



Ariana Grande

billboard

MUSIC'S MOST INFLUENTIAL VOICE

BILLBOARD IS THE DEFINITIVE SOURCE FOR ALL THINGS MUSIC
AMONG FANS, INDUSTRY LEADERS AND CREATORS

SOCIAL & DIGITAL

The Largest Online
Community of Music Fans

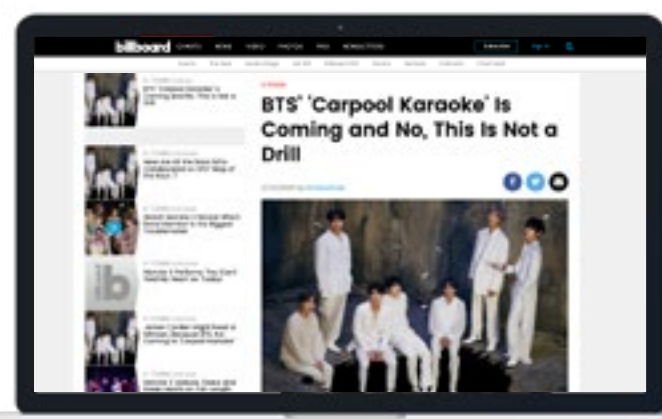


#1
MOST-FOLLOWED SOCIAL
CHANNELS AMONG MUSIC SITES

32M+
TOTAL
FOLLOWERS

830M+
MONTHLY
IMPRESSIONS

50M+
MONTHLY
ENGAGEMENTS



21.4M
GLOBAL UMVS

91%
MOBILE

Source: Comscore January 2020

PRINT

The Most Trusted Guide for
Music's Most Powerful Insiders



CIRCULATION
19,595

Source: AAM Publisher's Statement, June 2019

READERS SPEND
58 MINUTES
WITH EACH ISSUE

Source: AAM Publisher's Statement, Dec. 2019

EVENTS

Where Music
Moments are Made



13

EVENTS IN 2020

192B+
TOTAL IMPRESSIONS
GENERATED FROM
2019 EVENTS

Source: Nielsen

BILLBOARD CHARTS: MUSIC'S GOLDEN BENCHMARK

THE CHARTS ARE MUSIC'S DEFINITIVE RANKING AND METRIC OF SUCCESS, SERVING AS BOTH AN INDUSTRY INSTITUTION AND ARTIST DISCOVERY PLATFORM FOR FANS ACROSS ALL GENRES

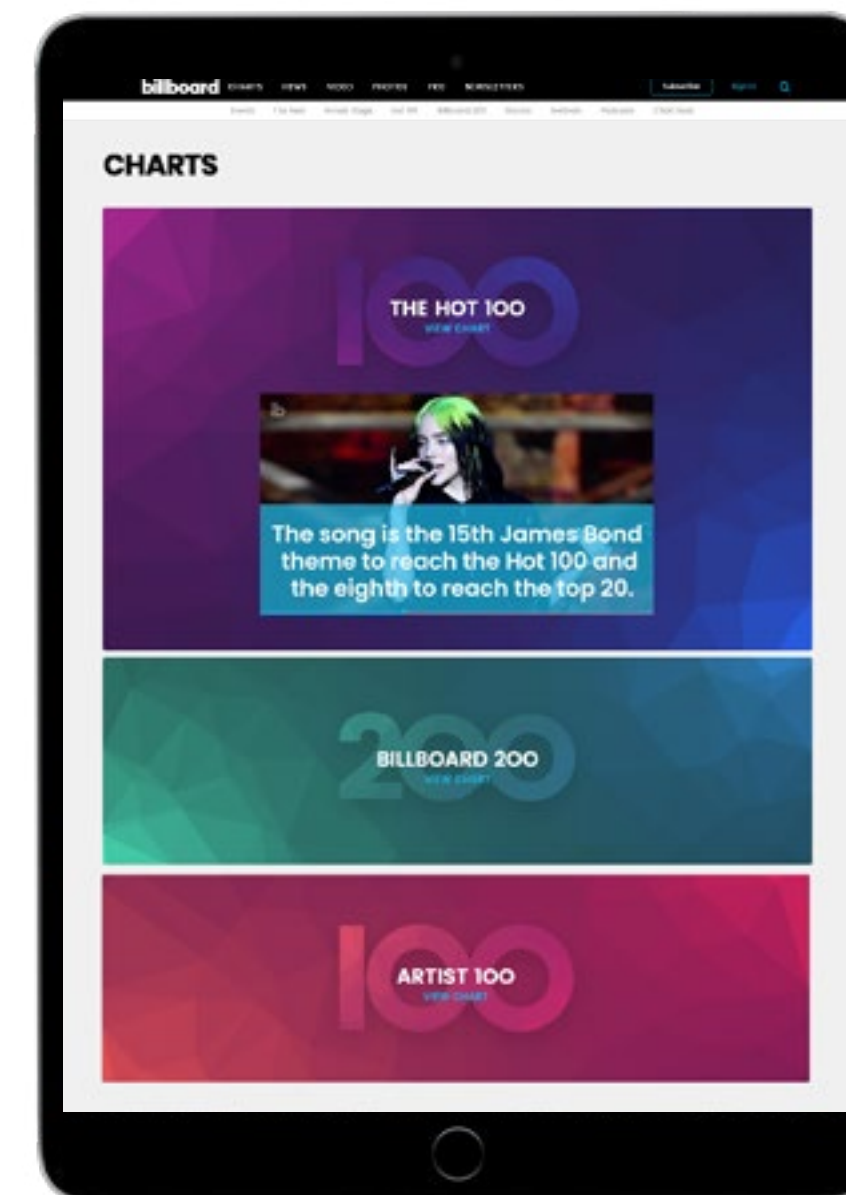
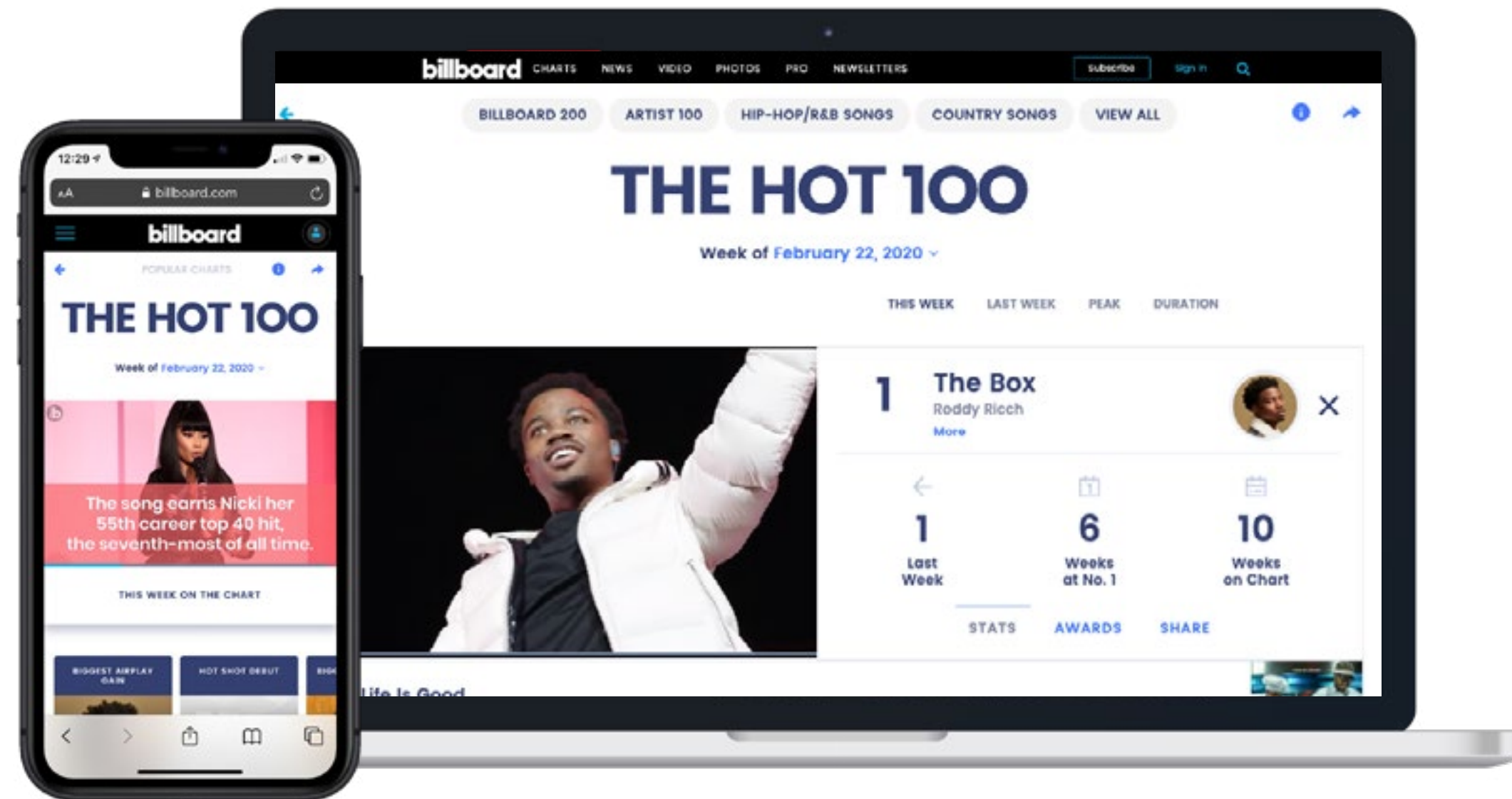


CHART SPOTLIGHT

SONGS & ARTISTS	GENRES
HOT 100	POP
BILLBOARD 200	ROCK
ARTIST 100	R&B/HIP-HOP
GREATEST OF ALL TIME	LATIN
EMERGING ARTISTS	COUNTRY
INTERNATIONAL	DANCE/ELECTRONIC
AND MANY MORE	

9.4M
PAGE VIEWS
PER MONTH

3:45
TIME SPENT ON EACH
CHART SESSION

Source: Comscore, January 2020

billboard

THE DESTINATION FOR MUSIC FANS

BILLBOARD'S CONTENT RESONATES AMONG FANS AROUND THE WORLD

billboard



SOCIAL

32M+

FOLLOWERS ACROSS
PRIMARY *BILLBOARD*
SOCIALS

42M+

FOLLOWERS ACROSS
ALL *BILLBOARD*
OWNED ACCOUNTS

Source: Comscore, January 2020



VIDEO

974M+

TOTAL
VIDEO VIEWS
IN 2019

81M+

AVERAGE
MONTHLY
VIEWS

Source: Comscore, January 2020



SITE

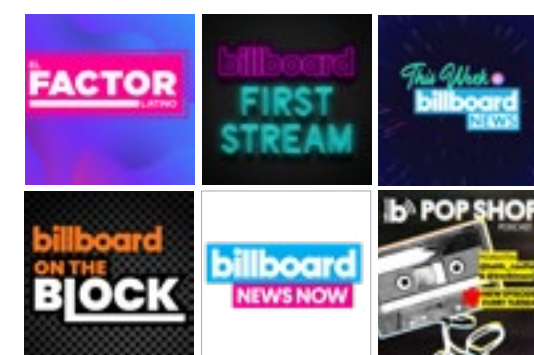
21.4M+

GLOBAL
UMVS ON
BILLBOARD.COM

1.2M

ADDITIONAL
UMVS ON
APPLE NEWS

Source: Comscore, January 2020



PODCASTS

1.5M+

PODCAST
LISTENERS
IN 2019

Source: Simplecast



NEWSLETTERS

402K+

TOTAL
NEWSLETTER
SUBSCRIBERS

Source: Sailthru

AUDIENCE INSIGHTS

388%

MORE LIKELY TO HAVE SPENT
\$200 OR MORE ON VINYL/CDS
IN THE LAST 6 MONTHS

127%

MORE LIKELY TO HAVE SPENT
\$200 OR MORE ON ONLINE
MUSIC IN THE LAST 6 MONTHS

55%

MORE LIKELY TO HAVE SPENT
OVER \$500 ON CONCERT/ACTIVITY
TICKETS IN THE LAST 6 MONTHS

\$220K

AVERAGE HOUSEHOLD INCOME

\$1.3M

AVERAGE NET WORTH

Source: Comscore, February 2020

WHERE INSIDERS ARE INFORMED

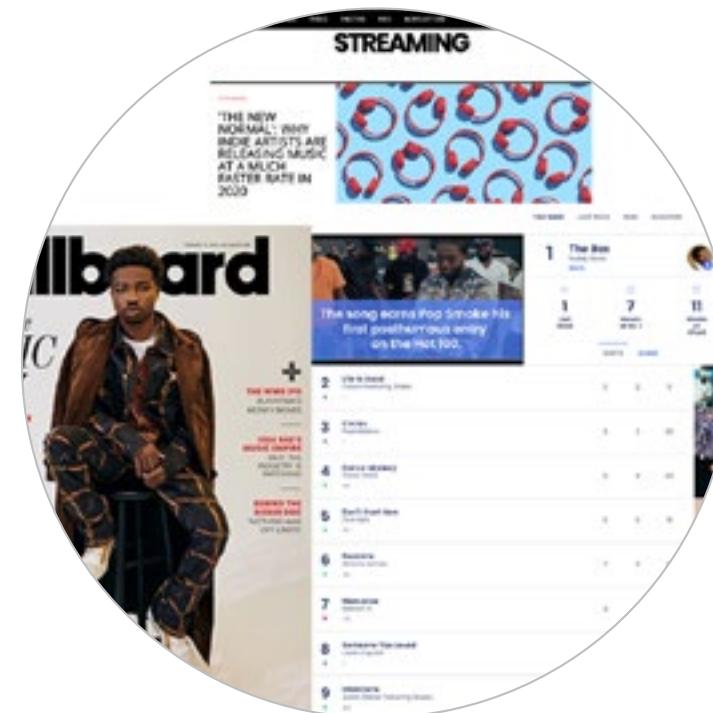
FROM THE CHARTS TO THE STAGE, NOBODY COVERS THE MUSIC INDUSTRY LIKE *BILLBOARD*



AWARDS



TRENDS



STREAMING



LIVE

TENTPOLE ISSUES



BILLBOARD CONSUMERS ARE...

56%

MORE LIKELY TO WORK IN ENTERTAINMENT, ARTS OR MEDIA

110%

MORE LIKELY TO BE AN EXECUTIVE OR C-LEVEL

1900+
BILLBOARD
PRO SUBSCRIBERS

EXPLORE MEMBERSHIP HERE

billboard

THE POWER OF LIVE

BILLBOARD EVENTS ARE WHERE CULTURAL MOMENTS ARE CREATED, AS UNRIVALED STARPOWER AND INDUSTRY TITANS SHARE THE STAGE

JANUARY

billboard
POWER
LIST

APRIL

billboard
LATIN
FEST+
30 YEARS OF LATIN BEATS

— PREMIOS —
billboard
DE LA MÚSICA LATINA

billboard
MUSIC
WEEK

billboard
MUSIC AWARDS

JUNE

billboard & *Hollywood*
PRIDE
SUMMIT

AUGUST

billboard
HIP-HOP
LIVE

billboard
R&B/
HIP-HOP
POWER
PLAYERS

OCTOBER

billboard
LATIN
A M A S
FEST

VISIT
OFFICIAL
BILLBOARD
EVENTS
SITE

NOVEMBER

Hollywood
REPORTER billboard
NEXT
GEN 2019

billboard
LIVE MUSIC
SUMMIT

billboard **VIBE**
streammys

DECEMBER

billboard
WOMEN
IN MUSIC

MAKING BRANDS POP

MUSIC IS THE ULTIMATE CULTURAL ALIGNMENT – WHETHER ON-LOCATION AT FESTIVALS OR BEHIND THE SCENES WITH TALENT, *BILLBOARD* CREATES STORIES THAT WEAVE BRANDS INTO MUSIC'S BIGGEST MOMENTS



ON TOP OF THE WORLD

BILLBOARD IS ON THE FRONTIER OF THE GLOBAL MUSIC SCENE



BILLBOARD MAGAZINES ARE DISTRIBUTED AT MUSIC EVENTS & FESTIVALS AROUND THE WORLD, INCLUDING:

- MIDEM
- CANNES LIONS
- LATIN MUSIC
- SHOWCASE - COLOMBIA
- CANADIAN MUSIC WEEK
- AND MANY MORE

PERFECT HARMONY

LEVERAGE THE POWER OF VALENCE MEDIA'S SISTER LEGACY BRANDS **THE HOLLYWOOD REPORTER** AND **VIBE**



THE
Hollywood
REPORTER

VIBE

7.9M
SOCIAL
FOLLOWERS

26.6M
GLOBAL
UMVS

239,818
READERS PER
PRINT ISSUE

3.3M
SOCIAL
FOLLOWERS

2.4M
GLOBAL
UMVS

Source: Comscore, January 2020

PRINT SPECS

SPACE	BLEED	NON-BLEED	TRIM	LIVE (SAFE) AREA
Full Page	10.25" x 13.25" 260mm x 337mm	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	20.25" x 13.25" 515mm x 337mm	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" x 13.25" 381mm x 337mm		14.75" x 13" 375mm x 330mm	14" x 12.25" 357mm 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

COVER WRAPS AND SPECIAL AD UNITS

Contact the Billboard Production department for specialty ad 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:

CONTACT

Suzanne Rush 323.525.2257
BBads@billboard.com

AD DELIVERY

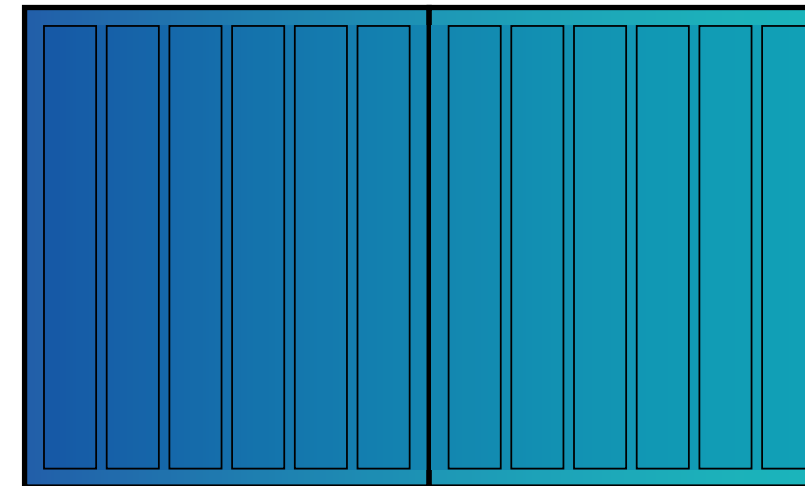
Upload artwork to the Billboard Ad Portal or email as an attachment.

AD PORTAL

prometheus.sendmyad.com

EMAIL

BBads@billboard.com
SUBJECT LINE SHOULD INCLUDE NAME OF ADVERTISER AND ISSUE DATE

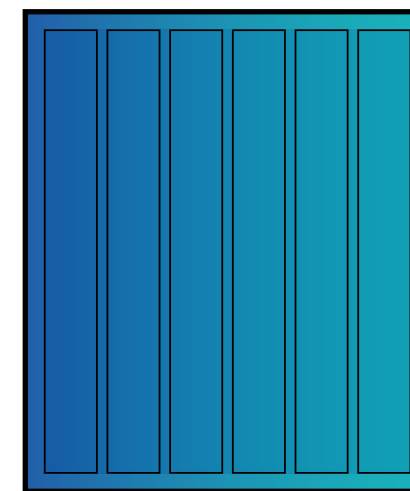


2-PAGE SPREAD

Full bleed: 20.5" x 13.5"
520.7 mm x 343 mm

Trim: 20" x 13"
508mm x 330 mm

Live (Safe) area: 19.25" x 12.25"
489 mm x 311 mm

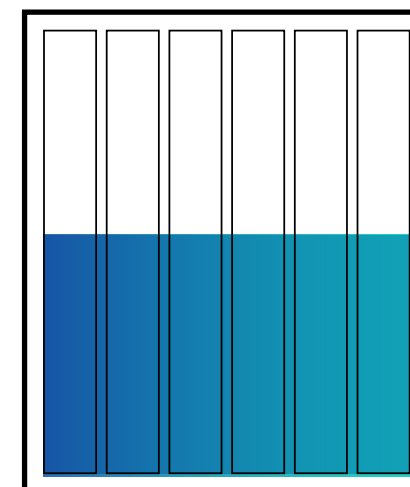


FULL-PAGE

Full bleed: 10.5 x 13.5"
266.7mm x 343 mm

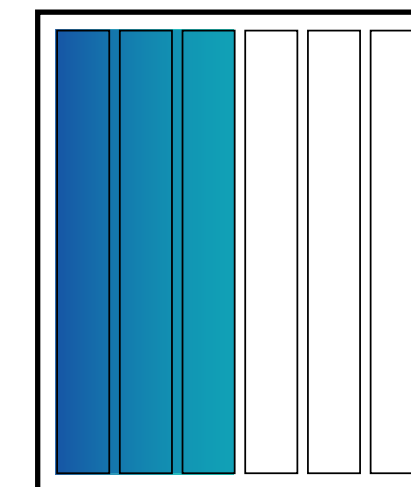
Trim: 10 x 13"
254mm x 330 mm

Live (Safe) area: 9.25" x 12.25"
235 mm x 311 mm



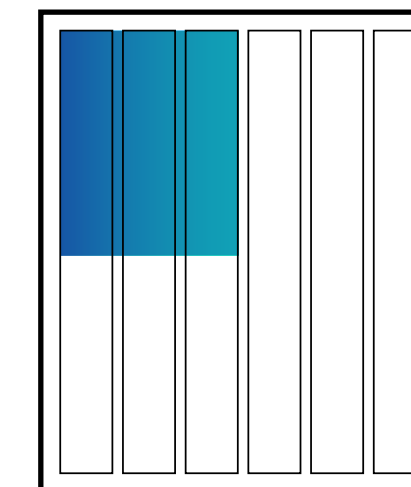
HALF PAGE HORIZONTAL

8.8333" x 5.5849"
224.37mm x 142 mm



HALF PAGE VERTICAL

4.25" x 11.6667"
108mm x 296.34 mm



QUARTER PAGE

4.25" x 5.5849"
108mm x 142 mm

CONTACTS

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NEW YORK

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NASHVILLE

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LATIN

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marciaolival29@gmail.com

KELLY JONES

Executive Director, Group Production
ads@thr.com
323.525.2163



“**BILLBOARD IS MY BIBLE**”

-ELTON JOHN

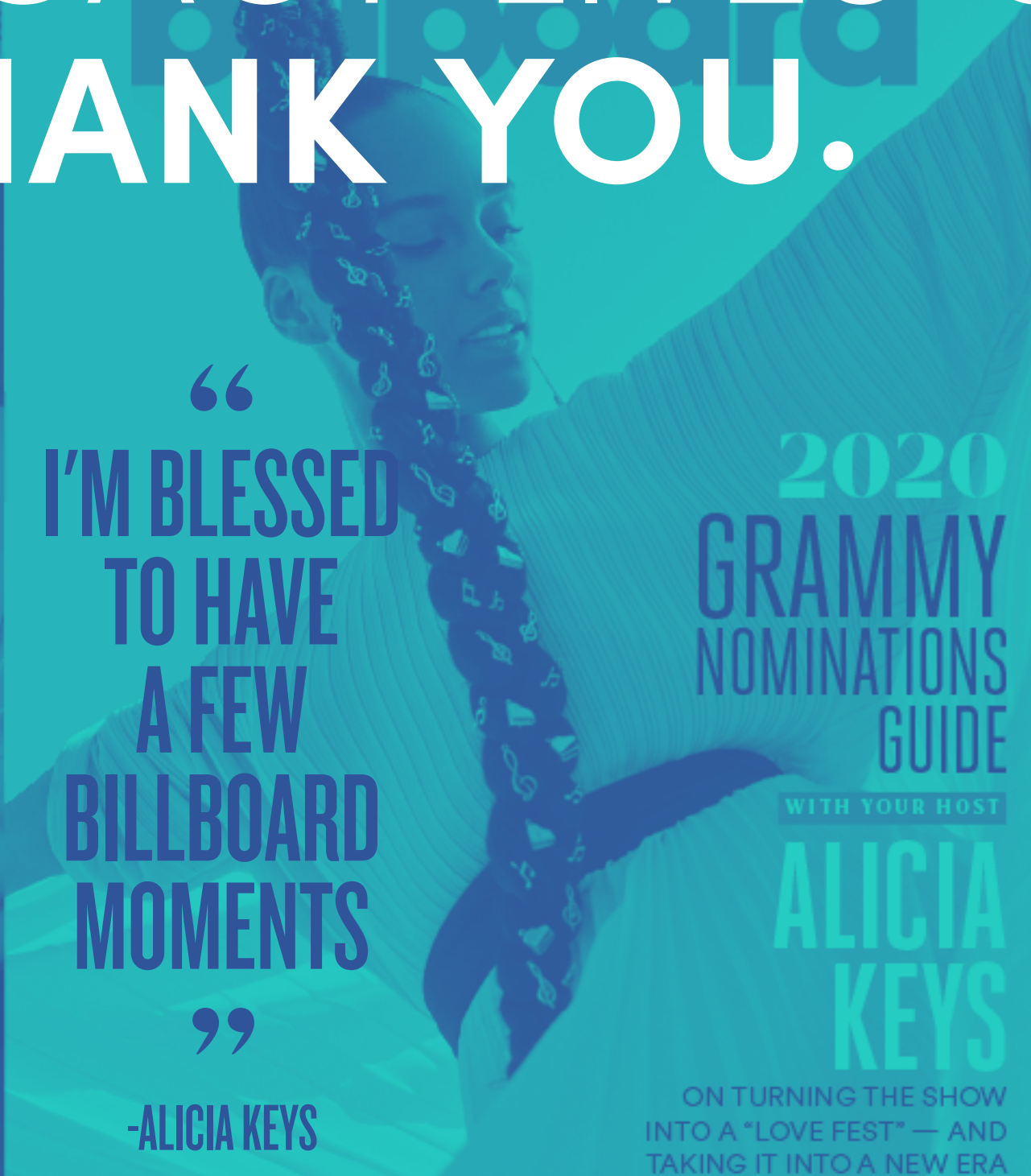


**THE LEGACY LIVES ON.
THANK YOU.**



“**MY DEFINING MOMENT IS BEING ON THE COVER OF BILLBOARD**”

-BEBE REXHA



“**I'M BLESSED TO HAVE A FEW BILLBOARD MOMENTS**”

-ALICIA KEYS



“**BEING ON THE COVER OF BILLBOARD IS A BIG DEAL. IT'S A F***ING HONOR... [IT] MEANS THAT I'M REALLY DOING A DAMN THING**”

-LIZZO