

PRINT

Billboard

Billboard's newly redesigned magazine offers unbeatable reach and influence in the global entertainment industry. Reaching over 104,000 of the most affluent and influential decision makers in the business, each of whom reads the magazine each week for its charts, reviews, expert analysis, special features and reports, exclusive one-on-one interviews and trends.

Billboard puts your message in the hands and minds of the people creating the latest trends and shaping the business of tomorrow.

FEATURES >>>

- Fresh design including weekly covers
- Reformatted sections
- Exclusive special features
- Intuitive & contextualized charts
- Expanded digital entertainment & brand marketing coverage
- Trusted in-depth news, data and analysis



83% of Billboard readers save or pass along a portion of each issue

74% of those that have advertised in Billboard felt it was effective

73% of Billboard readers influence consumer purchasing decisions

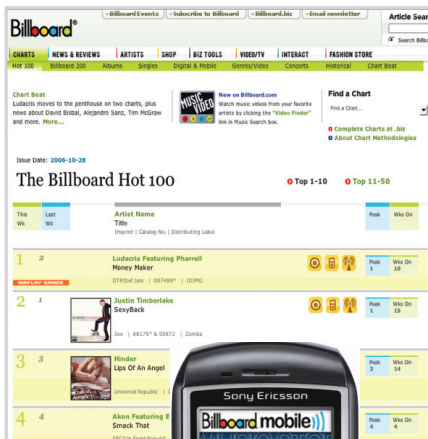
Harvey Research 2005 Subscriber Study

Billboard.com • Billboard.biz



Charts

For more than 50 years, Billboard charts have been the world's most respected chronicle of entertainment across genres, mediums and formats. Industry insiders and consumers alike consider Billboard charts the most credible, and most licensed, data for staying abreast of who's on top and who's heading there.



Billboard's leadership in the proprietary charts area is bolstered by technologically-advanced systems like: Nielsen SoundScan, which tracks retail sales; Broadcast Data Systems which monitors radio airplay; Nielsen Mobile which tracks ringtone and wireless music downloads; Big Champagne which tracks peer-to-peer music; and HitPredictor which provides predictive research and ratings on singles.

Over 75 weekly charts.

Available online a day earlier than in the magazine.

Deliver a targeted message through sponsorship of a chart.



Editorial

UPFRONT >>>

Billboard kicks off each week with sector-specific entertainment industry news and reports, including the latest headlines from Billboard.biz, our 24/7 information resource.

MUSIC >>>

Only Billboard can deliver the inside news that drives the music industry, including artist information, upcoming releases and tours.



THE BILLBOARD & QA BY KEVIN MAZUR

Cory Robbins

The musician has done music in the past, but he's back in the game, and he's taking on more rock influences.



What's Happening
Cory Robbins is back in the game, and he's taking on more rock influences. The musician has done music in the past, but he's back in the game, and he's taking on more rock influences.

What's Stopped Doing 12 inch vinyl singles about a year ago...

COUNTRY Billboard

COUNTRY ALBUMS

Rank	Album	Label	Weeks on Chart
1	...And the Winner is... (Various Artists)	Capitol	1
2	...And the Winner is... (Various Artists)	Capitol	1
3	...And the Winner is... (Various Artists)	Capitol	1
4	...And the Winner is... (Various Artists)	Capitol	1
5	...And the Winner is... (Various Artists)	Capitol	1

BLUEGRASS ALBUMS

Rank	Album	Label	Weeks on Chart
1	...And the Winner is... (Various Artists)	Capitol	1
2	...And the Winner is... (Various Artists)	Capitol	1
3	...And the Winner is... (Various Artists)	Capitol	1
4	...And the Winner is... (Various Artists)	Capitol	1
5	...And the Winner is... (Various Artists)	Capitol	1

COMIC'S CMT SHOW LIFTS ROGERS



COVERAGE >>>

The weekly mainstays of Billboard's editorial coverage. Billboard gives readers an insider's look at the entertainment industry with proprietary data, unrivaled information and unique analysis exclusive to Billboard.

CHARTS >>>

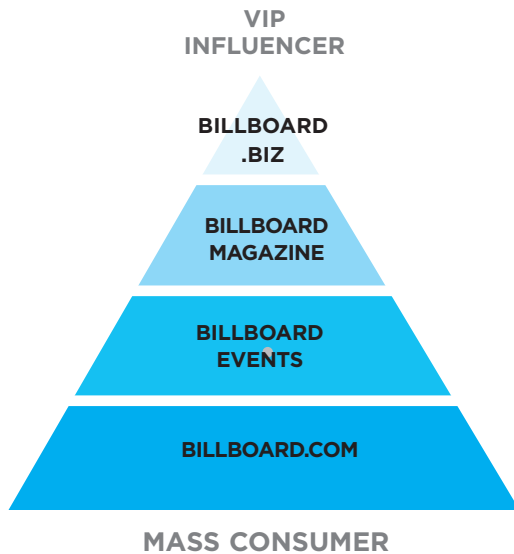
Over 75 charts are published in Billboard magazine each week with additional charts available online at Billboard.com and licensed worldwide.

Readership

Billboard reaches the top echelon of the music and entertainment industries with over 20,000 loyal subscribers and a total readership of over 104,000 each week.

Billboard readers are affluent decision-makers and frequent travelers who make influential purchases including luxury automobiles, top-shelf home electronics and high-end homes.

As a brand, Billboard resonates with consumers as well as avid and casual music fans worldwide seeking the latest chart rankings, entertainment news and in-depth artist information.



BILLBOARD READERS:

- 71%** are male
- 29%** are female
- 77%** have graduated from college or higher
- 71%** are in management-level positions or higher
- 83%** save or pass along a portion of each issue
- 95%** are heavy internet users
- 73%** have made consumer purchasing decisions
- 77%** own their own home, condo, co-op, apartment
- 96%** have one or more credit cards
- 26%** are millionaires
- \$236,000:** Average HHI
- \$1.1 million:** Average combined value of assets

Harvey Research 2005 Subscriber Study

Readership

REACHING TODAY'S TASTE-MAKERS AND TRENDSETTERS >>>

In addition to serving the industry's most influential people behind the scenes, Billboard counts music's top performers, industry CEOs, brand marketers, influential journalists, and well-known executives among its valued readership.

TOTAL READERSHIP 104,000

Artists/Artists Relations	20,160
Record Labels	19,300
Talent Buyers	17,000
Retail/Merchandisers	15,600
Radio/Broadcasting	8,700
Media Journalists	4,600

Harvey Research 2005 Subscriber Study



CLIVE DAVIS
Chairman/CEO
BMG North America



ANTONIO "L.A." REID
Chairman
Island Def Jam Music Group



TOMMY MOTTOLA
President/CEO
Casablanca Records



DIDDY
CEO
Bad Boy Ent.



CHRISTINA AGUILERA
RCA Records



JON BON JOVI
Island Records



MADONNA
Warner Bros.



DAVE MATTHEWS
Bama Rags/RCA



ROB GLASER
Founder & CEO
RealNetworks, Inc



BOB HIGGINS
Chairman
Trans World Ent.



JOHN MARMADUKE
CEO
Hastings Ent.



STEVE JOBS
CEO
Apple

Billboard Stars

Billboard's exclusive special Stars tributes are a unique way to celebrate artist achievements, accolades and career milestones in front of the entire industry! Billboard Stars has featured some of the biggest names in music, including **Elton John, Paul McCartney, Rascal Flatts, Destiny's Child, Jon Bon Jovi, Janet Jackson, Tom Petty, Tony Bennett** and many more artists who have made music history.

Billboard Stars has helped numerous artists and companies to maximize publicity, promote new artist offerings, tours, company milestones and achievements by directly reaching the music industry through the most credible and valued music and entertainment news source in the biz - Billboard magazine.



“Many thanks for the great job you did...I was thrilled with the Billboard tribute.”

- Elton John

Contact your sales representative today to find out how Billboard Stars can help promote your artist and company in this unique tribute opportunity!

