



billboard

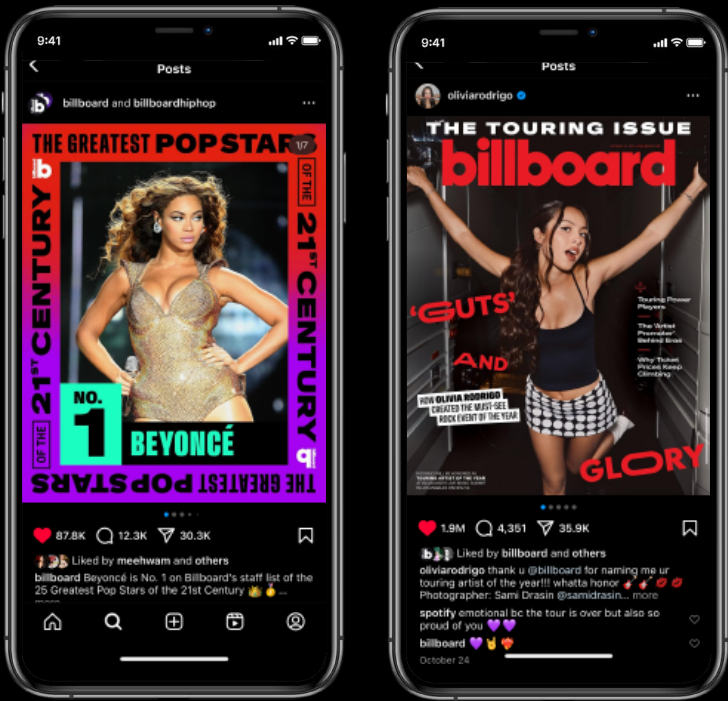
2025 MEDIA KIT

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



70M+

Total Social
Following

639M+

Monthly
Impressions

29M+

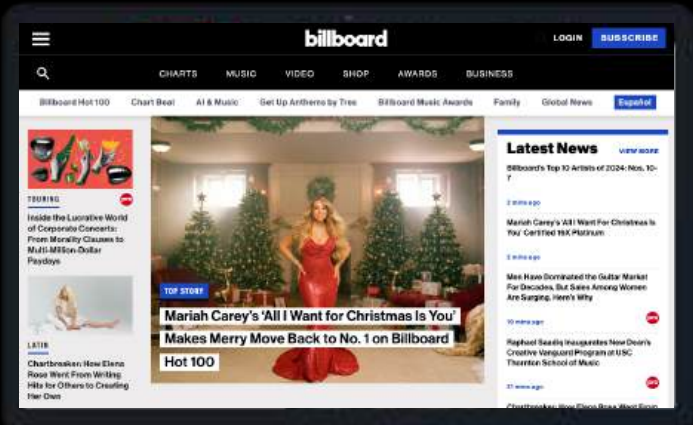
Monthly
Engagements

20M+

Global
UMVs

59M+

Global
PVs



MAGAZINE

The Most Trusted Guide for Music's
Most Powerful Insiders



29K

Total
Circulation

19

Total Print
Issues

EVENTS

Where Music Moments are Made



11

Billboard
Events

29.1B+

Total Event PR
Impressions

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

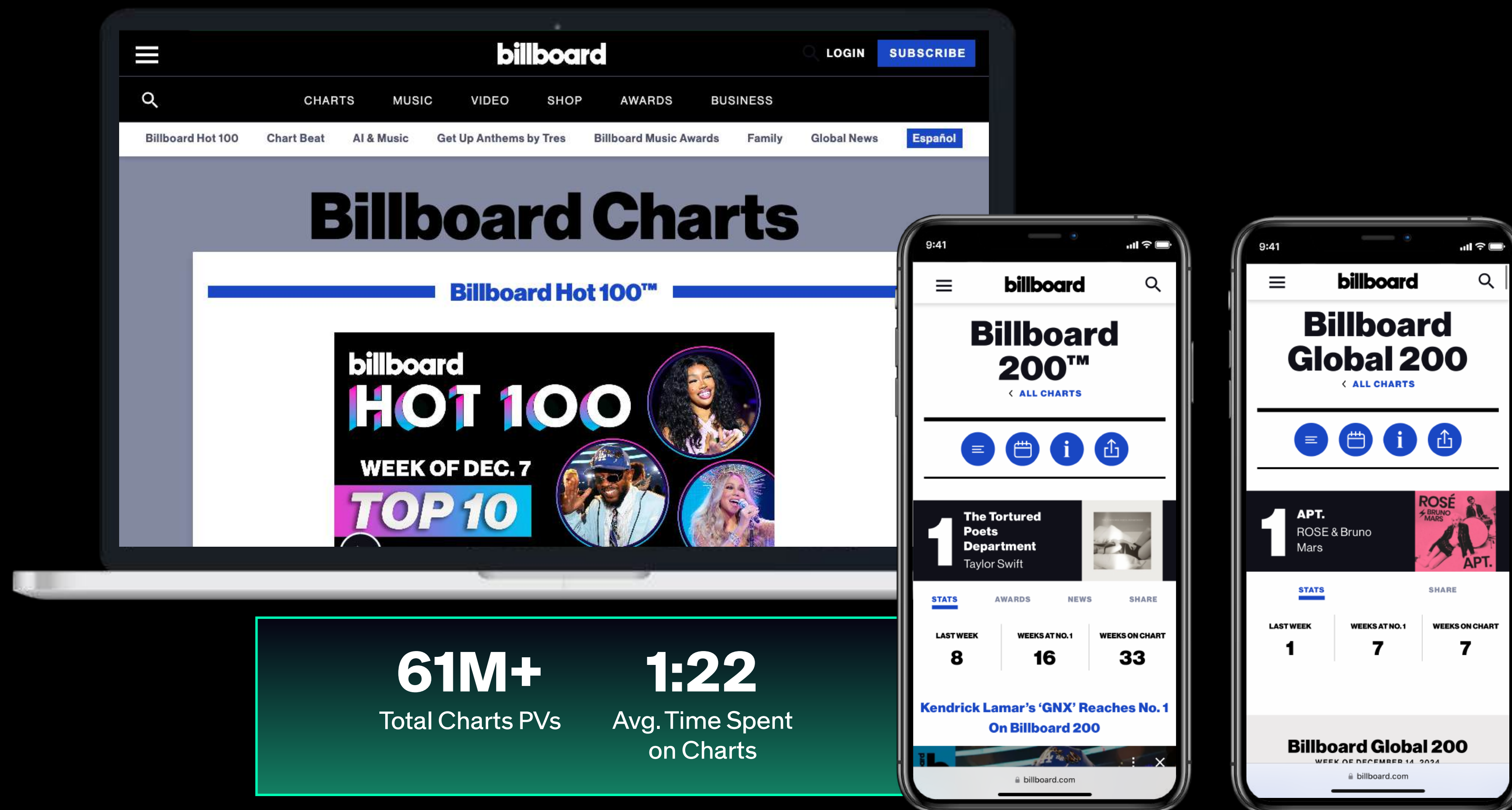


CHART SPOTLIGHT

SONGS, ARTISTS, & TOURING

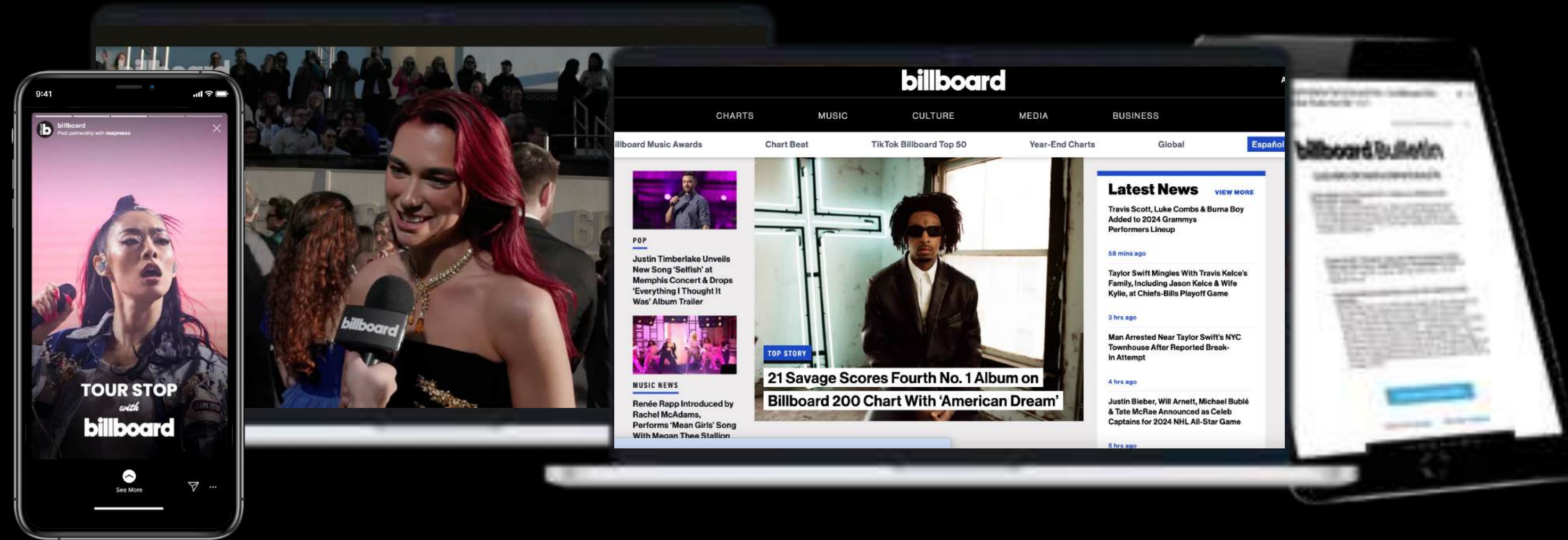
- + Hot 100
- + Billboard 200
- + Billboard Global 200
- + Artist 100
- + Hot Trending Songs
- + Boxscores

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

70M+

Total Social Following

11

Billboard O&O Social Channels Across Platforms

VIDEO

1.9B+

Total Video Views

151M+

Average Monthly Video Views

SITE

20M+

Global UMVs

NEWSLETTERS

362K

Total Newsletter Subscribers

AUDIENCE INSIGHTS

166%

More Likely to be Interested in Concerts & Music Events

121%

More Likely to be Interested in Awards Shows

72%

More Likely to Consider Themselves Influential / Trend Setter

79%

More Likely to be First Among Friends to Own/Buy/Use the Latest in Music

Source: Comscore, October 2024

WHERE INSIDERS ARE INFORMED

From the Charts to the stage, nobody covers the music industry like Billboard

MUSIC NEWS



AWARDS



ENTERTAINMENT



LIFESTYLE



**BILLBOARD
CONSUMERS ARE...**

871%

More Likely to Work in the
Entertainment Industry

290%

More Likely to Be An
Executive of C-Level

TENTPOLE ISSUES

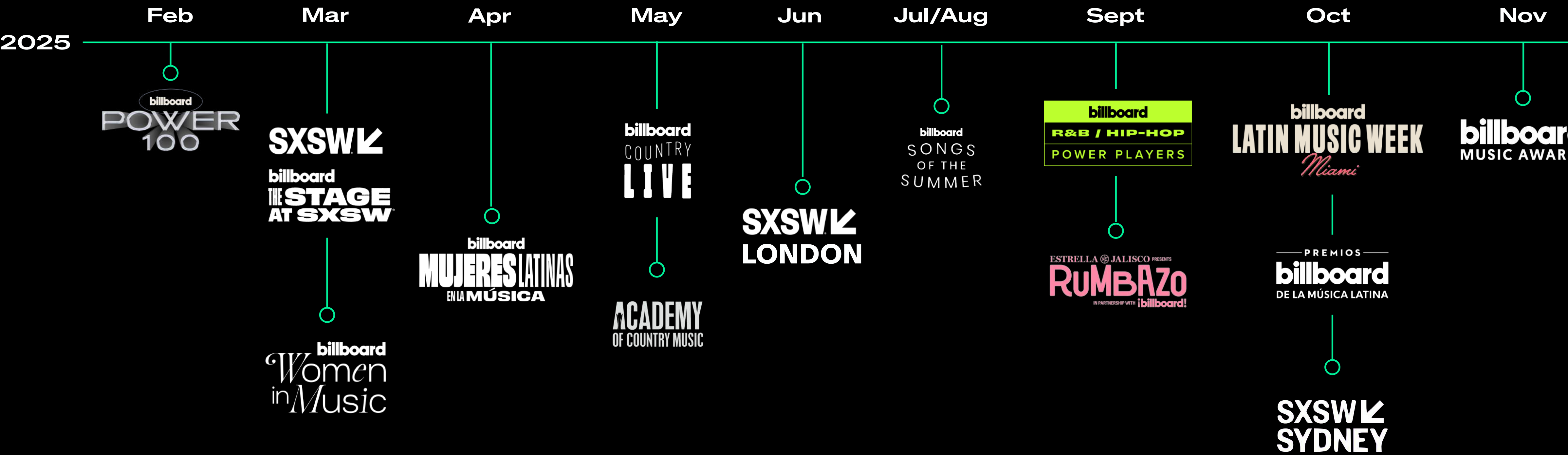


209%
More Likely to Work in Arts,
Design, Entertainment,
Sports, and Media

Source: Comscore, October 2024

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

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

5.2M+

International
MUVs

36%

International
Users

MENA

- + Billboard Arabia
- + Billboard Africa*

APAC

- + Billboard Indonesia
- + Billboard Thailand
- + Billboard Vietnam
- + Billboard India*
- + Billboard Japan

LATAM

- + Billboard Español
- + Billboard Brasil

NA

- + Billboard Canada

EU

- + Billboard Italy
- + Billboard France
- + Billboard UK
- + Billboard Germany*
- + Billboard Spain*

**Coming Soon!*



BACKED BY PMC'S PORTFOLIO OF ICONIC 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

dp Dick Clark
Productions

Est. 1967

ARTFORUM

Est. 1962

ACADEMY
OF COUNTRY MUSIC

Est. 1966

RollingStone

Est. 1967

DICK CLARK'S
**NEW YEAR'S
ROCKIN' EVE**
WITH RYAN SEACREST

Est. 1972

AMERICAN MUSIC AWARDS

Est. 1974

Robb Report

Est. 1976

SXSW

Est. 1987

The American Pavilion

Est. 1989

billboard
MUSIC AWARDS

Est. 1990

LUMINATE

Est. 1991

VIBE

Est. 1993

IndieWire

Est. 1996

sheknows

Est. 1999

stylecaster

Est. 1999

SHE

Est. 1999

GOLD DERBY

Est. 2000

SO YOU THINK YOU CAN
DANCE

Est. 2005

BGR

Est. 2006

DEADLINE

Est. 2006

BEAUTYINC

Est. 2007

SOURCING
JOURNAL

Est. 2009

streamy
awards

Est. 2009

TVLine

Est. 2011

atx
tv

Est. 2012

LIFE IS BEAUTIFUL

Est. 2013

LATIN AMERICAN
MUSIC AWARDS

Est. 2015

rivet

Est. 2015

SPY

Est. 2017

Sportico

Est. 2020

LA3C

Est. 2021

flow

Est. 2023

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.

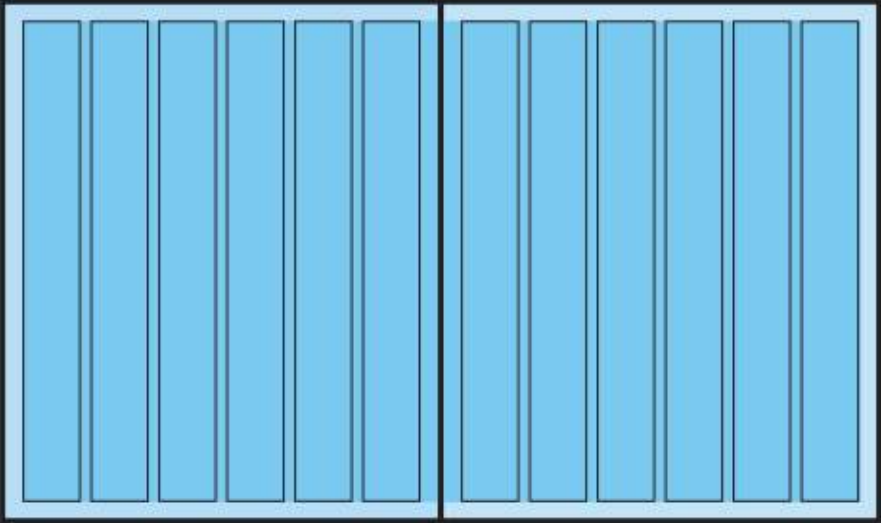
FOR DEADLINES, AD SPECIFICATIONS, OR TECHNICAL QUESTIONS:

CONTACT
BETTY DONG
bdong@pmc.com

ADELINE CIPPOLETTI
asaez@pmc.com

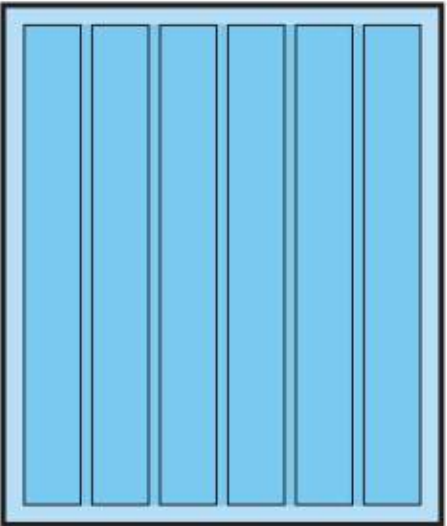
AD ARTWORK DELIVERY

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



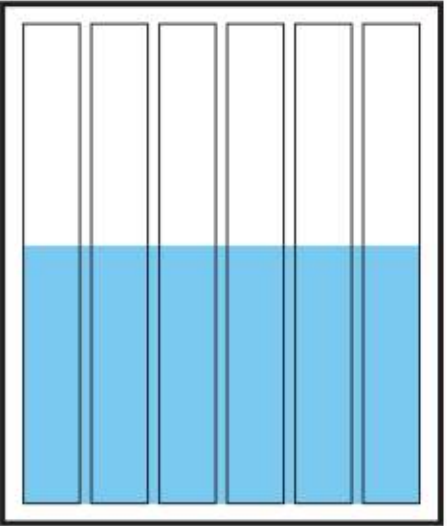
2-PAGE SPREAD

Full bleed:	Trim:	Live (Safe) area:
20.5" x 13.5"	20" x 13"	19.25" x 12.25"
520.7 mm x 343 mm	508mm x 330 mm	489 mm x 311 mm



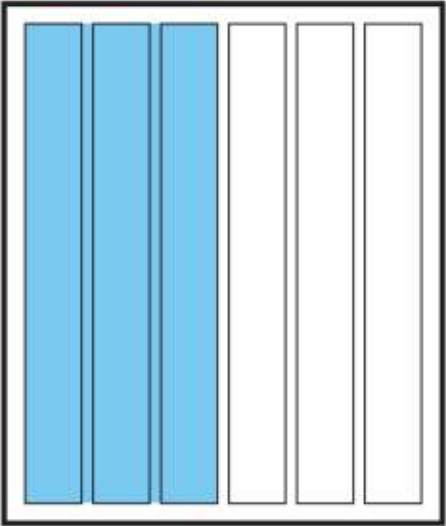
FULL PAGE

Full bleed:	Trim:	Live (Safe) area:
10.5 x 13.5"	10 x 13"	9.25" x 12.25"
266.7 mm x 343 mm	254mm x 330 mm	235 mm x 311 mm



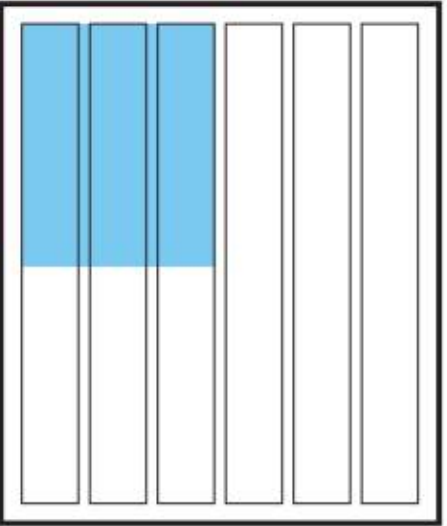
HALF PAGE HORIZONTAL

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 142 mm

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

