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

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

Source: Comscore, January 2020

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

9.4M PAGE VIEWS PER MONTH
3:45 TIME SPENT ON EACH CHART SESSION

CHART SPOTLIGHT

SONGS & ARTISTS
HOT 100
BILLBOARD 200
ARTIST 100
GREATEST OF ALL TIME
EMERGING ARTISTS
INTERNATIONAL
AND MANY MORE

GENRES
POP
ROCK
R&B/HIP-HOP
LATIN
COUNTRY
DANCE/ELECTRONIC

Source: Comscore, January 2020
THE DESTINATION FOR MUSIC FANS

BILLBOARD’S CONTENT RESONATES AMONG FANS AROUND THE WORLD

SOCIAL
32M+
FOLLOWERS ACROSS PRIMARY BILLBOARD SOCIALS
Source: Comscore, January 2020

VIDEO
974M+
TOTAL VIDEO VIEWS IN 2019

SITE
21.4M+
GLOBAL UMVS ON BILLBOARD.COM
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 VINYLs/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
Source: Comscore, February 2020

$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
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
- Billboard Latin Fest+
- Billboard Live Music Summit
- Billboard Women in Music

APRIL
- Billboard Latin AMAs
- Billboard Music Awards
- Billboard Hip-Hop Power Players

JUNE
- Billboard & NBCUniversal Pride Summit
- Billboard Live Music Summit
- Billboard Women in Music

AUGUST
- Billboard Live Music Summit
- Billboard R&B/ Hip-Hop Fest
- Billboard R&B/ Hip-Hop Power Players

OCTOBER
- Billboard Latin AMAs
- Billboard R&B/ Hip-Hop Fest

NOVEMBER
- Billboard Live Music Summit
- Billboard Women in Music

DECEMBER
- Billboard Women in Music

VISIT OFFICIAL BILLBOARD EVENTS SITE
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*

- **7.4M USERS PER MONTH**
- **37% OF USERS ARE INTERNATIONAL**

*Source: Google Analytics, January 2020*

*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

Source: Comscore, January 2020
PRINT SPECS
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/X-1a file only. Export settings: ADOBE Acrobat 6 (1.5) or higher. Quality control depends on properly created PDFs.
DOWNLOAD:
For PDF Ad Export Settings for InDesign on the careers/apnews.com and contact adsl@thr.com
All requested files must be 100 DPI. CMYK TILLS must be 100% of final size. Transparencies must be flattened. Line screen is 150 l.p.i. Allow for 30% press gain when preparing Grayscale materials. Maximum ink density: 100 total
FONTS
Embd all necessary fonts or PDF
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. Any special color information on the Contact Proof.
ILLUSTRATION
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.
BILLBOARD PD
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
FOR AD DELIVERY
Upload artwork to the Billboard Ad Portal or email as an attachment.
AD PORTAL
prometheus.sendmyad.com
EMAIL
BBads@billboard.com
BILLBOARD RESERVES THE RIGHT TO REJECT ANY AD THAT IS INADEQUATE OR FAILS TO ADHERE TO BILLBOARD DIGITAL AD SPECIFICATIONS.

COVER WRAPS AND SPECIAL AD UNITS
Contact the Billboard Production department for specialty ad size specs and templates.

DIGITAL AD REQUIREMENTS
MSDIA: Billboard prints PDF/X-1a file only. Export settings: ADOBE Acrobat 6 (1.5) or higher. Quality control depends on properly created PDFs. Download: For PDF Ad Export Settings for InDesign on the careers/apnews.com and contact adsl@thr.com
All requested files must be 100 DPI. CMYK TILLS must be 100% of final size. Transparencies must be flattened. Line screen is 150 l.p.i. Allow for 30% press gain when preparing Grayscale materials. Maximum ink density: 100 total
FONTS
Embld all necessary fonts or PDF
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BILLBOARD PD
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
FOR AD DELIVERY
Upload artwork to the Billboard Ad Portal or email as an attachment.
AD PORTAL
prometheus.sendmyad.com
EMAIL
BBads@billboard.com
BILLBOARD RESERVES THE RIGHT TO REJECT ANY AD THAT IS INADEQUATE OR FAILS TO ADHERE TO BILLBOARD DIGITAL AD SPECIFICATIONS.

FULL PAGE
Full bleed:
11.5” x 15.5”
292mm x 394mm
Trim:
10” x 13”
254mm x 330mm
Live (Safe) area:
9.25” x 12.5”
235mm x 317mm
2-PAGE SPREAD
20.5” x 13.5”
520.7mm x 343mm
19.25” x 12.5”
489mm x 317mm
1/2 Page Horizontal
8.8333” x 5.5849”
224.37mm x 142mm
N/A N/A
1/2 Page Vertical
4.25” x 11.6667”
108mm x 296.34mm
N/A N/A
1/4 Page
4.25” x 5.5849”
108mm x 142mm
N/A N/A
HALF PAGE HORIZONTAL
224.37mm x 142mm
HALF PAGE VERTICAL
4.25” x 11.6667”
108mm x 296.34mm
QUARTER PAGE
4.25” x 5.5849”
108mm x 142mm
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Executive Director, Group Production  
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323.525.2163
“THE LEGACY LIVES ON.

THANK YOU.

“BILLBOARD IS MY BIBLE”
-ELTON JOHN

“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