

# PRINT

## Billboard

Billboard magazine offers unbeatable reach and influence in the global entertainment industry. Reaching over 115,000 of the most affluent and influential decision makers in the business, each of whom read 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 top decision makers who shape the business of tomorrow.

### FEATURES >>>

- Fresh design including weekly covers
- 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



## 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 business information resource.

### MUSIC >>>

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



COUNTRY ALBUMS	
1	Garth Brooks <i>Man Against Machine</i>
2	Blake Shelton <i>Rehab</i>
3	Keith Urban <i>Defying Gravity</i>
4	Tim McGraw <i>Before He Cheats</i>
5	Chris Young <i>Young Love</i>
6	Blake Shelton <i>Rehab</i>
7	Keith Urban <i>Defying Gravity</i>
8	Tim McGraw <i>Before He Cheats</i>
9	Chris Young <i>Young Love</i>
10	Blake Shelton <i>Rehab</i>
11	Keith Urban <i>Defying Gravity</i>
12	Tim McGraw <i>Before He Cheats</i>
13	Chris Young <i>Young Love</i>
14	Blake Shelton <i>Rehab</i>
15	Keith Urban <i>Defying Gravity</i>
16	Tim McGraw <i>Before He Cheats</i>
17	Chris Young <i>Young Love</i>
18	Blake Shelton <i>Rehab</i>
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74	Blake Shelton <i>Rehab</i>
75	Keith Urban <i>Defying Gravity</i>

### 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.

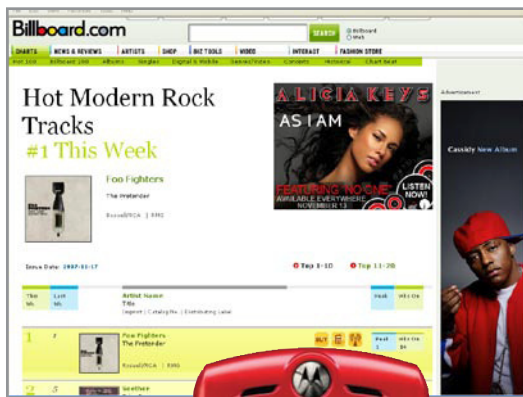
### CHARTS >>>

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

PRINT

# 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 heating up the charts.



Billboard's leadership in proprietary charts is bolstered by technologically-advanced systems including The Nielsen Company's SoundScan, Music Control, and BDS entertainment tracking services. Ringtone and wireless music downloads are tracked by Nielsen's RingScan.

Behind the scenes look:  
Billboard.com publishes the week's charts every Thursday!

Over 75 weekly charts.

Available online a day earlier than in the magazine.

Deliver a targeted message through sponsorship of a chart.



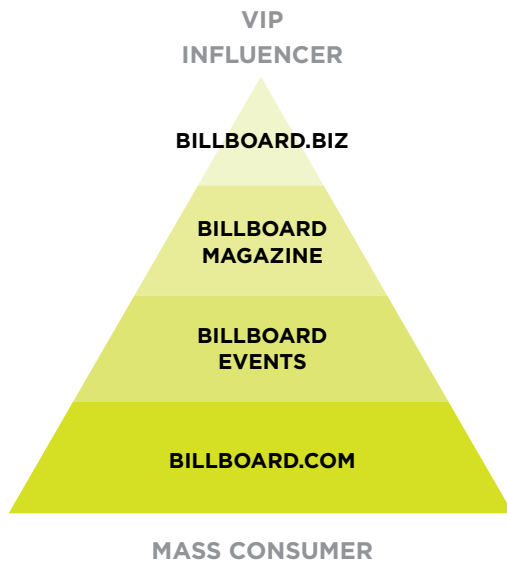
Billboard.com • Billboard.biz

## Readership

Billboard reaches the top echelon of the music and entertainment industries with over 23,000 loyal subscribers and a total readership of over 115,000 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
- 73%** have made consumer purchasing decisions
- 77%** own their own home, condo, co-op, apartment
- 26%** are millionaires
- \$236,000:** Average HHI

Harvey Research 2005 Subscriber Study





## Readership

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

In addition to serving the industry's most influential people, Billboard loyalists include: music's top performers, industry CEOs, brand marketers, influential journalists, and well-known executives throughout the entertainment industry.



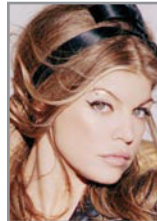
**CLIVE DAVIS**  
Chairman/CEO  
BMG North America



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



**TOMMY MOTTOLA**  
President/CEO  
Casablanca Records



**FERGIE**  
Interscope Records



**JAY-Z**  
President/CEO  
Def Jam



**JUSTIN TIMBERLAKE**  
Jive/Zomba Label Group

**TOTAL READERSHIP 115,000**

Artists/Artists Relations	20%
Record Labels	19%
Talent Buyers	16%
Retail/Merchandisers	15%
Radio/Broadcasting	8%
Media Journalists	5%

Harvey Research 2005 Subscriber Study



**JULIE GREENWALD**  
President  
Atlantic Records



**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

# PRINT

## Billboard STARS

The power of the Billboard brand has helped elevate numerous artists, brands and industry professionals maximize publicity, promotions, and generate buzz around milestone celebrations, upcoming releases, world tours, and industry records. Billboard's exclusive STARS tribute reaches the who's who of the music industry as well as breeds media exposure worldwide. Billboard STARS has featured some of the biggest names in the industry: **Kenny Chesney**, **Mary J. Blige**, **Enrique Iglesias**, **LeAnn Rimes**, **J.R. Rotem**, and **Alejandro Fernandez**, to name a few. Let Billboard STARS be your 360° Marketing approach. To find out more contact your local sales representative today!



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



Billboard.com • Billboard.biz