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

MAGAZINE
The Most Trusted Guide for Music’s Most Powerful Insiders

- BILLBOARD
- 20M GLOBAL UMVS
- 58.3M GLOBAL PVS
- 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.

55M+
TOTAL PVS IN 2022

2:36
AVG SPENT ON HOT 100 CHART

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

SOURCE: Google Analytics, 2022
THE DESTINATION FOR MUSIC FANS
BILLBOARD’S CONTENT RESONATES AMONG FANS AROUND THE WORLD

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

SOCIAL

60M+
Total social following

BILBOARD 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

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

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

MUSIC NEWS

AWARDS

ENTERTAINMENT

LIFESTYLE

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

JAN
- GOLDEN GLOBE AWARDS
  After Party
- ★ ibillboard Advisory Dinner
  Billboard Power

FEB
- Black History Month
- ★ billboard @SXSW
- The GRAMMYs

MAR
- ★ billboard WOMEN IN MUSIC
  Billboard Latin Women in Music

APR
- ★ Hispanic Heritage Month
  Hispanic Heritage Month

MAY
- ★ Billboard Latin Country Live
  Billboard Latin Women in Music

JUN
- Black Music Month
- ★ billboard Country Live

JUL
- Summer Music Festivals
- ★ billboard Songs Of The Summer

AUG
- Hip-Hop 50th Anniversary
- ★ billboard R&B/Hip-Hop Power Players

SEPT
- Hispanic Heritage Month
- ★ Hispanic Heritage Month

OCT
- ★ Latin American Music Awards
  Latin American Music Awards
- ★ Latin Music Week
  Latin Music Week
- ★ Grammy
  Latin Grammy

NOV
- Hip-Hop History Month
- ★ Hip-Hop History Month

DEC
- Year-End & Best Of, Holiday
- ★ Year-End & Best Of, Holiday

Billboard Owned and Operated Events
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

6.7M+ international MUVS, 32% of users are international.
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
Hollywood Reporter  EST. 1930

GOLDEN GLOBE AWARDS  EST. 1944
FN  EST. 1945
Dick Clark Productions  EST. 1957
ARTFORUM  EST. 1962
Rolling Stone  EST. 1967

NEW YEAR'S ROCKIN' EVE WITH RYAN SEACREST  EST. 1972

Robb Report  EST. 1976
VIBE  EST. 1993
IndieWire  EST. 1996
SHE  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

Women's Wear Daily
RADIO SCREEN STAGE
VARIETY
STICKS NIX HICK PIX
DEPARTMENT STORES
DRESSES
ARMS & ACCESSORIES DINNER DRESSES

BILLBOARD
ADVERTISING
A Monthly Report of the Latest in Music, Film and Entertainment

The Hollywood Reporter
NO ACTION BY FOX COMMITTEE
SYDNEY, N.S.W. 15th December, 1910
A Sydney Daily
Tales of Life in Australia
OLD AND NEW
A Sydney Daily
Tales of Life in Australia
OLD AND NEW
# PRINT SPECS

<table>
<thead>
<tr>
<th>PRINT SPECS</th>
<th>BLEED PAPERS, COVERS &amp; Specialty Sizes</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PRINTING</strong></td>
<td><strong>BLEED PARTIALS, COVERS &amp; SPECIALITY SIZES</strong></td>
</tr>
<tr>
<td>Work off art (W.O.S)</td>
<td>STAND: ALL FRONT COVERS. Mailing label on Upper Right Corner Along Spine.</td>
</tr>
<tr>
<td>Color: Sunset Red</td>
<td>Contact Production for Bleed Partial and other Specialty size specs and tetminals.</td>
</tr>
<tr>
<td><strong>MECHANICAL REQUIREMENTS</strong></td>
<td></td>
</tr>
<tr>
<td>Work or art is shown below.</td>
<td></td>
</tr>
<tr>
<td>Print in black: 79% 88% 88% 88% 88% 88% and avoid all blank areas</td>
<td></td>
</tr>
<tr>
<td>2% 88% 88% 88% 88% 88% and avoid all blank areas</td>
<td></td>
</tr>
<tr>
<td>Print in other colors if desired.</td>
<td></td>
</tr>
<tr>
<td>Typography: CMYK</td>
<td></td>
</tr>
<tr>
<td><strong>SAFETY</strong></td>
<td></td>
</tr>
<tr>
<td>All artwork, text and images must fit within 1/8&quot; of trim.</td>
<td></td>
</tr>
<tr>
<td>Trimming: 1/8&quot; all around.</td>
<td></td>
</tr>
<tr>
<td><strong>GUTTER SAFETY</strong></td>
<td></td>
</tr>
<tr>
<td>3/16&quot; in each side Total 2/3&quot;</td>
<td></td>
</tr>
<tr>
<td>Paste should be used to trim only.</td>
<td></td>
</tr>
<tr>
<td><strong>FILE SUBMISSION</strong></td>
<td></td>
</tr>
<tr>
<td>All artwork must be professionally prepared.</td>
<td></td>
</tr>
<tr>
<td>Submit in PDF format.</td>
<td></td>
</tr>
<tr>
<td><strong>FILE NAME SHOULD INCLUDE NAME OF ADVERTISER AND ISSUE DATE.</strong></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>PRINT SPECS</th>
<th>PRE-PRINT SPECIFICATIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>FULL PAGE</strong></td>
<td><strong>2-PAGE SPREAD</strong></td>
</tr>
<tr>
<td>10.5&quot; x 13.5&quot;</td>
<td>20.5&quot; x 13.5&quot;</td>
</tr>
<tr>
<td>241.9mm x 342.9mm</td>
<td>522.7mm x 342.9mm</td>
</tr>
<tr>
<td>1/8&quot; x 13.5&quot;</td>
<td>1/8&quot; x 13.5&quot;</td>
</tr>
<tr>
<td>241.9mm x 342.9mm</td>
<td>522.7mm x 342.9mm</td>
</tr>
<tr>
<td><strong>HALF PAGE HORIZONTAL</strong></td>
<td><strong>HALF PAGE VERTICAL</strong></td>
</tr>
<tr>
<td>8.533&quot; x 5.549&quot;</td>
<td>4.25&quot; x 11.6657&quot;</td>
</tr>
<tr>
<td>216.7mm x 142.9mm</td>
<td>108mm x 296.34mm</td>
</tr>
<tr>
<td><strong>QUARTER PAGE</strong></td>
<td><strong>FRINGE</strong></td>
</tr>
<tr>
<td>4.25&quot; x 5.549&quot;</td>
<td>296.34mm x 142.9mm</td>
</tr>
<tr>
<td>342.9mm x 142.9mm</td>
<td>342.9mm x 342.9mm</td>
</tr>
</tbody>
</table>
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