WE ARE CULTURE CATALYSTS AND MOMENT MAKERS
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**

MOST VISITED and MOST TRUSTED entertainment site 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

Where branded entertainment campaigns break through the clutter

100+ entertainment campaigns ran in THR in 2019 by every major studio, network and streamer
THE HOLLYWOOD LIFESTYLE

THE ULTIMATE ENTERTAINMENT ALIGNMENT

$416K
AVERAGE HOUSEHOLD INCOME OF OUR READERS

$1.8M
AVERAGE NET WORTH

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’

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’

A starry launch and the great ‘rebundling’ of TV

AGENTS VS. WRITERS

A long-shot plan to end the feud

BY GAVIN POLONE

APPLE’S BITE OF HOLLYWOOD

AGENTS VS. WRITERS

A long-shot plan to end the feud

BY GAVIN POLONE

 incurred

2.7M

MONTHLY ENGAGEMENTS

THR.COM + NEWSLETTERS

24.8M

UMVS

MOBILE VISITORS

88%

NEWSLETTER SUBSCRIBERS

471K+

NEWSLETTER SUBSCRIBERS

comScore, January 2020, US

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

'How Did My Role Model...' A THR Portfolio

The Unconscious Bias Cheat Sheet

PLUS...
61M+
TOTAL VIDEO VIEWS IN 2019

15M+
ROUNDTABLES VIEWS

2.6M+
ANNUAL DOWNLOADS

1M+
ANNUAL UNIQUE LISTENERS

12
ANNUAL EVENTS

5K+
ATTENDEES

20B+
TALENT-DRIVEN PR IMPRESSIONS

Google Analytics, 2019
Simplecast + iTunes Podcast Manager, Nov. 2019
LEVERAGE THE POWER OF BILLBOARD AND VALENCE’S LEGACY MEDIA BRANDS

PERFECT HARMONY

32M+
SOCIAL FOLLOWERS

50M+
MONTHLY SOCIAL ENGAGEMENTS

93M+
MONTHLY VIDEO VIEWS

BILLBOARD

50M+
MONTHLY SOCIAL ENGAGEMENTS

24.6M+
UMVS

ALL VALENCE BRANDS

350M+
MONTHLY IMPRESSIONS

58M+
UNIQUE MONTHLY VISITORS

298M+
MONTHLY VIDEO VIEWS

57M+
SOCIAL FOLLOWERS

188M+
GLOBAL BROADCAST VIEWERS

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
APPENDIX

SPECs • PRODUCTS • CALENDAR • CONTACTS

THE Hollywood REPORTER
PRINT SPECS

LIVE (SAFE) 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.

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.

DIGITAL AD REQUIREMENTS
MEDIA
THR prints PDF/X-1a files only.
Export setting: ADOBE ACROBAT 6 (1.5) or higher. Quality control depends on properly created PDFs.

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.
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
THR 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. THR will not be held responsible for changes the THR Production department must make to any ad that is inadequate or fails to adhere to THR Digital Ad Specifications.
THR is not liable for the final output if no Contact Proof is supplied.
THR will store files for 30 days.

PRODUCTION SERVICES
THR maintains an in-house Art Department. Contact your sales rep for ad design details and rates.

FOR DEADLINES, AD SPECIFICATIONS OR TECHNICAL QUESTIONS CONTACT
MAYA ESLAMI
323.525.2093
THR will accept your press ready PDF/X1-a files via the THR ad portal, e-mail, CD or FTP upload.

AD PORTAL
Deliver ads through our Ad Portal: prometheus.sendmyad.com

EMAIL
ads@thr.com (SUBJECT LINE MUST INCLUDE NAME OF ADVERTISER AND ISSUE DATE)

POSTAL ADDRESS
5700 Wilshire Blvd., Suite 500, Los Angeles, CA 90036

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 (SWOP)
Saddle-Stitched
Publication trim ax 10" x 13"

MECHANICAL REQUIREMENTS
Bleed ads should have a minimum .25" (.635mm) bleed on all 4 sides and should include offset 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 THR ad portal, e-mail, CD or FTP upload.

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

SPACES
BLEED
NON-BLEED
TRIM - THIS IS OUR PAGE SIZE

FULL PAGE
10.5" X 13.5"
266.7mm X 343mm
254mm x 330mm

2-PAGE SPREAD
20.5" X 13.5"
520.7mm X 343mm
469mm x 311mm
20" x 13"
508mm x 330mm

6-COLUMN
15.3333" X 133"
385.4mm X 343mm
N/A
14.3333" x 13"
376.7mm x 330mm

1/2 HORIZONTAL
8.3333" X 6.67"
216mm X 166mm
N/A

1/2 VERTICAL
4" X 11.967"
101.6mm X 302.6mm
N/A

1/3 HORIZONTAL
8.3333" X 3.87"
216mm X 93mm
N/A

1/3 VERTICAL
2.5833" X 9.1967"
65.62mm X 235mm
N/A

1/4 HORIZONTAL
8.3333" X 2.67"
216mm X 68mm
N/A

1/4 VERTICAL
1.875" X 9.1967"
47.63mm X 302.6mm
N/A

1/4 SQUARE
4" X 4.67"
101.6mm X 118mm
N/A

1/2 HORIZONTAL SPREAD
20.5" X 6.75"
520.7mm X 171.45mm
183.33mm X 144mm
20" x 6.25"
508mm x 158.75mm

1/2 VERTICAL SPREAD
10.5" X 6.75"
266.7mm X 171.4mm
8.3333" X 144mm
10" x 6.25"
254mm x 158.75mm

1/3 HORIZONTAL SPREAD
10.5" X 4.75"
266.7mm X 120.65mm
183.33mm X 93mm
20" x 3.25"
508mm x 82.55mm

1/3 VERTICAL SPREAD
4.17" X 13.5"
106mm X 343mm
(THIS INCLUDES 2 BOOKENDS)
3.407" X 13"
86.7mm X 330mm

1/4 HORIZONTAL SPREAD
10.5" X 3.75"
266.7mm X 95.25mm
183.33mm X 68mm
10" X 3.25"
254mm x 82.6mm

1/4 VERTICAL SPREAD
3.20" X 13.5"
187.5" X 9.967"
2.77" X 13"
HIGH-IMPACT PRINT

For Your Consideration
Best Limited Series
and in all eligible categories

AppleTV_Inside_Files.indd   1
11/5/19   11:13 AM

For Your Consideration
Best Drama Series
and in all eligible categories

Watch on the Apple TV app.

November 13, 2019

LAURA DERN
LUPITA NYONG’O
JENNIFER LOPEZ
RENÉE ZELLWEGER
AWKWAFINA
SCARLETT JOHANSSON

THE SECRET PAST OF A HOLLYWOOD FUTURIST
‘THE RACHEL’ LATTE, ANYONE?

PEAK TV AS POP-UPS
STREAMING STANDOFF:

VROOOOM!
The Making of FORD V FERRARI

MATERIALS DUE: TUESDAY, 11/26
ISSUE DATE: WEDNESDAY, 12/4

OUTSIDE FRONT
OUTSIDE BACK
OUTSIDE SHORT STAPLED MAG COVER

POSTER REVEAL SLEEVE WRAP
FRONT COVER GATEFOLD
COVER WRAP
SHORT STAPLED COVER WRAP

“THE HOLLYWOOD REPORTER” MAGAZINE
STAPLED COVER WRAP UNIT
MECH BLEED: 10.5”W X 10.5”H
MECH TRIM: 10”W X 10”H
MECH SAFETY: 9.5”W X 9.5”H
SHIP: PDF/X-1A:2001 + COLOR PROOF

ADVERTISEMENT
Paramount Short Stapled Cover 40_120419.indd   2
11/27/19   10:06 AM
HIGH-IMPACT DIGITAL

- Homepage Takeover
- ROS Pre-Roll
- ROS Display
- Newsletters
<table>
<thead>
<tr>
<th>EVENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>JUNE</td>
</tr>
<tr>
<td>October</td>
</tr>
<tr>
<td>November</td>
</tr>
<tr>
<td>December</td>
</tr>
</tbody>
</table>

- **June**: PRIDE SUMMIT
- **October**: Hollywood Power Business Managers
- **November**: Hollywood NEXT GEN
- **December**: Hollywood WOMEN IN ENTERTAINMENT
VICTORIA GOLD  
Senior Vice President, Entertainment  
victoria.gold@thr.com  
323.525.2028

BETH D. RABISHAW  
Senior Vice President, Television & Media  
beth.d.rabishaw@thr.com  
323.525.2259

JULIAN HOLGUIN  
Executive Vice President, Head of Brand Partnerships  
julian.holguin@billboard.com  
212.493.4115

ALEX VON BARGEN  
Vice President, Luxury  
alex.vonbargen@thr.com  
212.493.4321

ALISON SMITH-PLEISER  
Managing Director, International  
alison.smith@thr.com  
+44.7788.591.781

JOE MAIMONE  
Vice President, Billboard Sales  
joe.maimone@billboard.com  
212.493.4427

CAROLYN BERNSTEIN  
Executive Director, Film & Television  
carolyn.bernstein@thr.com  
323.525.2193

DEBRA FINK  
Executive Director, Independent Film & Talent  
debra.fink@thr.com  
323.525.2249

SCOTT PERRY  
Executive Director, Television  
scott.perry@thr.com  
212.493.4408

KELLY JONES  
Executive Director, Group Production  
ads@thr.com  
323.525.2163
THANK YOU