBOX OF FANS AND INDUSTRY EXECUTIVES.



| | SUBSCRIBERS | DELIVERY DATES |
|---|-------------|--------------------------------|
| DAILY DIGEST The day's top stories, reviews, columns and features | 114K | MON - FRI |
| BREAKING NEWS Up to the minute news as it breaks | 21K | 20 - 40X / WEEK as news breaks |
| BILLBOARD BULLETIN Summary of top news stories & analysis and insight of music industry | 14K | MON - FRI |
| CHART BEAT Weekly digest highlighting the biggest stories on Billboard's Charts | 34K | FRI/WEEKLY |
| BILLBOARD COUNTRY UPDATE Features latest airplay, sales and streaming charts along with cutting edge editorial and compelling analysis of market trends | 14K | MON/WEEKLY |
| DIGITAL In-Depth news and analysis on developing digital and mobile trends | 15K | FRI/WEEKLY |
| GLOBAL Critical industry news outside of the US | 15K | FRI/WEEKLY |
| HOT 100 FESTIVAL Updates delivered as needed prior to festival & daily festival coverage | 31K | Varies during Festival Season |
| LATIN Deep look into today's growing Latin music & entertainment sectors | 11K | FRI/WEEKLY |
| RECORD LABEL NEWS Latest news on the ever-changing word of record labels and retailers | 16K | FRI/WEEKLY |
| TOURING Daily updates on the live-entertainment industry | 16K | FRI/WEEKLY |



THE MAGAZINE

THE MUSIC INDUSTRY STANDARD



HHI | \$212K • Net Worth | \$1M • Circulation | 20,568 • Readership | 115K

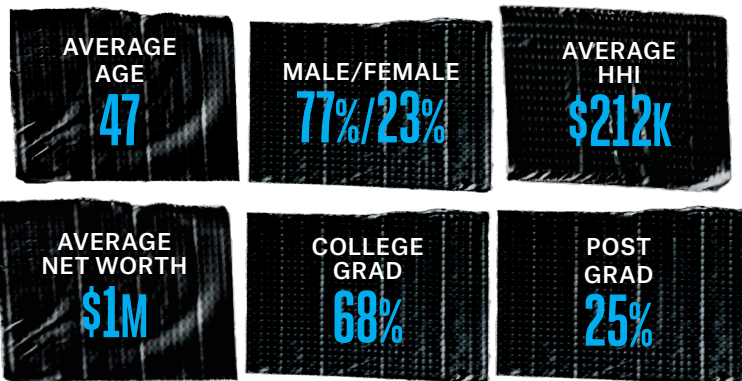


Photo credit: Austin Hargrave



Ross Scarano
VP of Content

Scarano joined *Billboard* in 2017. He directs all print and digital editorial programming and content. Previous experience includes six years at *Complex*.

Jayne Klock
Managing Editor

Nick Catucci
Features Director

Jason Lipshutz
Editorial Director

Hannah Karp
News Director



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

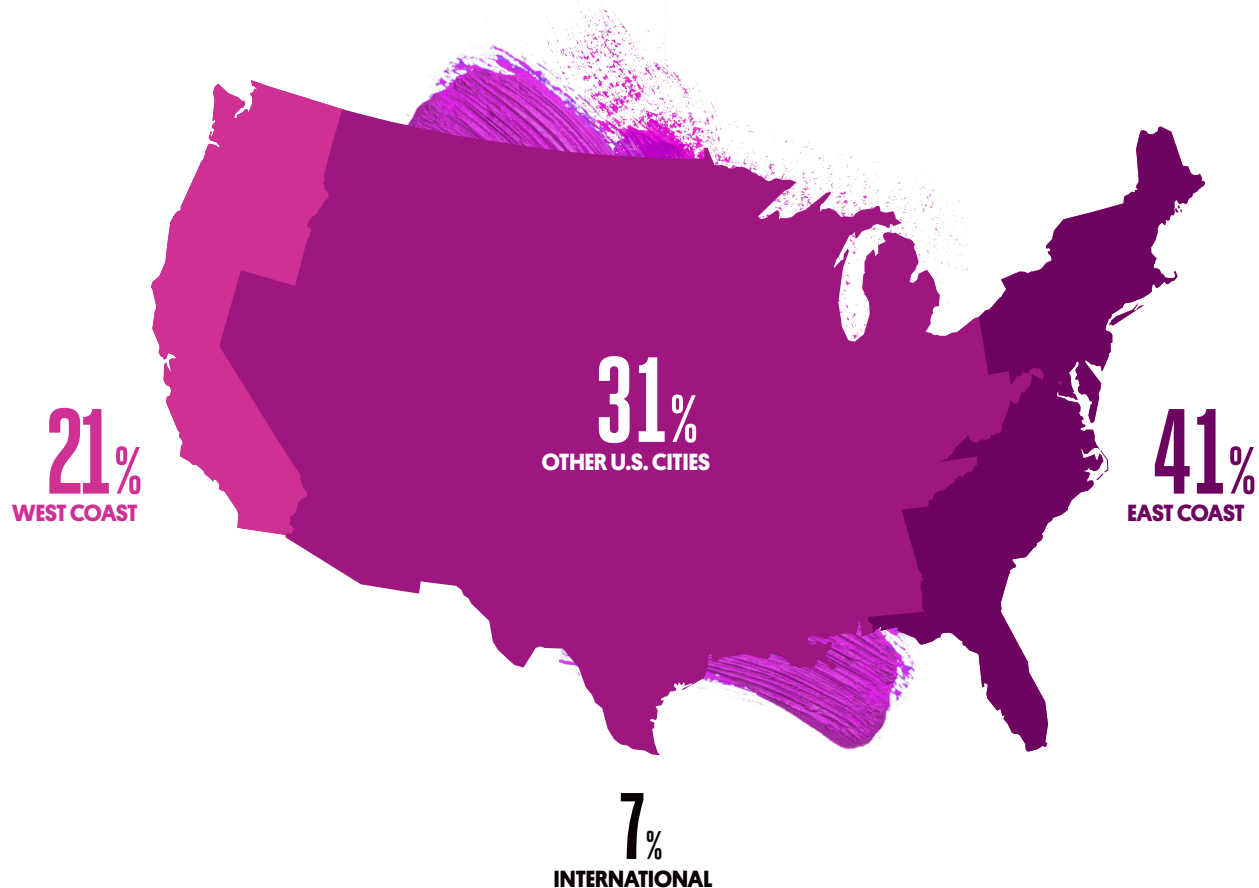


iPad App

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

MAGAZINE CIRCULATION

BILLBOARD MAGAZINE PUBLISHES OVER 33 ISSUES A YEAR REACHING THE MUSIC INDUSTRY'S **TOP EXECUTIVES, MANAGERS AND INFLUENCERS IN MAJOR METRO AREAS AROUND THE COUNTRY.**



BILLBOARD ALSO LICENSES THE BRAND
IN VARIOUS MARKETS INCLUDING BRAZIL,
KOREA, JAPAN AND MORE



- 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



EVENTS CALENDAR



Billboard Power 100

DATE February
LOCATION Los Angeles, CA

Latin Music Week

DATE April
LOCATION Las Vegas, NV

Country Power Players

DATE July
LOCATION Nashville, TN

Billboard Hot 100 Music Festival

DATE August
LOCATION Jones Beach, NY

Touring Conference & Awards

DATE November
LOCATION Los Angeles, CA

Women in Music

DATE November
LOCATION Los Angeles, CA



PHOTOGRAPHERS

- ▼ **AUSTIN HARGRAVE** Photographed for Billboard: Kendrick Lamar, Nick Jonas, Demi Lovato, Lady Gaga, Lorde, Mumford and Sons, Andra Day, Beck, Sam Smith



- ◀ **JOE PUGLIESE** Photographed for Billboard: Kendrick Lamar, Lana Del Rey, Ariana Grande, Pharrell Williams, Britney Spears, Jennifer Lopez, Kanye West, Tom Petty, Mick Jagger

- ▼ **MILLER MOBLEY** Photographed for Billboard: Miranda Lambert, Blake Shelton, Halsey, Meghan Trainor, Marc Anthony, Zayn Malik, Katy Perry, Jack White, Taylor Swift, The Weeknd

RUVEN AFANADOR ▶

- Photographed for Billboard: Keith Richards, Jimmy Fallon, Kygo, Selena Gomez, Zayn Malik



▲ **DAVID NEEDLEMAN:**

- Photographed for Billboard: John Legend, Enrique Iglesias, Sam Hunt, Brandon Flowers, Nikki Minaj, Ansel Elgort, Halsey & Charli XCX, Macklemore & Ryan Lewis

OLIVIA BEE ▶

- Photographed for Billboard: Kesha, Migos, Kehlani, Lorde



ERIC RYAN DAVIDSON ▶

- Photographed for Billboard: Diplo, 5 Seconds of Summer, Interpol, Father John Misty, Hozier, Brittany Howard, Schoolboy Q



- ▲ **RAMONA ROSALES** Photographed for Billboard: SZA, Fifth Harmony, Adam Lambert, Skrillex, Kendrick Lamar, Jason Derulo, Daddy Yankee, Diplo, Ice Cube, Andy Samberg, Selena Gomez



EDITORIAL CALENDAR

WHILE BILLBOARD PUBLISHES 33 ISSUES EACH YEAR,
THIS CALENDAR **REFLECTS THE ISSUES WITH BROADER CONSUMER APPEAL**

| ISSUE | ON-SALE | AD CLOSE | MATERIALS DUE |
|---|---------|----------|---------------|
| 2017 PREVIEW / 2016 WRAP UP | 1/6 | 12/28 | 12/29 |
| GRAMMY PREVIEW | 1/20 | 1/11 | 1/12 |
| POWER 100 | 1/27 | 1/18 | 1/19 |
| OSCARS PREVIEW | 2/17 | 2/8 | 2/9 |
| SXSW PREVIEW | 3/10 | 3/1 | 3/2 |
| DJ POWER LIST | 3/24 | 3/15 | 3/16 |
| COACHELLA/BOTTLEROCK/GOV BALL PREVIEW | 4/14 | 4/5 | 4/6 |
| LATIN CONFERENCE PREVIEW | 4/21 | 4/12 | 4/13 |
| BILLBOARD MUSIC AWARDS PREVIEW | 5/19 | 5/10 | 5/11 |
| TOP BRANDING POWER PLAYERS | 6/9 | 5/31 | 6/1 |
| MUSIC'S MONEYMAKERS/TOP BUSINESS MANAGERS | 7/14 | 7/5 | 7/6 |
| COUNTRY POWER PLAYERS | 7/28 | 7/19 | 7/20 |
| INDIE POWER LIST | 8/11 | 8/2 | 8/3 |
| FALL MUSIC PREVIEW/HOT 100 FESTIVAL PHOTO RECAP | 8/25 | 8/16 | 8/17 |
| HIP HOP POWER ISSUE | 9/15 | 9/6 | 9/7 |
| TOP ENTERTAINMENT LAW/TOP MUSIC LAW SCHOOLS | 9/29 | 9/20 | 9/21 |
| 40 UNDER 40 | 10/6 | 9/27 | 9/28 |
| 40 UNDER 40 | 10/6 | 9/27 | 9/28 |
| DIGITAL POWER PLAYERS | 10/20 | 10/11 | 10/12 |
| LATIN POWER PLAYERS | 11/10 | 11/1 | 11/2 |
| WOMEN IN MUSIC/HOLIDAY GIFT GUIDE | 12/1 | 11/22 | 11/21 |
| THE NO. 1S (YEAR END ISSUE) | 12/15 | 12/6 | 12/7 |
| GRAMMY NOMINATIONS GUIDE | 12/22 | 12/13 | 12/14 |

Editorial calendar subject to change.

Please contact your Billboard brand partnership rep for a complete list of issues in 2018



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

Suzanne Rush
212.493.2257

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



CONTACTS

John Amato
CEO,
Entertainment Group
john@billboard.com
212.493.4337

Lynne Segall
Executive Vice President/
Group Publisher
lynne.segall@thr.com
323.525.2192

Ross Scarano
Vice President,
Content
ross.scarano@billboard.com
212.493.4432

Julian Holguin
Senior Vice President,
Brand Partnerships
julian.holguin@billboard.com
212.493.4115

Randi Windt
Vice President,
Brand Partnerships
randi.windt@billboard.com
212.493.4029

Hillary Gilmore
Executive Director,
Brand Partnerships
hillary.gilmore@billboard.com
212.493.4368

Aki Kaneko
Executive Director,
Entertainment
aki.kaneko@billboard.com
323.525.2299

Joe Maimone
Director,
East Coast Sales
joe.maimone@billboard.com
212.493.4427

Alex Von Bargaen
Managing Director,
Luxury Partnerships
alex.vonbargaen@thr.com
212.493.4321