



THE VOICE OF LIVE ENTERTAINMENT

For **40 years** Pollstar, *The Voice of Live Entertainment*, has been the premier trade publication dedicated to covering the worldwide concert industry, providing the most powerful metrics of Live Entertainment success. Pollstar's data is the **leading resource for the touring industry** encompassing boxoffice numbers, tour routing, and contact directories.

MEDIA KIT • 2021

OUR AUDIENCE

PRINT



6841

READERS

WEEKLY POLLSTAR PUBLICATION



4865

SUBSCRIBERS

30.4%

OPEN RATE

POLLSTAR DAILY PULSE

40% HIGHER than industry average

17%

CTR



148K

CONTACT LISTINGS

CONTACT DIRECTORIES

DIGITAL



350K

AVG. MONTHLY USERS

POLLSTAR.COM

2.1M

YEARLY USERS



2.3M

TOTAL VIEWERS*

POLLSTAR DIGITAL SESSIONS

*Total viewership in 2020

AGES FOR POLLSTAR.COM USERS

25.2%

25-34

18.8%

35-44

18.2%

45-54

51,571

TOTAL POLLSTAR.COM SUBSCRIBERS

SOCIAL MEDIA FOOTPRINT



20K

@POLLSTAR



18K

@POLLSTAR



9K

@POLLSTAR



7.8K

@POLLSTAR_OFFICIAL

2500+

ATTENDEES AT THE POLLSTAR LIVE! CONFERENCE

POLLSTAR

EDITORIAL CALENDAR

DATE	EDITORIAL COVERAGE	AD CLOSE	EVENTS
4/12/21	Black Pumas • 1995 Mac Fest	4/5/21	
4/19/21	1975/AJR • Earth Day • Sustainability • Pollstar Awards Ballot Issue #1	4/12/21	
4/26/21	Maluma • Dionne Warwick • Pollstar Awards Ballot Issue #2	4/19/21	
5/3/21	Pollstar Awards Ballot Issue #3	4/26/21	
5/10/21	Pollstar Awards Ballot Issue #4 • Disco Biz	5/3/21	
5/17/21	Impact 50 • CMW	5/10/21	
5/24/21		5/17/1	
5/31/21		5/24/21	
6/7/21		5/31/21	
6/14/21	Pollstar Live! Issue	6/7/21	Hard Rock 50 th
6/21/21	SKIP	6/14/21	
6/28/21	Mid-Year Recap • Pollstar Live! Recap	6/21/21	
7/5/21	SKIP	6/28/21	

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EDITORIAL CALENDAR

(CONT.)

DATE	EDITORIAL COVERAGE	AD CLOSE	EVENTS
7/12/21	TENTATIVE: Lollapalooza 30 th	7/5/21	TENTATIVE: Lollapalooza 30 th
7/19/21	Agents & Talent Buyers	7/12/21	
7/26/21		7/19/21	
8/2/21	Concert for Bangladesh	7/26/21	IAVM Bonus Distribution
8/9/21		8/2/21	
8/16/21	Impact: NextGen	8/9/21	
8/23/21		8/16/21	
8/30/21	DownUnder Special	8/23/21	BIGSOUND '21 Bonus Distribution
9/6/21		8/30/21	Reeperbahn Bonus Distribution
9/20/21		9/6/21	
9/27/21	Q3 Recap	9/13/21	
10/4/21		9/20/21	
10/11/21		9/27/21	IEBA Bonus Distribution
10/18/21	Rock & Roll Hall of Fame	10/4/21	
10/25/21	Impact: International (Pollstar Calling)	10/11/21	
11/1/21		10/18/21	
11/8/21		10/25/21	
11/15/21	Latin GRAMMY • Pollstar Awards Ballot Issue #1	11/1/21	
11/22/21	Pollstar Awards Ballot Issue #2 • Live Legends	11/8/21	
11/29/21	SKIP	11/15/21	
12/6/21	Pollstar Awards Ballot Issue #3	11/22/21	
12/13/21	Year-End (early ship 12/8/21)	12/6/21	
12/20/21		12/13/21	Eurosonic Bonus Distribution

DIRECTORIES

DIRECTORY	AD CLOSE
ARTIST MANAGEMENT DIRECTORY 2021	2/22/21
RECORD COMPANY DIRECTORY 2021	2/22/21
CONCERT VENUE DIRECTORY 2021 EDITION	4/5/21
BOOKING AGENCY DIRECTORY 2021 SUMMER EDITION	5/10/21
CONCERT SUPPORT SERVICES DIRECTORY 2021-2022	6/14/21
TALENT BUYER DIRECTORY 2022	8/2/21
ARTIST MANAGEMENT DIRECTORY 2021-2022	11/2/21
CONCERT VENUE DIRECTORY 2021-2022 EDITION	10/4/21
BOOKING AGENCY DIRECTORY 2022	11/1/21

POLLSTAR AD SPECS

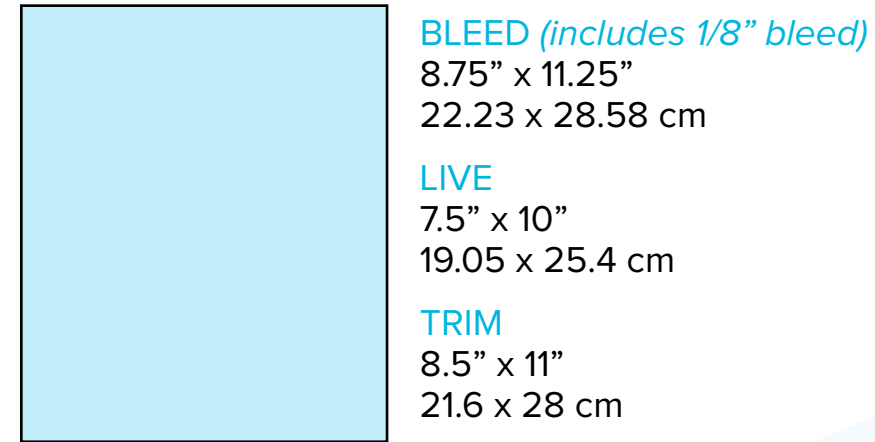
PRINT

Pages trim to: 8.5" x 11", 21.6 x 28 cm | All ads are four-color process

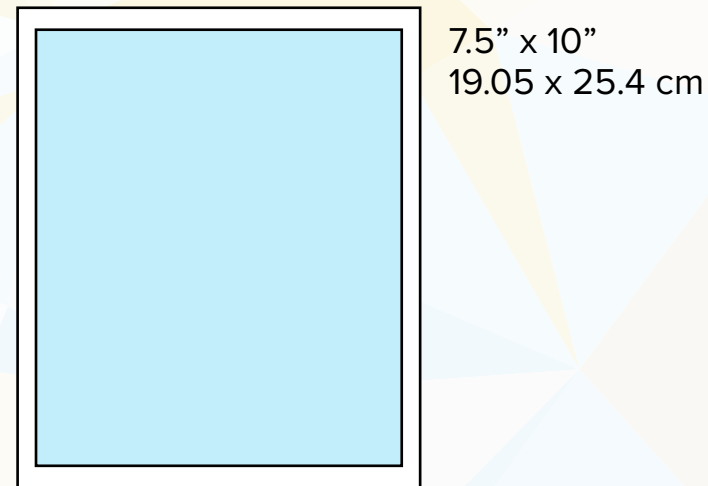
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SPREAD



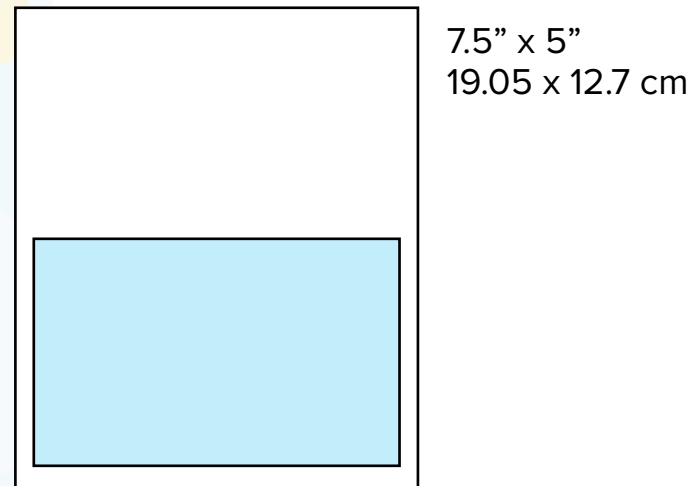
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FULL BLEED



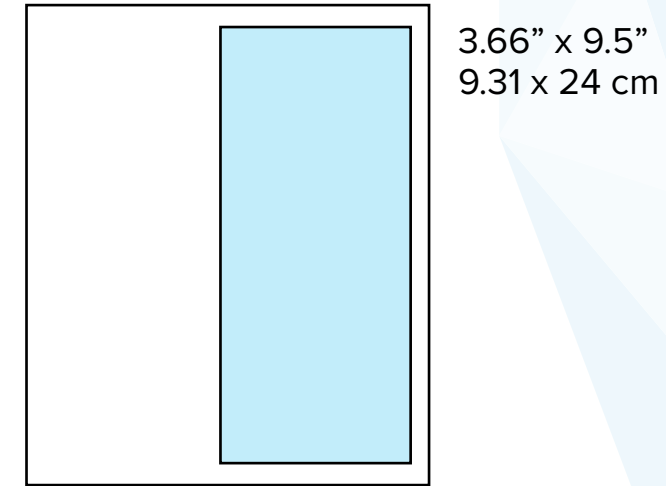
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HALF PAGE
HORIZONTAL

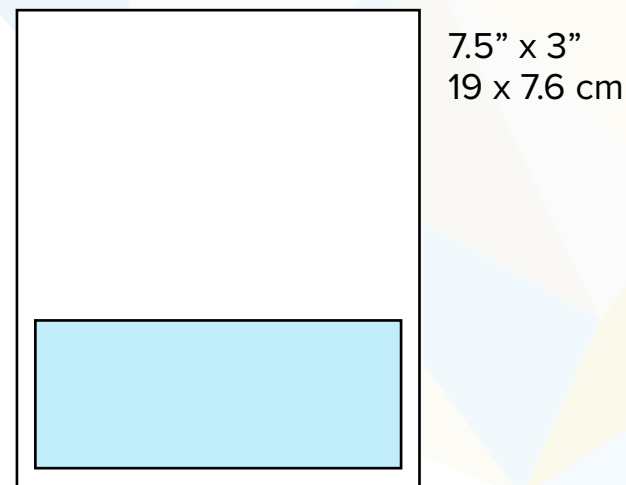


HALF PAGE
VERTICAL*

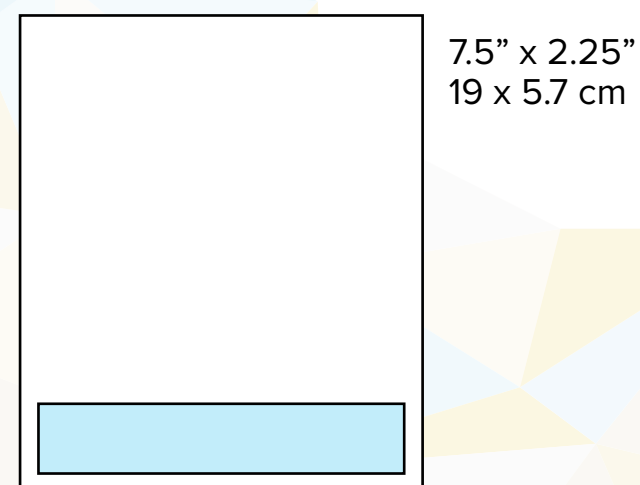


*NOT AVAILABLE IN DIRECTORIES

THIRD PAGE
STRIP

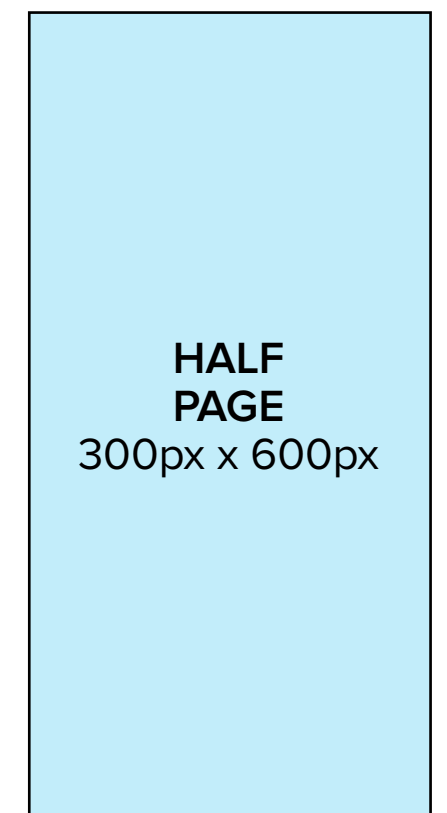
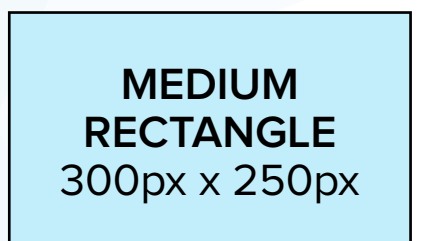
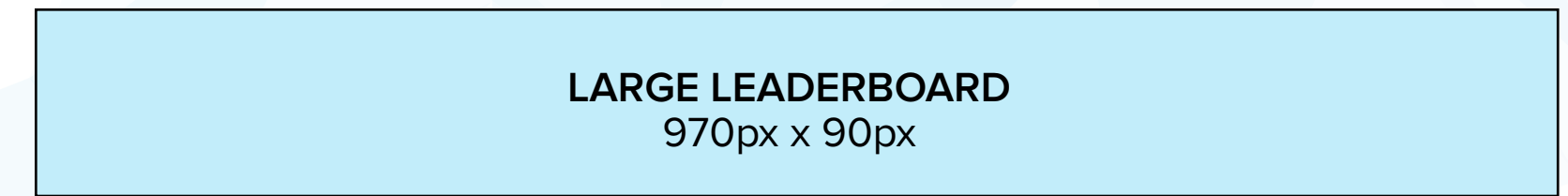


QUARTER PAGE
STRIP

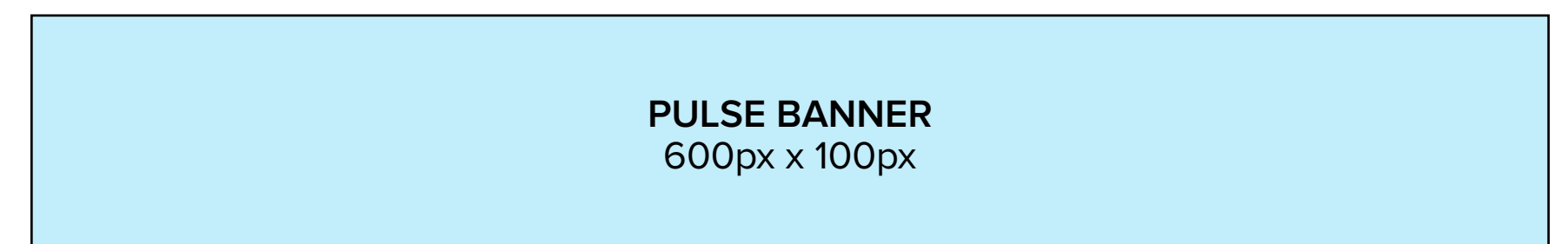


DIGITAL

POLLSTAR.COM



POLLSTAR DAILY PULSE



GRAPHIC SIZES ARE REPRESENTATIVE TO SHOW SCALE ONLY.

POLLSTAR RATES

POLLSTAR PRINT

FREQUENCY	FULL	HALF	THIRD	QUARTER
OPEN	\$5,000	\$3,200	\$2,267	\$1,650
6X	\$4,600	\$2,944	\$2,086	\$1,518
12X	\$4,150	\$2,656	\$1,882	\$1,370

AGENCY COMMISSION

Full service advertising agencies recognized by **POLLSTAR** are allowed 15% agency commission (10% in UK).
No commission on publisher's production costs.

POLLSTAR DIGITAL

AD TYPE	2 WEEKS	4 WEEKS*	8 WEEKS*	12 WEEKS*
LEADERBOARD 970px x 90px	\$2,200	\$1,760	\$1,650	\$1,540
HALF PAGE 300px x 600px	\$1,760	\$1,540	\$1,320	\$1,100
MEDIUM RECTANGLE 300px x 250px	\$1,200	\$960	\$900	\$840

POLLSTAR DAILY PULSE	WEEKLY: 5 DAYS, MONDAY - FRIDAY
BANNER 600px x 100px	\$2,200 / WEEK

**Rate per every two weeks based on total frequency commitment*

SALES CONTACTS

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THANK YOU

