

billboard

MEDIA KIT 2023

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



#1

MUSIC BRAND
ON TWITTER

60M+

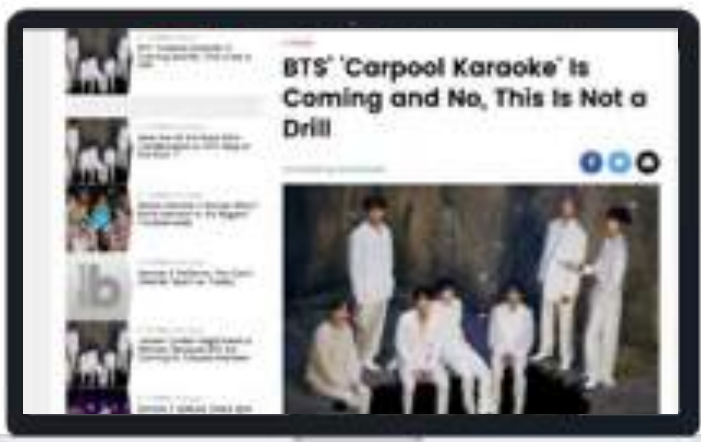
TOTAL SOCIAL
FOLLOWING

766M+

MONTHLY
IMPRESSIONS

27M+

MONTHLY
ENGAGEMENTS



20M

GLOBAL
UMVS

58.3M

GLOBAL
PVS

MAGAZINE

The Most Trusted Guide for
Music's Most Powerful Insiders



47K

CIRCULATION

18

PRINT ISSUES
IN 2022

EVENTS

Where Music Moments are Made



12

EVENTS IN 2023

21.5B+

TOTAL IMPRESSIONS
GENERATED FROM
2022 EVENTS

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

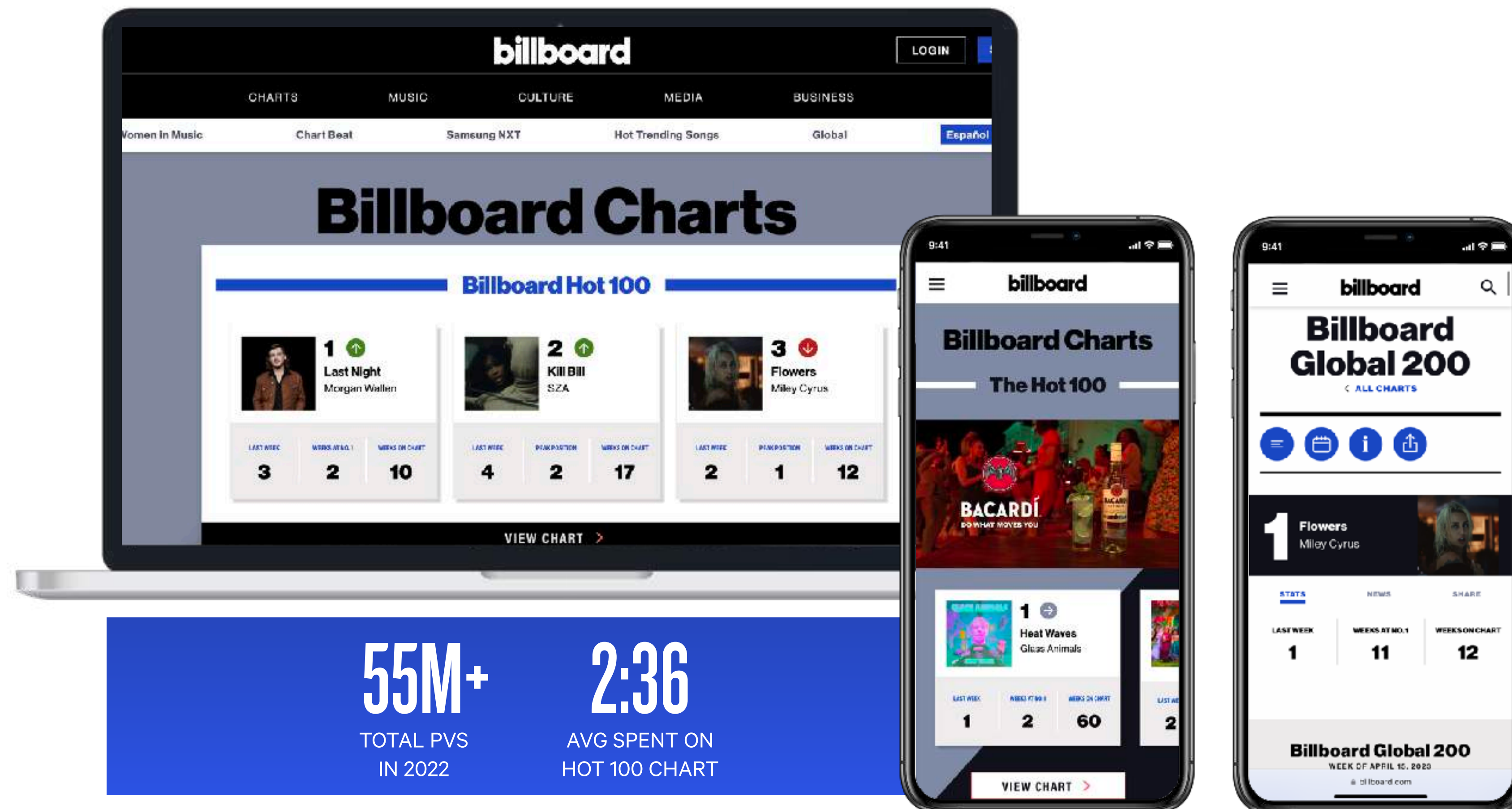


CHART SPOTLIGHT

SONGS, ARTISTS, & TOURING

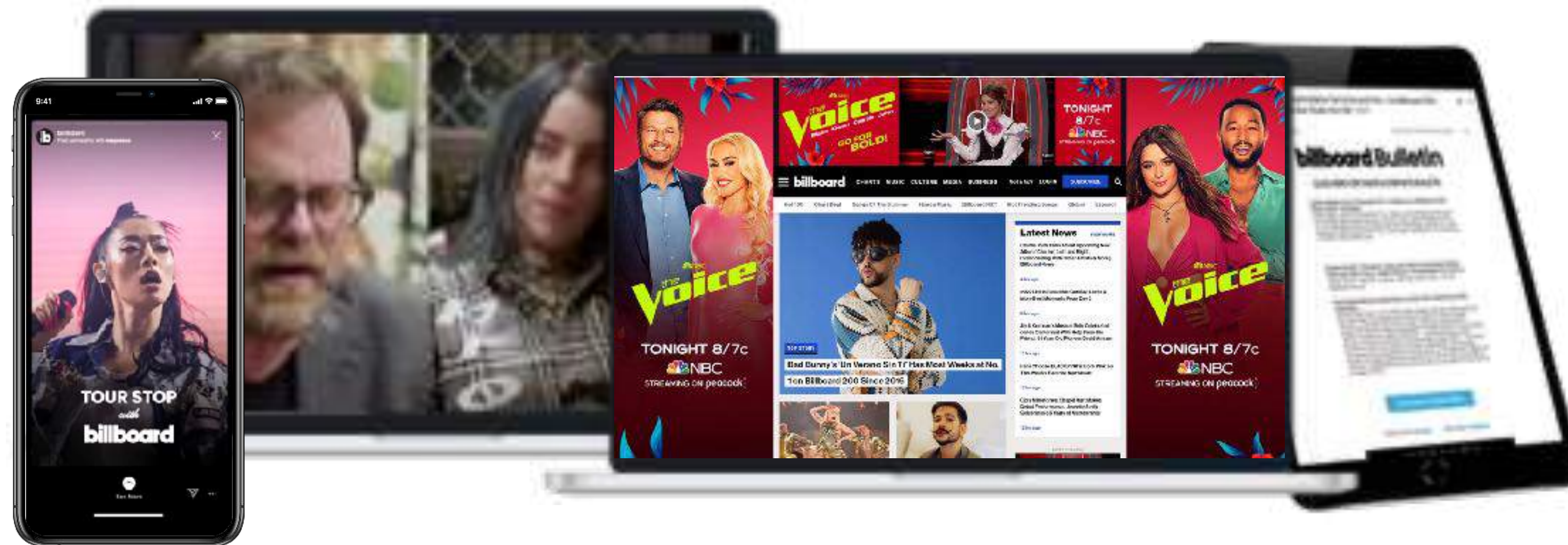
HOT 100
BILLBOARD 200
BILLBOARD GLOBAL 200
ARTIST 100
HOT TRENDING SONGS
BOXSCORES

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

60M+

TOTAL SOCIAL
FOLLOWING

11

BILLBOARD O&O
SOCIAL CHANNELS
ACROSS PLATFORMS

VIDEO

755M+

TOTAL VIDEO VIEWS
IN 2022

78M+

AVERAGE MONTHLY
VIDEO VIEWS

SITE

20M+

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

JAN  	FEB Black History Month 	MAR  	APR 	MAY 	JUN Black Music Month 
JUL Summer Music Festivals 	AUG Hip-Hop 50th Anniversary 	SEPT Hispanic Heritage Month	OCT Hispanic Heritage Month 	NOV Hip-Hop History Month 	DEC Year-End & Best Of, Holiday 

ON TOP OF THE WORLD

BILLBOARD IS ON THE FRONTIER OF THE GLOBAL MUSIC SCENE

6.7M+

INTERNATIONAL
MUVS

32%

OF USERS ARE
INTERNATIONAL

Billboard is growing globally and introducing a new strategy for publishing in various languages with dedicated staff - from charts to events to editorial

Upcoming Global Launches

- + Billboard in Arabic (MENA/WANA)
- + Billboard Vietnam
- + Billboard Mandarin (China)
- + Billboard Australia
- + SXSW Sydney in 2023



PMC

LEVERAGE THE POWER OF PMC'S HOUSE OF BRANDS

billboard

EST. 1894

ARTnews

EST. 1902

VARIETY

EST. 1905

WWD

EST. 1910

Art in America

EST. 1913

THE
Hollywood
REPORTER

EST. 1930

GOLDEN GLOBE AWARDS™

EST. 1944

EN

EST. 1945



Dick Clark
Productions

EST. 1957

ARTFORUM

EST. 1962

RollingStone

EST. 1967

NEW YEAR'S
ROCKIN' EVE
WITH RYAN SEACREST

EST. 1972

Robb Report

EST. 1976

VIBE

EST. 1993

IndieWire

EST. 1996

SHE MEDIA

EST. 1999

GOLD DERBY

EST. 2000

BGR

EST. 2006

DEADLINE

EST. 2006

Dirt

EST. 2007

BEAUTYINC

EST. 2007

SOURCING
JOURNAL

EST. 2009

TVLine

EST. 2011

SPY

EST. 2017

Sportico

EST. 2020



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	19.25" x 12.25" 489mm x 311mm
6-Column	15.315" x 13.5" 389mm x 343mm		14.825" x 13" 376.55mm x 330mm	13.965" x 12.25" 354.7mm 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

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

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:

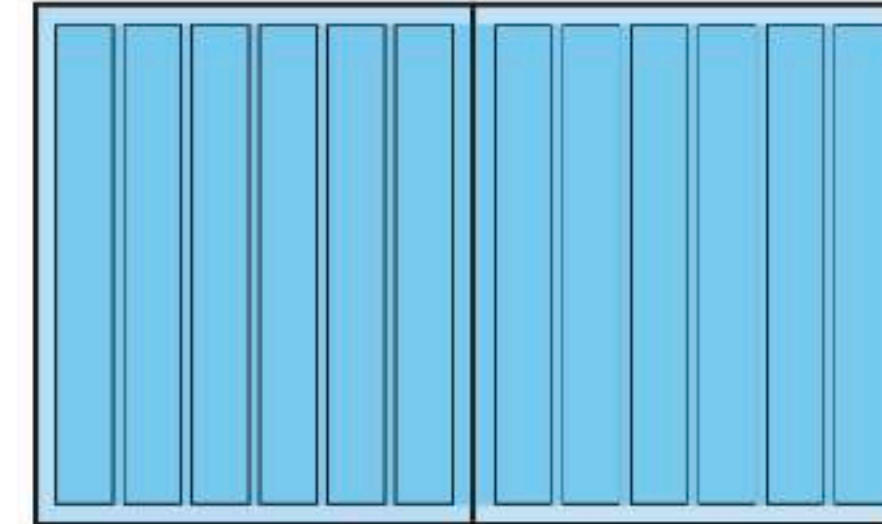
CONTACT

Adeline Saez

email: asaez@gmail.com

SUBJECT LINE MUST INCLUDE NAME OF ADVERTISER AND ISSUE DATE

BILLBOARD AD PORTAL
Deliver ads through our Ad Portal: pnc.sendmyad.com



2-PAGE SPREAD

Full bleed:

20.5" x 13.5"

520.7mm x 343mm

Trim:

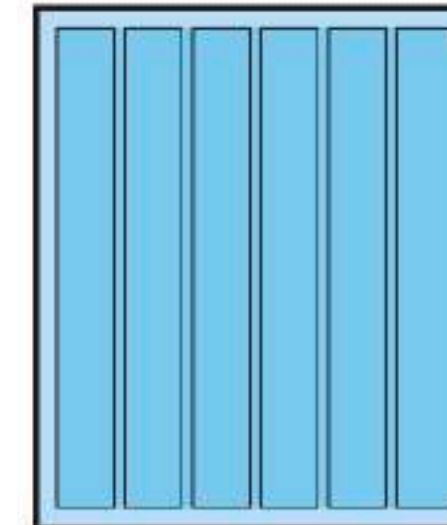
20" x 13"

508mm x 330mm

Live (Safe) area:

19.25" x 12.25"

489mm x 311mm



FULL PAGE

Full bleed:

10.5" x 13.5"

266.7mm x 343mm

Trim:

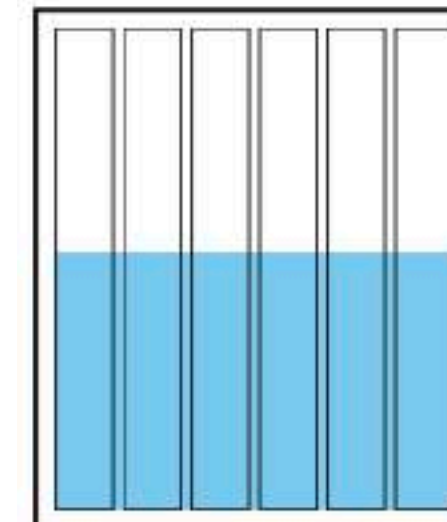
10" x 13"

254mm x 330mm

Live (Safe) area:

9.25" x 12.25"

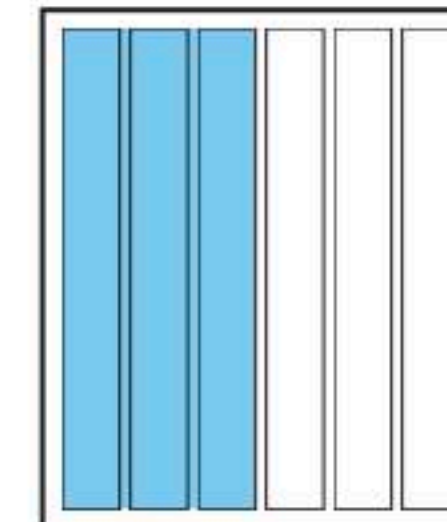
235mm x 311mm



HALF PAGE HORIZONTAL

8.8333" x 5.5849"

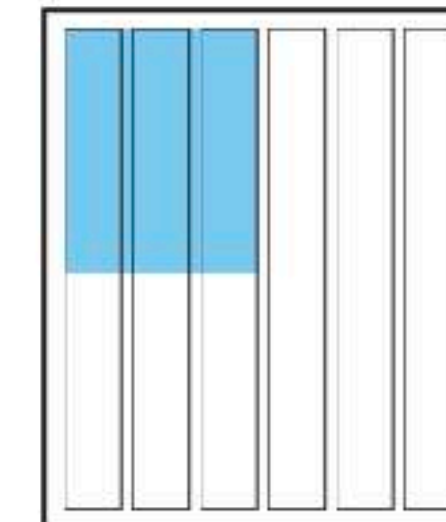
224.37mm x 142mm



HALF PAGE VERTICAL

4.25" x 11.6667"

108mm x 296.34mm



QUARTER PAGE

4.25" x 5.5849"

108mm x 142mm

CONTACTS

NEW YORK

JOE MAIMONE

Vice President, Sales/Publisher

joe.maimone@billboard.com

201.301.5993

NASHVILLE

CYNTHIA MELLOW

Advertising Director, West Coast + Touring & Venues

cmellow615@gmail.com

615.293.6786

LEE ANN PHOTOGLO

Advertising Director, Country Music + Touring & Venues

laphotoglo@gmail.com

615.300.1138

MIAMI

MARCIA OLIVAL

Advertising Director, Latin Music

marciaolival29@gmail.com

786.586.4901

LONDON

RYAN O'DONNELL

Advertising Director, International

rodonnell@pmc.com

+447843437167



billboard