WE ARE CULTURE CATALYSTS AND MOMENT MAKERS

ENTERTAINMENT. ELEVATED.
HOLLYWOOD LIVES HERE
THE DEFINITIVE VOICE OF ENTERTAINMENT AMONG BOTH INDUSTRY LEADERS AND POP CULTURE FANS

PRINT

DIGITAL

239,818 READERS PER ISSUE
58 MINUTES SPENT PER ISSUE

23M AVERAGE TOTAL GLOBAL UMVS
87% MOBILE VISITORS
7.4M SOCIAL FOLLOWERS
367M AVERAGE MONTHLY SOCIAL IMPRESSIONS

Sources: Comscore, October 2019
WHERE INSIDERS ARE INFORMED

THE DOMINANT PUBLICATION AMONG ENTERTAINMENT'S MOST INFLUENTIAL CREATORS, THOUGHT LEADERS AND DECISION MAKERS

MOST READ and MOST PREFERRED publication among competitors by industry*

70% OF MAGAZINE READERS WORK IN ENTERTAINMENT INDUSTRY
40% OF MAGAZINE READERS ARE C-SUITE OR SENIOR EXECUTIVES
95% OF ACADEMY AND GUILD MEMBERS READ THR

Source: Equation Research, Dec. 2015; *Academy and Guild members as part of THR's Equation Research Study, June 2019
THE MOST COVETED PLATFORM FOR CONTENDERS

WE COMMAND THE CONVERSATION AROUND AWARDS SEASON

24.8M UVS DURING AWARDS SEASON**

**Academy and Guild members as part of THR’s Equation Research Study, June 2019

**Comscore, Multi-Platform Q4 2018–Q1 2019
THE STORIES BEYOND THE SCREEN

100+

ENTERTAINMENT CAMPAIGNS RAN IN THR IN 2019 BY EVERY MAJOR STUDIO, NETWORK AND STREAMER

WHERE BRANDED ENTERTAINMENT CAMPAIGNS BREAK THROUGH THE CLUTTER
THE HOLLYWOOD LIFESTYLE

THE ULTIMATE ENTERTAINMENT ALIGNMENT

$1.8M AVERAGE NET WORTH

$416K AVERAGE HOUSEHOLD INCOME OF OUR READERS

115% MORE LIKELY TO HAVE SPENT $500+ ON JEWELRY/ACCESSORIES IN LAST 6 MOS.

112% MORE LIKELY TO HAVE LISTED "BUYING OR SELLING HOMES" AS AN INTEREST

84% MORE LIKELY TO HAVE SPENT $7500+ ON ONLINE TRAVEL IN LAST 6 MOS.

77% MORE LIKELY TO HAVE SPENT $200+ ON COSMETICS IN LAST 6 MOS.

75% MORE LIKELY TO BE FIRST AMONG FRIENDS TO OWN LATEST FASHION

Source: Comscore, Nov. 2019
ON TOP OF THE WORLD

THR STANDS AT THE FOREFRONT OF A GLOBAL FILM INDUSTRY THAT'S GROWING AT AN EXPLOSIVE PACE

30+ FESTIVALS FEATURING BONUS MAGAZINE DISTRIBUTION

133K+ FESTIVAL DAILIES DISTRIBUTED ON-SITE

4M AVERAGE INTERNATIONAL USERS PER MONTH

18.7M AVERAGE INTERNATIONAL PAGE VIEWS PER MONTH

68% MOBILE USERS

19% OF GLOBAL TRAFFIC IS INTERNATIONAL

Sources: Google Analytics, 2019
Marvel's politically active Captain America is ready to retire his shield for directing gigs, an Apple series and the fight against Donald Trump (and Tom Brady?): ‘I’d be disappointed in myself if I didn’t speak up’

APPLE’S BITE

A starry launch and the great ‘rebundling’ of TV

AGENTS VS. WRITERS

A long-shot plan to end the feud

BY GAVIN POLONE

DISNEY-FOX: THE AFTERTMATH

POWER

LaWYERs

2019

11cover [P] {Print}_47212283.indd   1

3/26/19   12:27 PM

‘My mission is always about letting other people know you’re not alone’

April 30, 2019

OPRAH WANTS MORE

Apple plans, 2020 contenders and the creative fire that fuels an icon of inspiration

AGENTS OF CHANGE

50 trailblazers driving opportunity and inclusion

WHO CAN PLAY WHAT?

From Aladdin to Pose, the politics of casting now

DEATH BY DATA

AT NETFLIX

By Norman Lear and Rita Moreno

INSIDE THE GLOBAL STAR SEARCH

Black Gay Brunch: The New Networking

‘My Role Model’

A THR Portfolio

‘The Unconscious Bias’ Cheat Sheet

PLUS

15cover [P] {Print}_47829525.indd   1

4/29/19   12:24 PM

February 20, 2019

SINATRA DRANK HERE

Musso & Frank at 100

MERMAIDS, S&M AND A CAMEL

Just another L.A. real estate open house

MEGAN’S MILLIONS

The future of Ellison’s movie machine

JARED LETO GETS HIGH WITH FREE SOLO ‘S STAR

INSIDE A ‘MAGICAL’ COSTUME MECCA

222-PAGE NO-HOST GUIDE TO...

Backstage Fixers, Campaign Tricksters, Who Will (and Should) Win, Red Carpet Peacocking, Last-Minute Tuxes, Razzle-Dazzle Diamonds and Oscar Night’s New Politics

THR’S BIGGEST ISSUE EVER!

PLUS

AND...

STARS & STAND-INs

A THR Portfolio

2/14/19   1:45 PM

AAM Publishers Statement, June 2019

Instagram, Facebook, Twitter, YouTube


CLICK FOR LIST OF NEWSLETTERS
**VIDEO**

47M+ TOTAL VIDEO VIEWS THROUGH SEPTEMBER

11M+ ROUNDTABLES VIEWS

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**PODCASTS**

2.6M+ ANNUAL DOWNLOADS

1M+ ANNUAL UNIQUE LISTENERS

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**EVENTS**

12 ANNUAL EVENTS

5K+ ATTENDEES

20B+ TALENT-DRIVEN PR IMPRESSIONS

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Google Analytics, 2019

Simplecast + iTunes Podcast Manager, Nov. 2019

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Angelina Jolie
Lea Michele
Jamie Foxx
LEVERAGE THE POWER OF BILLBOARD AND VALENCE’S LEGACY MEDIA BRANDS

**Perfect Harmony**

September 21, 2019 • billboard.com

How genre-busting, chart-topping, meme-making artists LIL NAS X and LIZZO became new models for artist development—and major Grammy contenders.

Meet the New Boss

Recording Academy CEO Deborah Dugan on the campaign trail wooing awards voters now.
### PRINT SPECS

**SPACE** | **BLEED** | **NON-BLEED** | **TRIM** - THIS IS OUR PAGE SIZE
--- | --- | --- | ---
FULL PAGE | 10.5" X 13.5" | 9.25" X 12.25" | 10" X 13"
2-PAGE SPREAD | 20.5" X 13.5" | 19.25" X 12.25" | 20" X 13"
6-COLUMN | 15.3333" X 13.5" | 385.4mm X 343mm | N/A | 14.3333" X 13" | 376.7mm X 330mm
1/2 HORIZONTAL | 8.3333" X 6.67" | 216.66mm X 144mm | N/A
1/2 VERTICAL | 4" X 11.987" | 101.6mm X 302.6mm | N/A
1/3 HORIZONTAL | 8.3333" X 3.87" | 216.66mm X 93mm | N/A
1/3 VERTICAL | 2.5833" X 11.967" | 65.6mm X 302.6mm | N/A
1/4 HORIZONTAL | 8.3333" X 2.67" | 216.66mm X 68mm | N/A
1/4 VERTICAL | 1.675" X 11.987" | 437.8mm X 302.6mm | N/A
1/4 SQUARE | 4" X 5.67" | 101.6mm X 142.4mm | N/A
1/2 HORIZONTAL SPREAD | 20.5" X 6.75" | 216.66mm X 120.65mm | 20" X 6.25" | 508mm X 111.7mm
1/2 VERTICAL SPREAD | 20.5" X 4.75" | 216.66mm X 93mm | 20" X 4.25" | 508mm X 107.95mm
1/4 HORIZONTAL SPREAD | 20.5" X 3.75" | 216.66mm X 68mm | 20" X 3.25" | 508mm X 82.55mm
1/4 VERTICAL SPREAD | 10.5" X 6.75" | 216.66mm X 144mm | 10" X 6.25" | 254mm X 158.75mm
1/2 VERTICAL + BOOKENDS | 5.3325" X 13.5" | 135mm X 339mm | 4.8333" X 13" | 122.7mm X 330.2mm
1/3 HORIZONTAL + BOOKENDS | 9.3493" X 7.5" | 237.7mm X 190.5mm | 9" X 7.5" | 228.6mm X 190.5mm
1/3 VERTICAL + BOOKENDS | 10.47" X 13.5" | 265.8mm X 339mm | 3.4607" X 13" | 88.3mm X 330.2mm
1/4 HORIZONTAL + BOOKENDS | 10.5" X 3.75" | 266.7mm X 68mm | 10" X 3.25" | 254mm X 82.6mm
1/4 VERTICAL + BOOKENDS | 3.20" X 13.5" | 187.5" X 11.967" | 2.77" X 13"

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### LIVE (SAFED) AREA

For all bleed ads, keep all type and critical graphic information 375” (9.5MM) within the trim on all four sides. All crop marks must be offset (outside of the bleed area) by at least .375” (9.5MM).

**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 (CMYK)**

Saddle Stitched

Publication trim: 10" x 13"

**MECHANICAL REQUIREMENTS**

Bleed ads should have a minimum .25” (6.35mm) bleed on all 4 sides and should include offset trim indications.

Trim indications should be offset by .375” (9.5MM).

**SAFETY**

All live elements, i.e. type on bleed ads, must be a minimum of .375” (.925 inch or 1105mm) inside the final trim area.

**GUTTER SAFETY**

.375” on each side (total 3/8")

Partial ads should be supplied to trim only.

**FILE SUBMISSION**

All ad submission must be press-ready PDF’s. Send via our ad portal, e-mail, CD or FTP upload.

**FILE NAME SHOULD INCLUDE NAME OF ADVERTISER & ISSUE RUN DATE**

**DIGITAL AD REQUIREMENTS**

**MEDIA**

THR prints PDF’s to file only. Export setting: ADOBE ACROBAT 6 (13) or higher. Quality control depends on properly created PDF.

**SPECs:**

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.

Minimum ink density: 30% total.

**FONTS**

Embed all necessary fonts in PDFs.

**COLOR**

The color space must be CMYK or grayscale. RGB, LAB or embedded color profiles (such as ICC profiles) are not supported.

No files with PMS colors will be accepted without prior notification.

Note any special color information on the Contact Proof.

**LIABILITY**

THR cannot be held responsible for the quality of reproduction if these specifications are not adhered to.

THR will not be held responsible for changes the THR Production department makes to any ad that is inadequate or fails to adhere to THR Digital Ad Specifications.

**QUOTE**

No quotes are given.

**SYNC/DECT LINE MUST INCLUDE NAME OF ADVERTISER AND ISSUE DATE**

**CONTACT**

DIGITAL SERVICES:

THR will store files for 30 days.

THR will not store files for 30 days...

**PRODUCTION SERVICES**

Contact: ads@thr.com

THR will not accept your press-ready PDF’s.

THR will accept your press-ready PDF’s via the THR ad portal.

No files with PMS colors will be accepted without prior notification. Otherwise, all PMS colors MUST be converted to CMYK.

Suggesting on Metallics will produce muted colors.

THR will store files for 30 days.

THR will not accept your press-ready PDF’s.

THR will accept your press-ready PDF’s.

**TECHNICAL QUESTIONS**

**FOR DEADLINES, AD SPECIFICATIONS OR TECHNICAL QUESTIONS**

**PRINT SPECS**
HIGH-IMPACT DIGITAL

HOME PAGE TAKE OVER
ROS PRE-ROLL
ROS PRE-ROLL
NEWSLETTERS
<table>
<thead>
<tr>
<th>MONTH</th>
<th>EVENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANUARY</td>
<td>THR Awards Chatter Live, Billboard Power List</td>
</tr>
<tr>
<td>MARCH</td>
<td>THR Power Stylist, Hollywood Power Lawyers</td>
</tr>
<tr>
<td>APRIL</td>
<td>Hollywood New York Power, Billboard Latin Music Week</td>
</tr>
<tr>
<td>MAY</td>
<td>Empowerment in Entertainment, Billboard Pride Summit</td>
</tr>
<tr>
<td>JUNE</td>
<td>Hollywood TV Summit, Billboard Music Week</td>
</tr>
<tr>
<td>JULY</td>
<td>Hollywood Power Showrunners</td>
</tr>
<tr>
<td>AUGUST</td>
<td>THR Awards Chatter Live</td>
</tr>
<tr>
<td>SEPTEMBER</td>
<td>Hollywood Power Business Managers, Latin AMAs Fest</td>
</tr>
<tr>
<td>OCTOBER</td>
<td>Hollywood Women in Entertainment, Billboard Women in Music</td>
</tr>
<tr>
<td>NOVEMBER</td>
<td>Hollywood Next Gen, Billboard Live Music Summit</td>
</tr>
<tr>
<td>DECEMBER</td>
<td></td>
</tr>
</tbody>
</table>
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Executive Vice President/Group Publisher
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THANK YOU