



# billboard

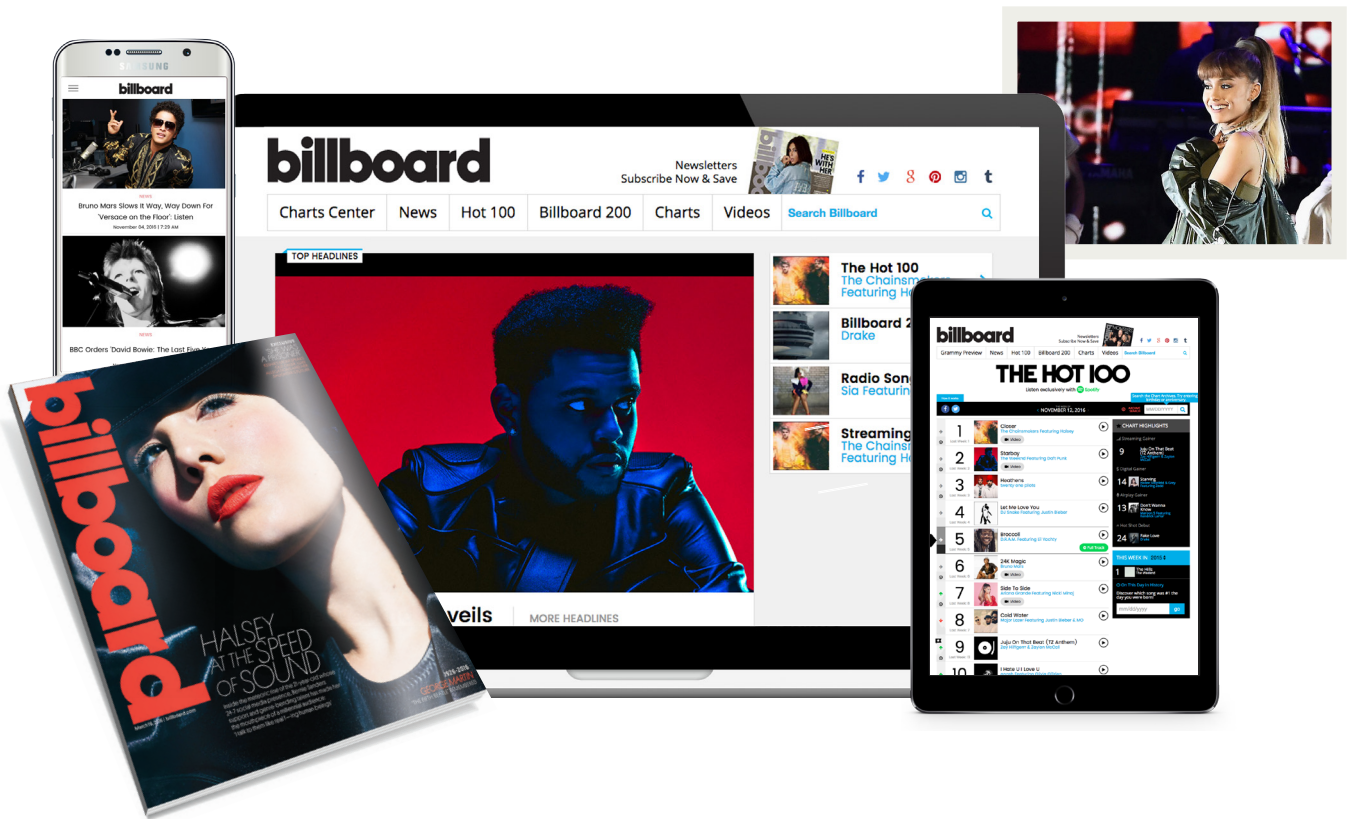
MEDIA KIT 2017





# 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.**



## DIGITAL

**10.2MM** U.S. UNIQUES

**37** MEDIAN AGE

**\$102K** AVERAGE HHI

**51%** MALE

**49%** FEMALE

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

## MOBILE

**7.2MM** UNIQUE VISITORS

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

## SOCIAL

**OVER 16MM** FOLLOWERS

A truly engaged social following connects with music lovers everywhere.

## PRINT

**21K** 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:**

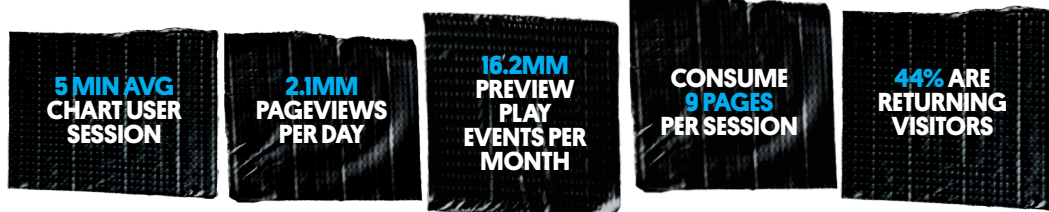
- PURCHASED CONCERT TICKETS ONLINE (LAST 6 MONTHS) **244**
- PROVIDES FREQUENT MUSIC ADVICE **126**
- PURCHASED DIGITAL MUSIC ONLINE (LAST 30 DAYS) **246**
- WENT TO A LIVE CONCERT (LAST 30 DAYS) **131**
- CONSIDERED HEAVY SPENDERS ON MUSIC PURCHASED ONLINE (LAST 6 MONTHS) **291**





# 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

### **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**

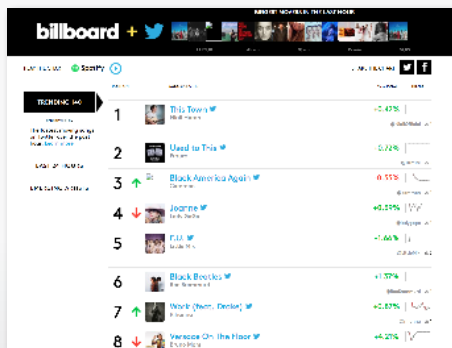
...AND MANY MORE





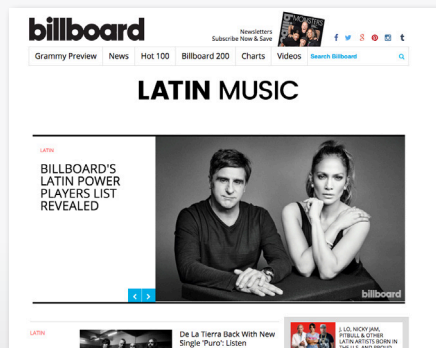
# BILLBOARD.COM SITE SECTIONS

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



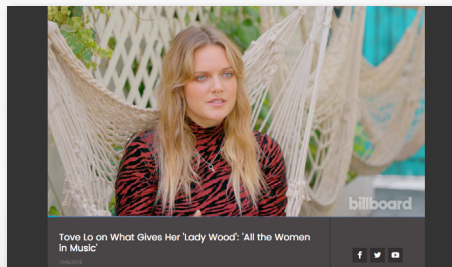
## Charts

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



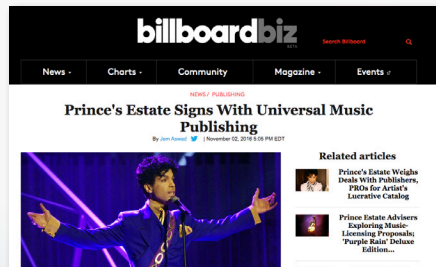
## Channels by Genre

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



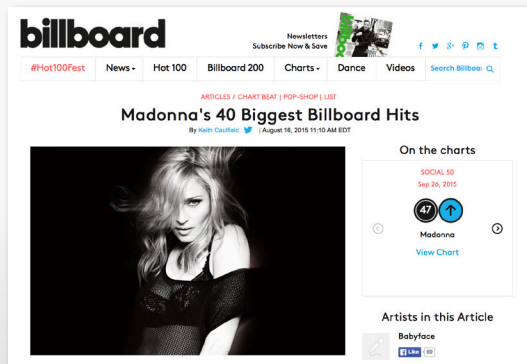
## Videos

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



## Billboard.biz

Breaking news and updates for the industry audience



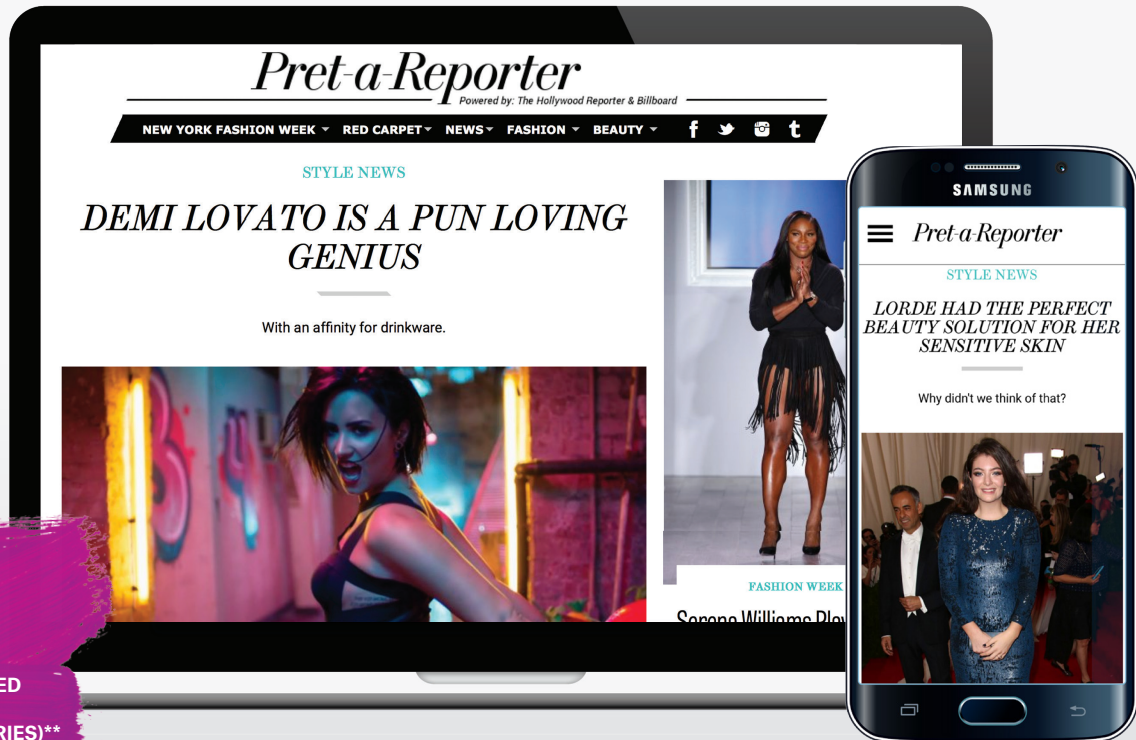
## Lists

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.



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

**\$104K**  
AVERAGE  
HHI\*

**59%**  
UNDER  
A45

**44%/56%**  
MALE/FEMALE\*

**2.3MM**  
AVG. MONTHLY  
PAGEVIEWS\*\*\*

**+45%**  
UNIQUE  
VISITORS  
YOY

**934K**  
MONTHLY  
UNIQUES





# SOCIAL

BILLBOARD HAS CULTIVATED AN **ENGAGED AND ACTIVE SOCIAL FOLLOWING OF OVER 16 MILLION FANS** WHO CONSTANTLY INTERACT WITH THE BRAND ON MULTIPLE CHANNELS.



**#1 MOST ENGAGED  
MUSIC BRAND**

On Facebook\*

**f**  
**9**  
**MM+**

**t**  
**5**  
**MM+**

**i**  
**3**  
**MM+**

**TOP 25  
SOCIAL  
PUBLISHER**

Across Facebook, Twitter,  
Instagram and YouTube\*

**YouTube**  
**922**  
**K+**

**p**  
**22**  
**K+**

**s**

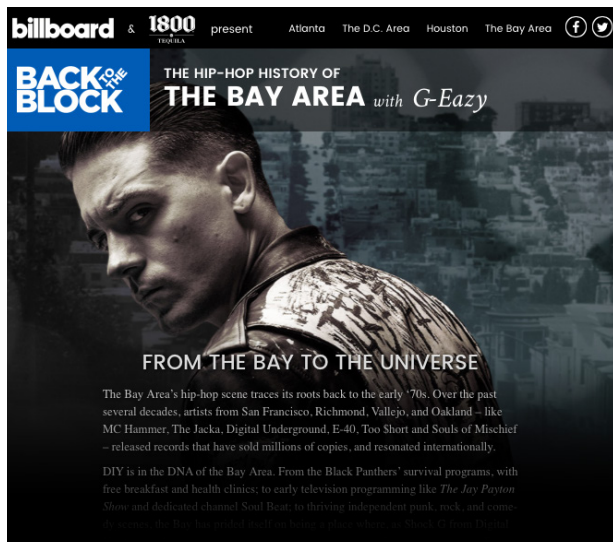
**#3 MOST  
ENGAGED MEDIA  
PUBLISHER**

On Twitter\*



# 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



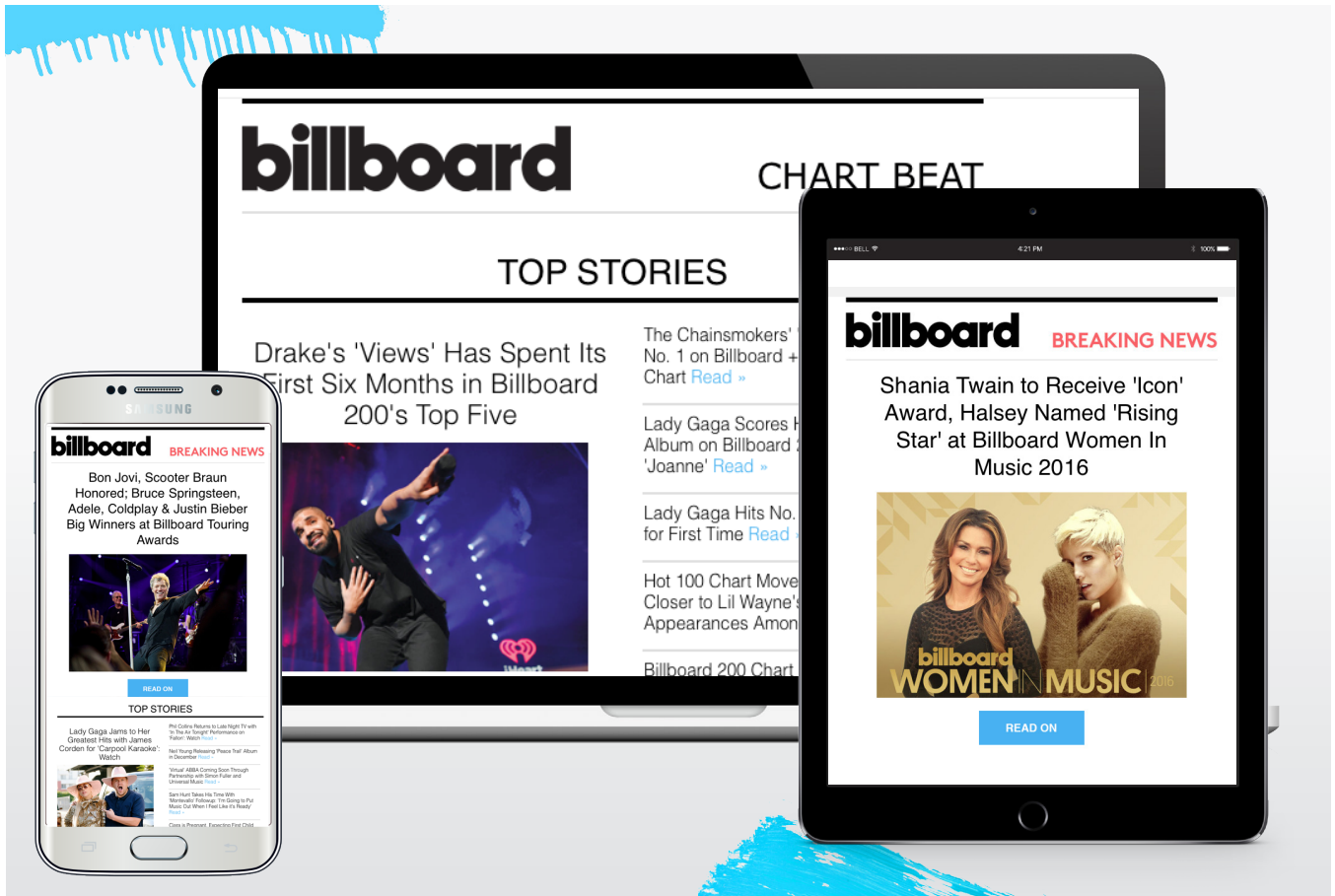
PARTNER SUPPLIED CONTENT



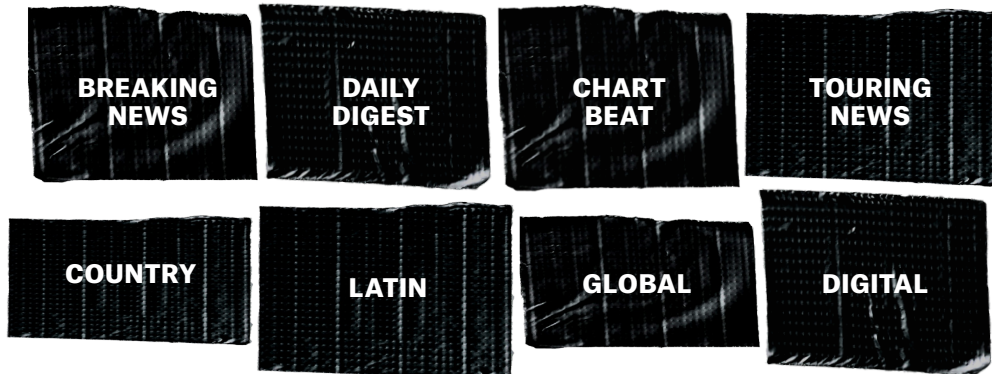


# NEWSLETTERS

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



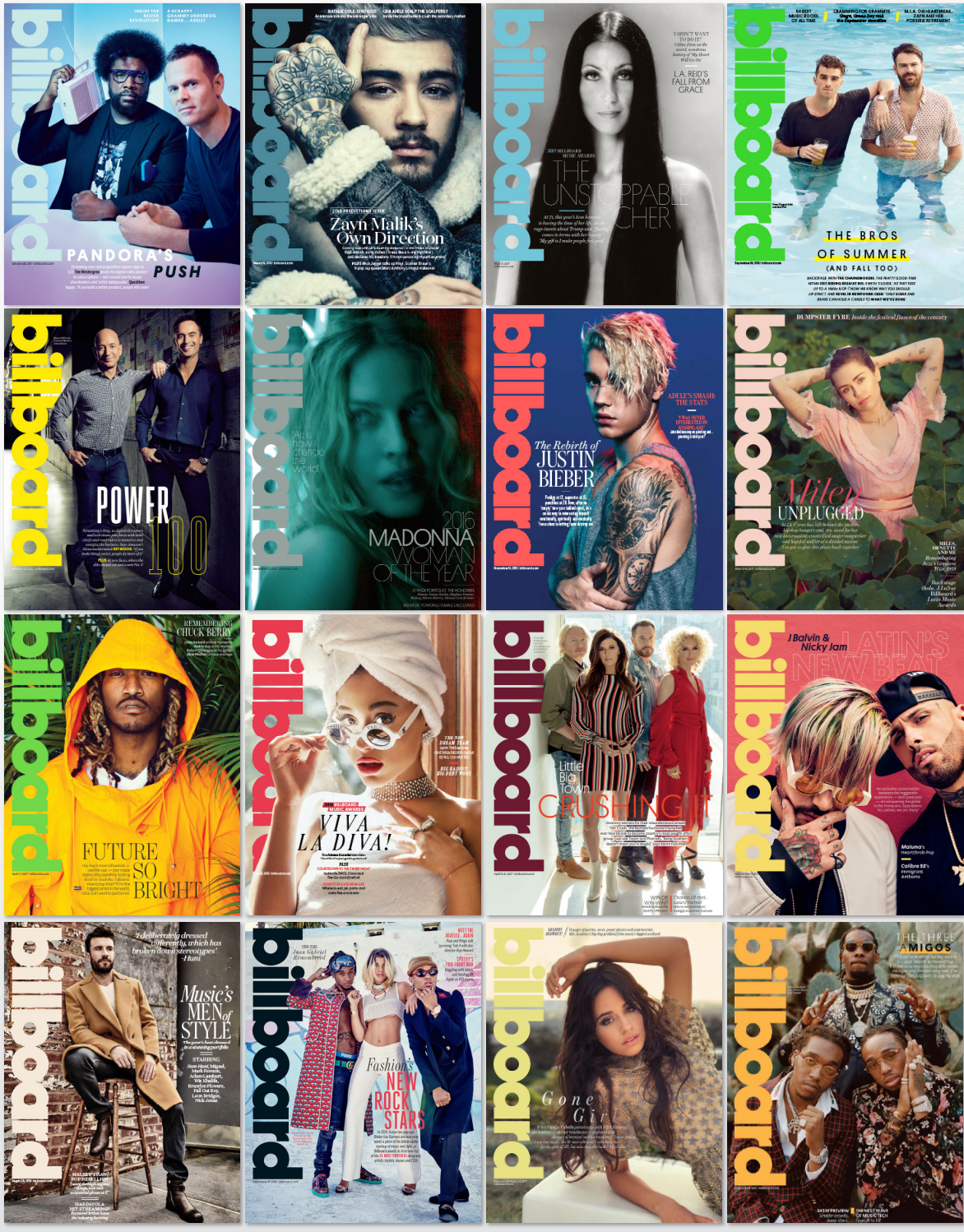
## Newsletters





# THE MAGAZINE

**BILLBOARD**, THE ULTIMATE AUTHORITY IN MUSIC, HAS EVOLVED INTO A CUTTING-EDGE MEDIA BRAND THAT HAS TRANSFORMED ITS **UNPRECEDENTED ACCESS, ICONIC CHARTS AND UNRIVALED JOURNALISTIC INTEGRITY** INTO A CROSS-PLATFORM DESTINATION FOR MUSIC DISCOVERY, INSIDER INTEL, AND COMPLETE COVERAGE OF TODAY'S MOST INFLUENTIAL PEOPLE: THE BIGGEST NAMES IN MUSIC.







# 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 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



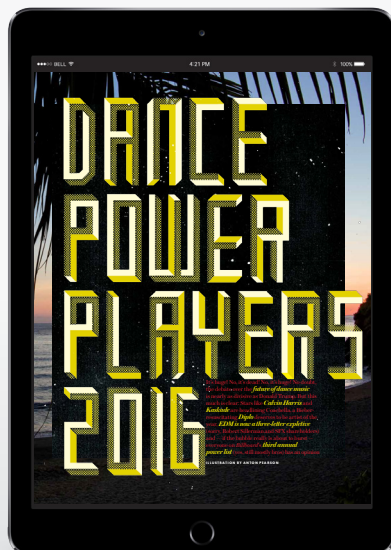
## Charts

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



## CODA

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

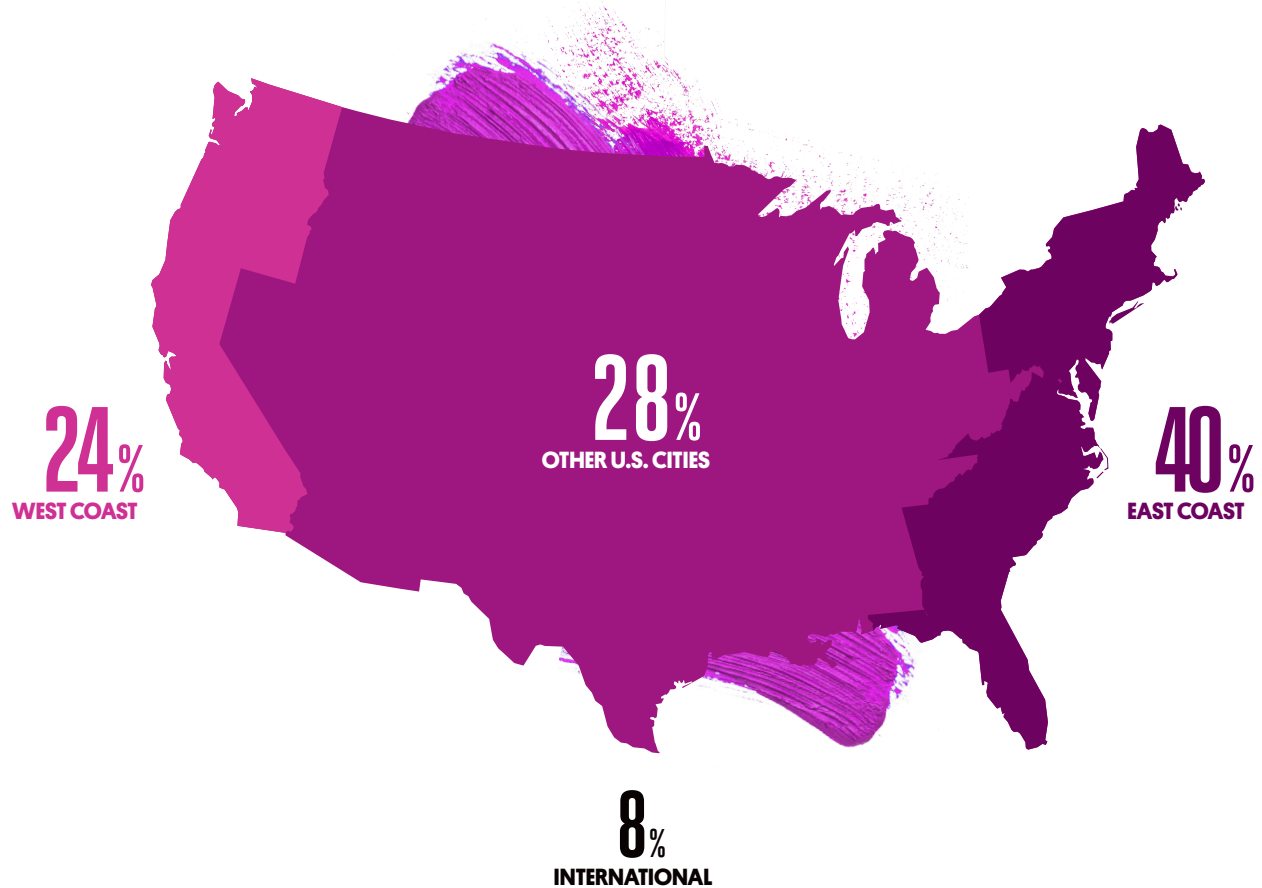


## iPad App

The iPad edition is an addictive, gorgeous and innovative app that delivers the weekly magazine in full.

# MAGAZINE CIRCULATION

BILLBOARD MAGAZINE PUBLISHES 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



CALVIN HARRIS PERFORMS AT THE  
2016 HOT 100 MUSIC FESTIVAL



WIZ KHALIFA AT THE  
2015 WINTERFEST AT  
SUNDANCE FILM FESTIVAL



LUIS FONSI & DADDY YANKEE AT THE  
2017 LATIN MUSIC AWARDS



MADONNA AT THE 2016  
WOMEN IN MUSIC AWARDS



BRAD PAISLEY AT THE  
2015 TOURING AWARDS

## **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  
**LOCATION** Jones Beach, NY

## **Touring Conference & Awards**

**DATE** November  
**LOCATION** Los Angeles, CA

## **Women in Music**

**DATE** December  
**LOCATION** New York, NY



# BILLBOARD EDITORS



## **John Amato**

**President, Billboard & The Hollywood Reporter Media Group**

As president of *The Hollywood Reporter-Billboard Media Group*, John Amato, 36, is widely recognized as one of today's most influential figures in media.

Amato has been instrumental in building both consumer-facing brands, and is leading their expansion internationally. *The Hollywood Reporter-Billboard Media Group* has rocketed to the top three biggest entertainment outlets nationally, with 30 million monthly uniques and over 20 million social media followers. The company has seen double-digit revenue rises each year of Amato's leadership, with a three-year growth rate exceeding 86%. The company is now the biggest it's ever been with 370 employees across New York and Los Angeles offices.

In 2016, Amato led a strategic acquisition of *Spin Media*, including properties *Spin*, *Vibe* and *Stereogum*, growing the company's combined digital reach to 45 million monthly uniques. Amato also launched a new groundbreaking digital platforms, the massively successful video news service *Billboard News*, which garnered 12 million monthly uniques in its first month. In 2015, Amato oversaw the launch two major live-music initiatives including *Billboard's* Winterfest at Sundance, an exclusive concert series with Park City Live, and the *Billboard* Hot 100 Music Festival with *Live Nation*, the world's largest concert promoter.

Under his direction in May 2014, *Billboard* launched its Twitter Real-Time charts, which revamped the industry's method of tracking music sales. Later that year *Billboard* and *Telemundo*, in partnership with *Dick Clark Productions*, extended their agreement to produce the *Billboard* Latin Music Awards, the longest-running and most prestigious Latin music awards show on television, through 2020.

Prior to his leadership at *Billboard*, Amato was the chairman and chief executive officer of *Backstage, LLC*, after serving as the president of *Show Media*.



## **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*.



## **Isabel Gonzalez-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*.



## **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.



## **Matt Belloni**

**Editorial Director**

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.





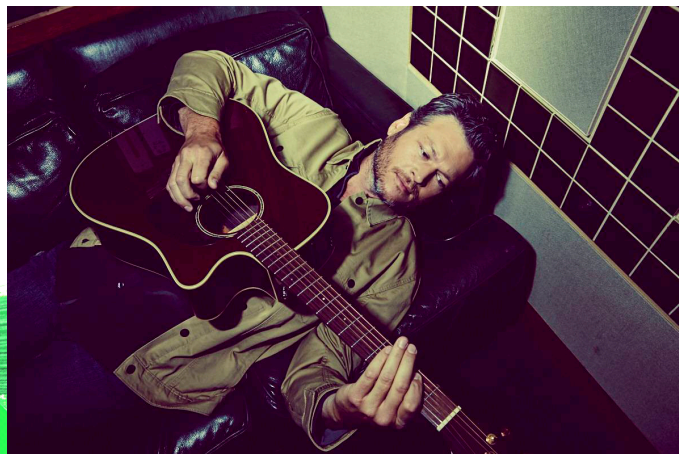
# PHOTOGRAPHERS

▼ **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**: Lana Del Rey, Ariana Grande, Pharrell, Britney Spears, Jennifer Lopez, Kanye West, Tom Petty, Mick Jagger

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



▲ **ERIC RYAN ANDERSON:** Photographed for **Billboard**: Diplo, 5 Seconds of Summer, Interpol, Father John Misty, Hozier, Brittany Howard, Schoolboy Q



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



## 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



### 2017 WEBBY NOMINEE: BEST BRANDED EDITORIAL EXPERIENCE

1800 TEQUILA & BILLBOARD  
"BACK TO THE BLOCK"

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





# EDITORIAL CALENDAR

WHILE BILLBOARD PUBLISHES OVER 30 ISSUES EACH YEAR,  
THIS CALENDAR **REFLECTS THE ISSUES WITH BROADER CONSUMER APPEAL**

| ISSUE   | COVER DATE | ON-SALE | AD CLOSE | MATERIALS DUE |
|---|------------|---------|----------|---------------|
| 2017 PREVIEW / 2016 WRAP UP                           | 1/14       | 1/6     | 12/29    | 12/30         |
| GRAMMY PREVIEW / POWER 100                            | 2/11       | 2/3     | 1/26     | 1/27          |
| OSCARS PREVIEW  | 2/25       | 2/17    | 2/9      | 2/10          |
| SXSW PREVIEW  | 3/18       | 3/10    | 3/2      | 3/3           |
| COACHELLA PREVIEW                                     | 4/15       | 4/7     | 3/30     | 3/31          |
| SXSW PREVIEW / TOP BRANDING POWER PLAYERS             | 3/18       | 3/10    | 3/2      | 3/3           |
| SXSW WRAP-UP / JUNO EVENTS AND AWARDS PREVIEW         | 4/1        | 3/24    | 3/16     | 3/7           |
| COACHELLA PREVIEW / CANADIAN MUSIC WEEK PREVIEW       | 4/15       | 4/7     | 3/30     | 3/31          |
| LATIN CONFERENCE PREVIEW                              | 4/29       | 4/21    | 4/13     | 4/14          |
| MUSIC'S MONEYMAKERS                                   | 5/13       | 5/5     | 4/27     | 4/28          |
| BILLBOARD MUSIC AWARDS                                | 5/27       | 5/19    | 5/11     | 5/12          |
| BOTTLEROCK PREVIEW / SONGS OF SUMMER KICK-OFF         | 6/3        | 5/26    | 5/18     | 5/19          |
| DANCE POWER PLAYERS                                   | 6/24       | 6/16    | 6/8      | 6/9           |
| NASHVILLE POWER                                       | 8/5        | 7/28    | 7/20     | 7/21          |
| INDIE POWER   | 8/19       | 8/11    | 8/3      | 8/4           |
| BILLBOARD HOT 100 MUSIC FESTIVAL / FALL MUSIC PREVIEW | 9/2        | 8/25    | 8/17     | 8/18          |
| HIP HOP POWER ISSUE / SUMMER REPORT CARD              | 9/23       | 9/15    | 9/7      | 9/8           |
| TV ISSUE  | 9/23       | 9/15    | 9/7      | 9/8           |
| 40 UNDER 40   | 10/14      | 10/6    | 9/28     | 9/29          |
| THE GRAMMY CONTENDERS                                 | 10/28      | 10/20   | 10/12    | 10/13         |
| LATIN POWER PLAYERS                                   | 11/11      | 11/3    | 10/26    | 10/27         |
| THE PHILANTHROPY ISSUE / HOLIDAY GIFT GUIDE           | 11/25      | 11/17   | 11/9     | 11/10         |
| WOMEN IN MUSIC  | 12/9       | 12/1    | 11/23    | 11/24         |
| THE NO. 1S (YEAR END ISSUE)                           | 12/16      | 12/8    | 11/30    | 12/1          |
| GRAMMY VOTER GUIDE                                    | 12/30      | 12/22   | 12/14    | 12/15         |

Editorial calendar subject to change.

Please contact your Billboard brand partnership rep for a complete list of issues in 2017



# AD SPECS

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

or contact: [ads@thr.com](mailto: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**  
323.525.2257

#### EMAIL

[ads@billboard.com](mailto: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](http://prometheus.sendmyad.com)





## CONTACTS

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