

# MUSIC'S MOST INFLUENTIAL BRAND

BILLBOARD IS AN ICONIC BRAND WITH UNMATCHED AUTHORITY AMONG FANS, ARTISTS, INDUSTRY LEADERS, AND MORE

# **SOCIAL & DIGITAL**

The Largest Online Community of Music Fans

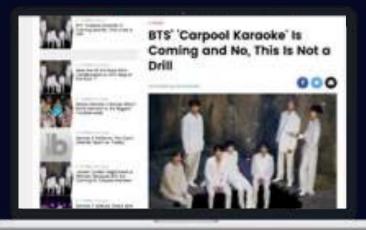


68M+
TOTAL SOCIAL

**FOLLOWING** 

MONTHLY IMPRESSIONS

OM+ 23MNTHLY MONTHLY



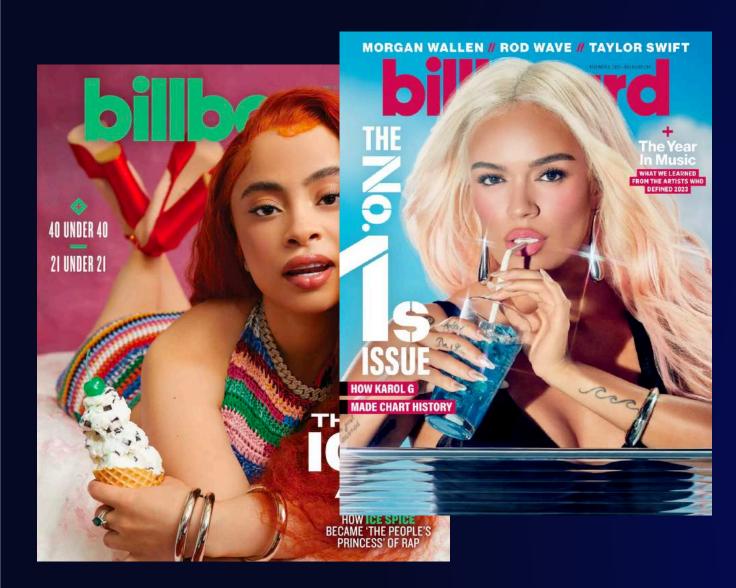
GLOBAL UMVS 63M+

**ENGAGEMENTS** 

GLOBAL PVS

# **MAGAZINE**

The Most Trusted Guide for Music's Most Powerful Insiders



45K CIRCULATION

PRINT ISSUES
IN 2023

# **EVENTS**

Where Music Moments are Made

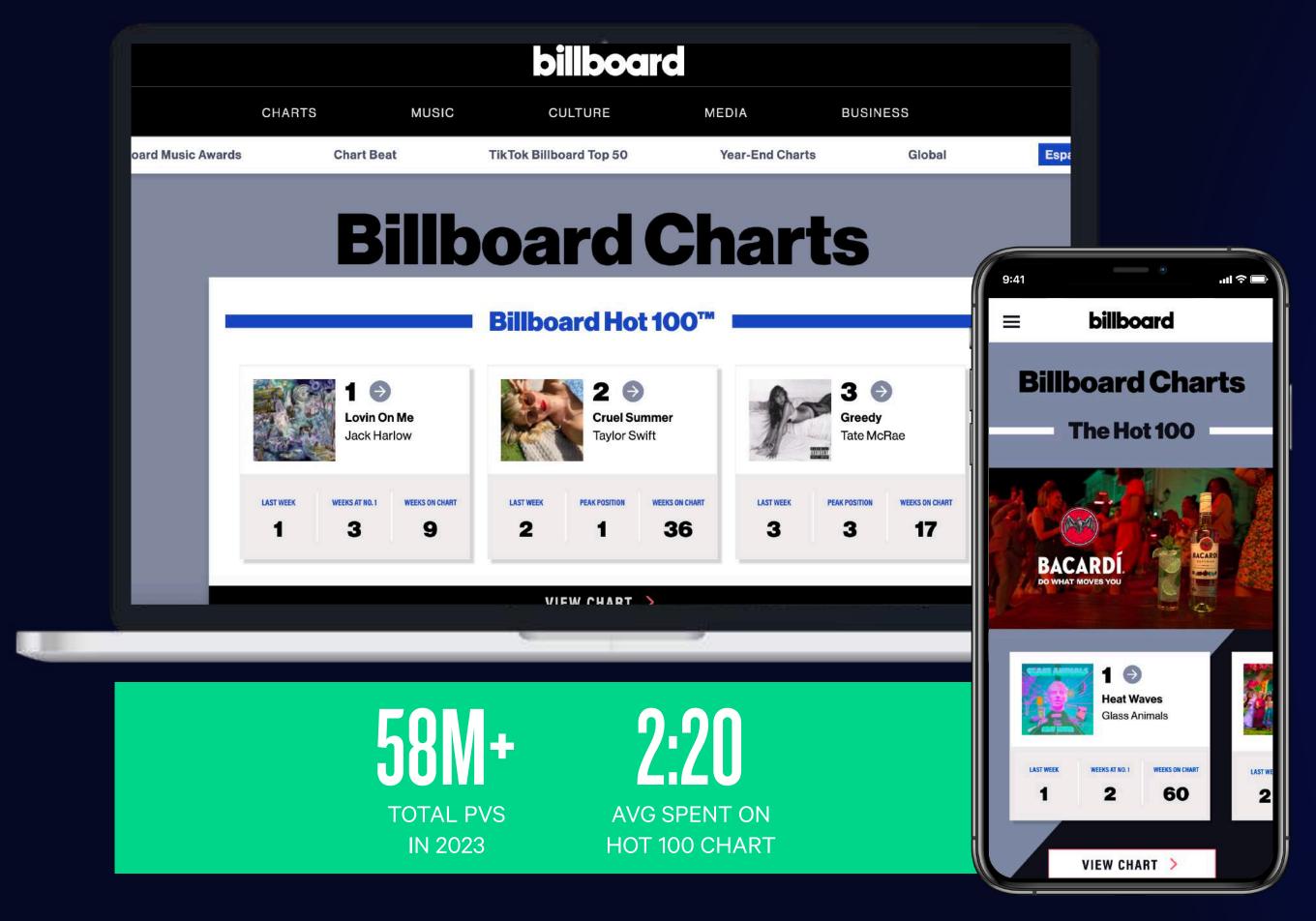


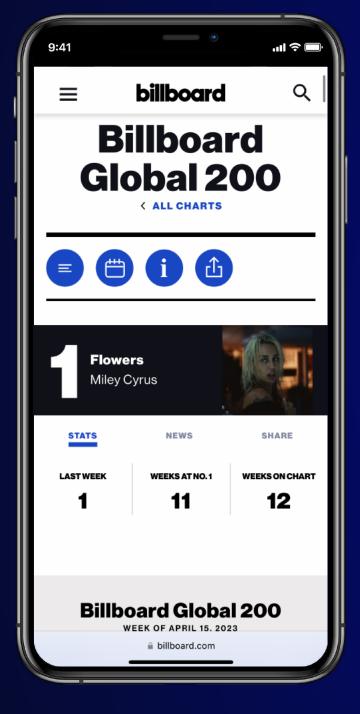
EVENTS IN 2023

46.5B+
EVENT PR
IMPRESSIONS IN 2023

# BILLBOARD CHARTS: MUSIC'S GOLDEN BENCHMARK

THE CHART'S 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, & TOURING

HOT 100

**BILLBOARD 200** 

BILLBOARD GLOBAL 200

ARTIST 100

HOT TRENDING SONGS

BOXSCORES

### **GENRES**

POP

**ROCK & ALTERNATIVE** 

R&B/HIP-HOP

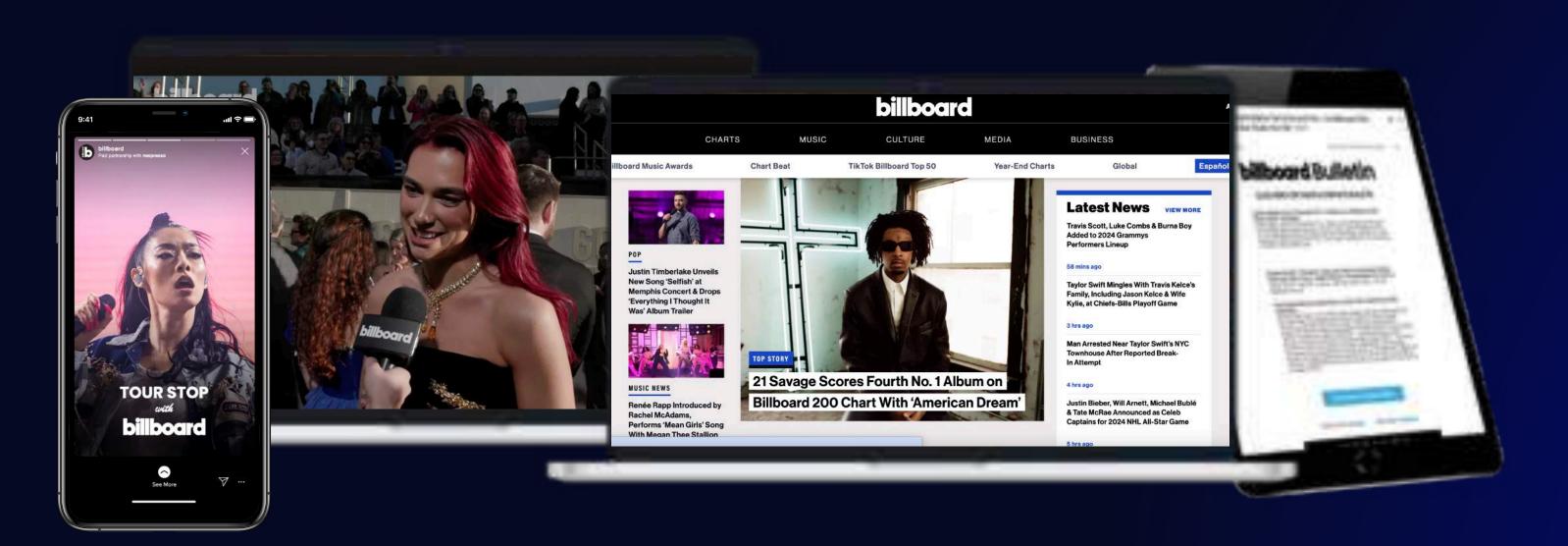
LATIN

COUNTRY

DANCE/ELECTRONIC

# THE DESTINATION FOR MUSIC FANS

BILLBOARD'S CONTENT RESONATES AMONG FANS AROUND THE WORLD



SOCIAL

68M+

TOTAL SOCIAL FOLLOWING

BILLBOARD O&O SOCIAL CHANNELS ACROSS PLATFORMS **VIDEO** 

1.77B+

TOTAL VIDEO VIEWS IN 2023

177M+

AVERAGE MONTHLY VIDEO VIEWS

SITE

18M+

GLOBAL UMVS

**NEWSLETTERS** 

362K

TOTAL NEWSLETTER
SUBSCRIBERS

# **AUDIENCE INSIGHTS**

**177**%

MORE LIKELY TO HAVE
PURCHASED CONCERT TICKETS
IN THE LAST 6 MONTHS

1211%

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

438%

MORE LIKELY TO HAVE SPENT \$200+ ON CDS OR VINYL RECORDS

Source: Comscore, January 2023

# WHERE INSIDERS ARE INFORMED

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



**MUSIC NEWS** 



**AWARDS** 



**ENTERTAINMENT** 



LIFESTYLE

# TENTPOLE ISSUES













BILLBOARD CONSUMERS ARE...

94%

MORE LIKELY TO WORK IN THE ENTERTAINMENT INDUSTRY

139%

MORE LIKELY TO BE AN EXECUTIVE OR C-LEVEL

39%

MORE LIKELY TO IDENTIFY
AS MULTICULTURAL

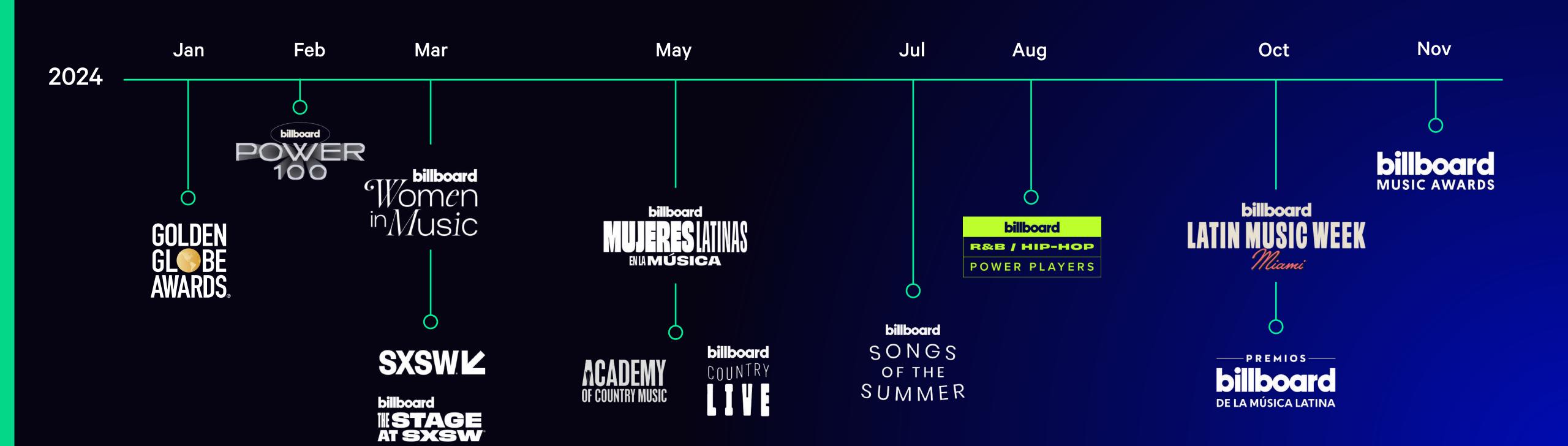
Source: Comscore, Dec 2022 - Feb 2023

12K+

BILLBOARD PRO SUBSCRIBERS

# THE POWER OF LIVE

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



# ON TOP OF THE WORLD

BILLBOARD IS ON THE FRONTIER OF THE GLOBAL MUSIC SCENE

INTERNATIONAL MUVS

OF USERS ARE **INTERNATIONAL** 

In parallel with the rapid growth of world music, Billboard continues our global expansions - introducing a new strategy for publishing in various languages with dedicated staff, from charts to events to editorial

From in-language content to exclusive cover stories and strategic media partnerships, Billboard furthers our position as the #1 music brand around the world to cement our undisputed authority among fans, artists, and the industry

### **Recent Launches:**

# **Upcoming Launches:**

- Billboard Español
- Billboard China
- + Billboard Arabia
- Billboard Brasil

- + Billboard Korea
- + Billboard Philippines
- + Billboard Canada
- + Billboard India





# LEVERAGE THE POWER OF PMC'S HOUSE OF BRANDS

billboard

EST. 1894

**ARTnews** 

EST. 1902



EST. 1905

WWD

EST. 1910

Art in America

EST. 1913

EST. 1930

GOLDEN GLOBE AWARDS

EST. 1944



EST. 1945



**ARTFORUM** 

EST. 1962

**RollingStone** 

EST. 1967

EST. 1972

Robb Report

EST. 1976



EST. 1993



EST. 1996



EST. 1999

**GOLD DERBY** 

EST. 2000

**BGR** EST. 2006

DEADLINE

EST. 2006



EST. 2007



EST. 2007



EST. 2009



EST. 2011



EST. 2020 EST. 2017











**Sportico** 

NO ACTION BY FOX COMMITTE RADEVIEWS Zanuck Not At Session; Harry Brand Resign Rosenman Meets With Thau; Harry Brand, who has served as Long Deliberations Seen

UA 'Showcase' Plan Doubles Grosses In NYC Area Theatres

91.3 Pct. Incres Robson Options 'Tower of Fire'

Universal Score

In Domestic S

# PRINT 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	19.5" x 12.5" 489mm 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" w x 13" h

#### 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 *BB* ad portal.

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.

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:

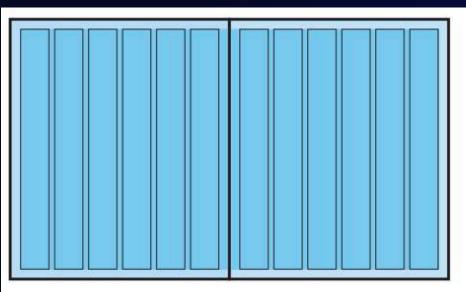
#### CONTACT BETTY DON

BETTY DONG bdong@pmc.com

ADELINE CIPPOLETTI asaez@pmc.com

#### AD ARTWORK DELIVERY

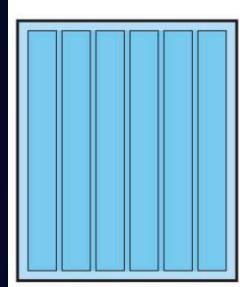
Upload artwork to the Billboard Ad Portal https://pmc.sendmyad.com/



#### 2-PAGE SPREAD

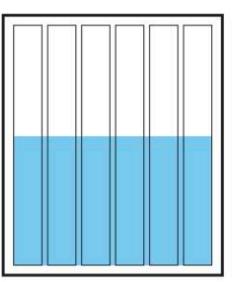
Full bleed: 20.5" x 13.5" 520.7 mm x 343 mm Trim: 20" x 13" 508mm x 330 mm

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



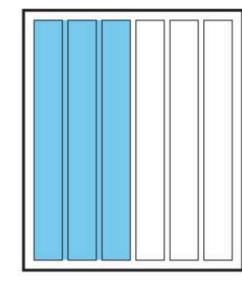
#### **FULL PAGE**

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



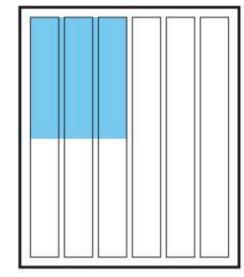
### HALF PAGE HORIZONTAL

8.8333" x 5.5849" 224.37mm x 142 mm



## HALF PAGE VERTICAL

4.25" x 11.6667" 108 mm x 296.34 mm



#### **QUARTER PAGE** 4.25" x 5.5849" 108mm x 142mm

# CONTACTS

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## LEE ANN PHOTOGLO

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615.300.1138

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+447843437167

