



For **40 years** Pollstar, **The Voice of Live Entertainment**, has been the premier trade publication dedicated to covering the worldwide concert industry, providing the most powerful metrics of Live Entertainment success. Pollstar's data is the **leading resource for the touring industry** encompassing boxoffice numbers, tour routing, and contact directories.

MEDIA KIT • 2024

OUR AUDIENCE

PRINT



12,368

READERS

WEEKLY POLLSTAR PUBLICATION



148K

CONTACT LISTINGS

CONTACT DIRECTORIES

DIGITAL



172K

AVG. MONTHLY USERS

POLLSTAR.COM

2.3M

YEARLY USERS



11,187

SUBSCRIBERS

POLLSTAR DAILY PULSE
40% HIGHER than industry average



60K

TOTAL POLLSTAR.COM SUBSCRIBERS

SOCIAL MEDIA FOOTPRINT



23K

@POLLSTAR



19K

@POLLSTAR



12K

@POLLSTAR



24K

@POLLSTAR_OFFICIAL

2000+

ATTENDEES AT THE
POLLSTAR LIVE! CONFERENCE

POLLSTAR

EDITORIAL CALENDAR

DATE	EDITORIAL COVERAGE	AD CLOSE	EVENTS
1/01/24	SKIP	12/25	
1/08/24	RIHANNON GIDDENS	1/1	
1/15/24	GLORIA TREVI	1/8	
1/22/24	MAVERICKS	1/16	
1/29/24	GEDDY LEE	1/22	
2/05/24	POLLSTAR LIVE! CONFERENCE	1/29	
2/12/24	SKIP	2/5	
2/19/24	BLACK HISTORY MONTH/MAGNA/POLLSTAR LIVE RECAP	2/12	
2/26/24	TEDESCHI TRUCKS	2/19	
3/04/24	NATE BARGATZE	2/26	
3/11/24	WOMEN OF LIVE	3/4	
3/18/24	ALISON WONDERLAND	3/11	
3/25/24	Q1 RECAP / CREED	3/18	
4/01/24	FESTIVALS / LAINEY WILSON	3/25	
4/08/24	TAKE THAT / CO-OP LIVE	4/1	
4/15/24	d4vd	4/8	
4/22/24	EARTH DAY	4/15	
4/29/24	TRANSPORTATION SPECIAL	4/22	
5/06/24	MXMTOON / AAPI SPECIAL	4/29	
5/13/24	MADONNA	5/6	
5/20/24	INTERPOL	5/13	
5/27/24	AUSTRALIA / NEW ZEALAND	5/20	
6/03/24	DRIVE-BY TRUCKERS	5/27	
6/10/24	IMPACT 50	6/3	
6/17/24	AVRIL LAVIGNE	6/10	
6/24/24	MIDYEAR / CHAPPELL ROAN / PRIDE SPECIAL	6/17	
7/01/24	DILJIT DOSANJH	6/24	
7/08/24	SKIP	7/1	
7/15/24	HOZIER	7/8	

EDITORIAL CALENDAR

(CONTINUED)

DATE	EDITORIAL COVERAGE	AD CLOSE	EVENTS
7/22/24	CARIN LEON	7/15	
7/29/24	NAS	7/22	
8/05/24	JOHN ANDERSON / CASINO SPECIAL	7/29	
8/12/24	BRITNEY SPENCER / EAST EUROPE FOCUS	8/5	
8/19/24	MICHAEL CHUGG / AUSTRALIA SPECIAL	8/12	
8/26/24	COMEDY SPECIAL	8/21	
9/02/24		8/26	
9/9/24	JESSIE MURPH / IMPACT:NEXTGEN	9/2	
9/16/24		9/9	
9/23/24	Q3 RECAP	9/16	
9/30/24	HISPANIC HERITAGE MONTH	9/23	
10/07/24		9/30	
10/14/24	ROCK AND ROLL HALL OF FAME	10/7	
10/21/24	POLLSTAR AWARDS NOMINATION WEEK	10/14	
10/28/24		10/21	
11/04/24	LATIN GRAMMYS	10/28	
11/11/24	POLLSTAR AWARDS BALLOT ISSUE #1 / IMPACT INTERNATIONAL	11/4	
11/18/24	POLLSTAR AWARDS BALLOT ISSUE #2	11/11	
11/25/24	SKIP	11/18	
12/02/24	POLLSTAR AWARDS BALLOT ISSUE #3	11/25	
12/09/24		12/2	
12/16/24	YEAR END ISSUE	12/9	
12/23/24	CONCERT MARKET RANKINGS	12/16	
12/30/24	SKIP	12/23	

DIRECTORIES

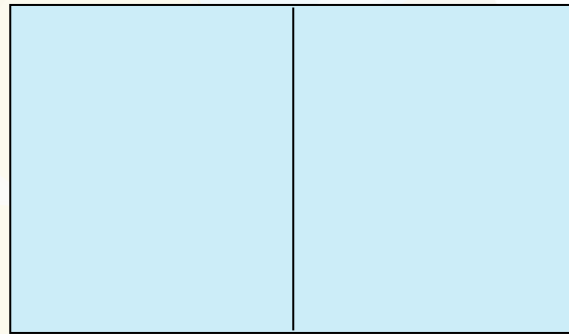
DIRECTORY	AD CLOSE
ARTIST MANAGEMENT DIRECTORY 2024	2/09/24
RECORD COMPANY DIRECTORY 2024	2/16/24
CONCERT VENUE DIRECTORY 2024 EDITION	3/29/24
BOOKING AGENCY DIRECTORY 2024 SUMMER EDITION	5/03/24
CONCERT SUPPORT SERVICES DIRECTORY 2024-2025	6/07/24
TALENT BUYER DIRECTORY 2025	7/26/24
ARTIST MANAGEMENT DIRECTORY 2024-2025	8/23/24
CONCERT VENUE DIRECTORY 2024-2025 EDITION	9/27/24
BOOKING AGENCY DIRECTORY 2025	10/25/24

AD SPECS

PRINT

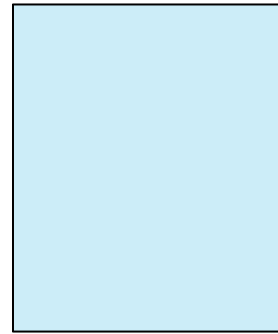
Pages trim to: 8.5" x 11", 21.6 x 28 cm | All ads are four-color process

TWO PAGE SPREAD



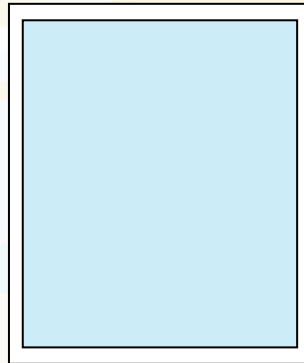
BLEED
17.5" x 11.5"
44.45 x 29.21 cm
LIVE
16" x 10"
40.64 x 25.4 cm
TRIM
17" x 11"
43.18 x 27.94 cm

ONE PAGE FULL BLEED



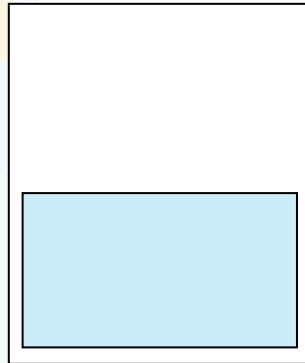
BLEED (includes 1/8" bleed)
8.75" x 11.25"
22.23 x 28.58 cm
LIVE
7.5" x 10"
19.05 x 25.4 cm
TRIM
8.5" x 11"
21.6 x 28 cm

ONE PAGE NO BLEED



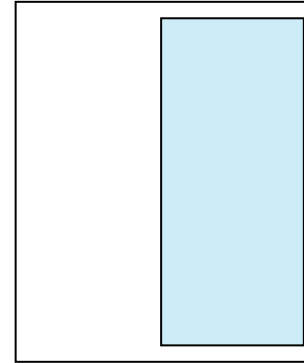
7.5" x 10"
19.05 x 25.4 cm

HALF PAGE HORIZONTAL



7.5" x 5"
19.05 x 12.7 cm

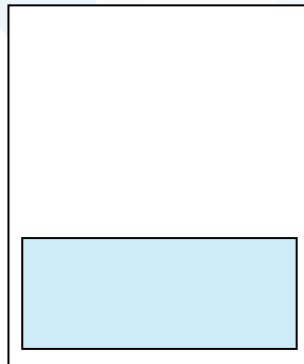
HALF PAGE VERTICAL*



3.66" x 9.5"
9.31 x 24 cm

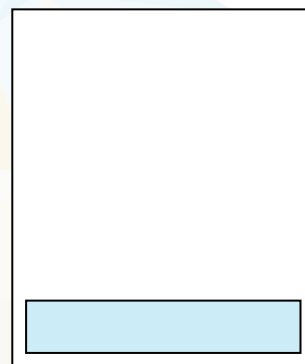
*NOT AVAILABLE IN DIRECTORIES

THIRD PAGE STRIP



7.5" x 3"
19 x 7.6 cm

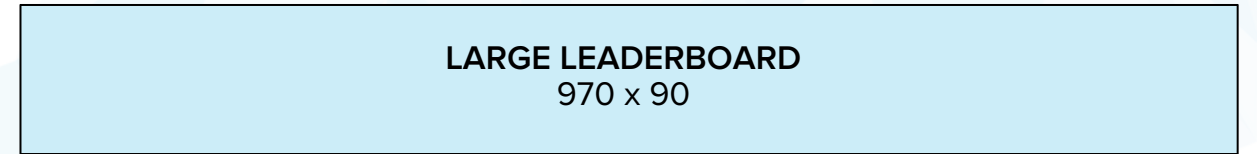
QUARTER PAGE STRIP



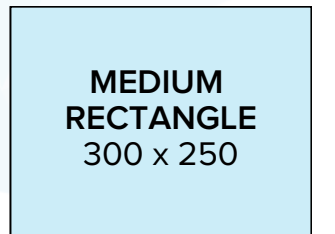
7.5" x 2.25"
19 x 5.7 cm

DIGITAL

POLLSTAR.COM



LARGE LEADERBOARD
970 x 90

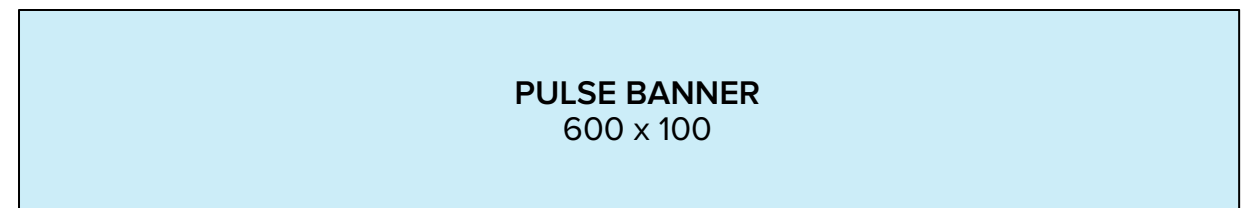


MEDIUM RECTANGLE
300 x 250



HALF PAGE
300 x 600

POLLSTAR DAILY PULSE



PULSE BANNER
600 x 100

GRAPHIC SIZES ARE REPRESENTATIVE TO SHOW SCALE ONLY.

RATES

POLLSTAR PRINT

FREQUENCY	FULL	HALF	THIRD	QUARTER
OPEN	\$5,000	\$3,200	\$2,267	\$1,650
6X	\$4,600	\$2,944	\$2,086	\$1,518
12X	\$4,150	\$2,656	\$1,882	\$1,370

AGENCY COMMISSION

Full service advertising agencies recognized by **POLLSTAR** are allowed 15% agency commission (10% in UK).
No commission on publisher’s production costs.

POLLSTAR DIGITAL

AD TYPE	2 WEEKS	4 WEEKS*	8 WEEKS*	12 WEEKS*
LEADERBOARD <i>970px x 90px</i>	\$2,200	\$1,760	\$1,650	\$1,540
HALF PAGE <i>300px x 600px</i>	\$1,760	\$1,540	\$1,320	\$1,100
MEDIUM RECTANGLE <i>300px x 250px</i>	\$1,200	\$960	\$900	\$840

POLLSTAR DAILY PULSE	WEEKLY: 5 DAYS, MONDAY - FRIDAY
BANNER <i>600px x 100px</i>	\$2,200 / WEEK

**Rate per every two weeks based on total frequency commitment*

SALES CONTACTS

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THANK YOU

