



For over **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 • 2025

OUR AUDIENCE

PRINT



12,368

READERS
MONTHLY POLLSTAR
PUBLICATION



148K

CONTACT LISTINGS
CONTACT DIRECTORIES

DIGITAL



172K

AVG. MONTHLY
USERS

POLLSTAR.COM

2.3M

YEARLY USERS



14k

SUBSCRIBERS
POLLSTAR DAILY PULSE
40% HIGHER than industry
average



60K

TOTAL POLLSTAR.COM SUBSCRIBERS

SOCIAL MEDIA FOOTPRINT



24K

@POLLSTAR



19K

@POLLSTAR



12K

@POLLSTAR



28K

@POLLSTAR_OFFICIAL

2000+

ATTENDEES AT THE
POLLSTAR LIVE! CONFERENCE



EDITORIAL CALENDAR

ISSUE DATE	EDITORIAL COVERAGE	AD CLOSE
MARCH	KATY PERRY	2/7/25
APRIL	Q1 RECAP, WOMEN OF LIVE	3/7/25
MAY	POLLSTAR LIVE! ISSUE, UK SPECIAL	4/4/25
JUNE	LINKIN PARK, ARKANSAS MARKET FOCUS, BRANDING, SPAIN/PORTUGAL & TRANSPORTATION SPECIALS	5/2/25
JULY	MID-YEAR ISSUE, IMPACT 50, SWITZERLAND SPECIAL	6/6/25
AUGUST	THE WHO, CASINO SPECIAL	7/4/25
SEPTEMBER	EXCELLENCE IN CONCESSIONS, IMPACT: NEXT GEN	8/1/25
OCTOBER	Q3 RECAP, VENUESNOW CONFERENCE, VENUESNOW ALL-STARS, HISPANIC HERITAGE MONTH, LATIN GRAMMYS	8/29/25
NOVEMBER	MIDDLE EAST SPECIAL	10/3/25
DECEMBER	IMPACT: EUROPE, HALL OF HONOR, POLLSTAR AWARDS BALLOT ISSUE, DUTCH SPECIAL	10/31/25

DIRECTORIES

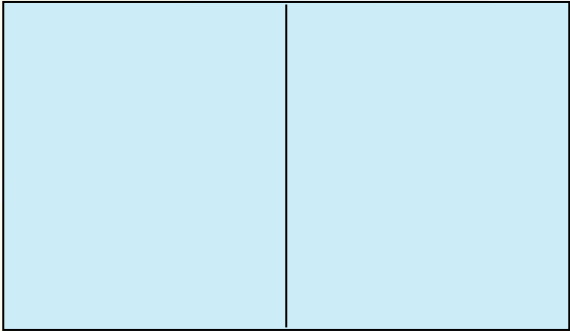
DIRECTORY	AD CLOSE
ARTIST MANAGEMENT DIRECTORY 2025	1/31/25
RECORD COMPANY DIRECTORY 2025	2/28/25
CONCERT VENUE DIRECTORY 2025 EDITION	3/28/25
BOOKING AGENCY DIRECTORY 2025 SUMMER EDITION	5/09/25
CONCERT SUPPORT SERVICES DIRECTORY 2025-2026	6/13/25
TALENT BUYER DIRECTORY 2025	7/25/25
ARTIST MANAGEMENT DIRECTORY 2025-2026	8/22/25
CONCERT VENUE DIRECTORY 2025-2026 EDITION	9/26/25
BOOKING AGENCY DIRECTORY 2026	11/07/25

AD SPECS

PRINT

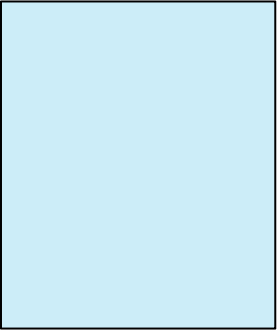
Pages trim to: 8.5” x 11”, 21.6 x 28 cm | All ads are four-color process

TWO PAGE
SPREAD



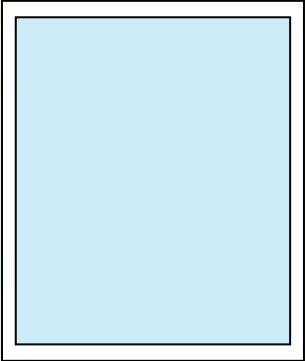
BLEED
17.5” x 11.5”
44.45 x 29.21 cm
LIVE
16” x 10”
40.64 x 25.4 cm
TRIM
17” x 11”
43.18 x 27.94 cm

ONE PAGE
FULL BLEED



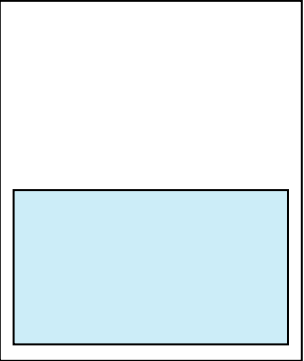
BLEED (includes 1/8” bleed)
8.75” x 11.25”
22.23 x 28.58 cm
LIVE
7.5” x 10”
19.05 x 25.4 cm
TRIM
8.5” x 11”
21.6 x 28 cm

ONE PAGE
NO BLEED



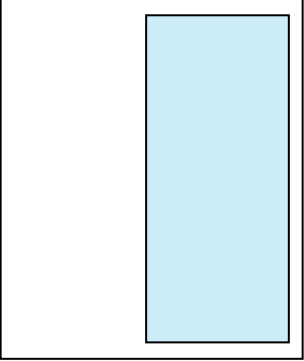
7.5” x 10”
19.05 x 25.4 cm

HALF PAGE
HORIZONTAL



7.5” x 5”
19.05 x 12.7 cm

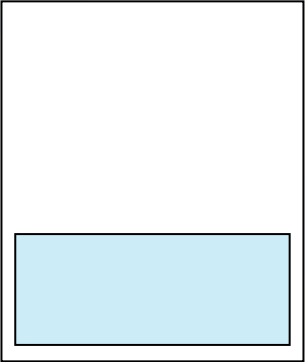
HALF PAGE
VERTICAL*



3.66” x 9.5”
9.31 x 24 cm

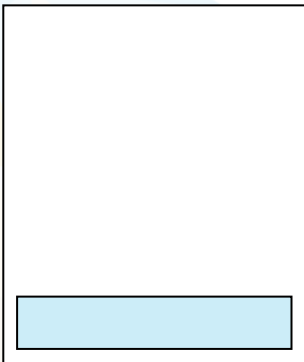
*NOT AVAILABLE IN DIRECTORIES

THIRD PAGE
STRIP



7.5” x 3”
19 x 7.6 cm

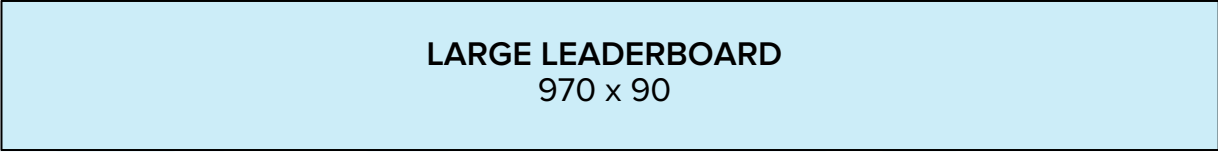
QUARTER PAGE
STRIP



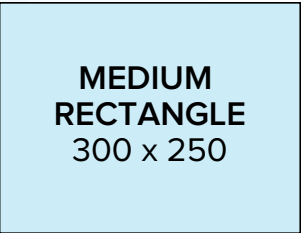
7.5” x 2.25”
19 x 5.7 cm

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	\$5,550	\$3,555	\$2,515	\$1,835
6X	\$5,105	\$3,265	\$2,315	\$1,685
12X	\$4,605	\$2,945	\$2,085	\$1,525

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 970px x 90px	\$2,445	\$1,955	\$1,835	\$1,705
HALF PAGE 300px x 600px	\$1,955	\$1,705	\$1,465	\$1,225
MEDIUM RECTANGLE 300px x 250px	\$1,335	\$1,065	\$995	\$935

POLLSTAR DAILY PULSE	WEEKLY: 5 DAYS, MONDAY - FRIDAY
BANNER 600px x 100px	\$2,445 / WEEK

POLLSTAR PREMIUM WEEKLY	EVERY FRIDAY
BANNER 600px x 100px	\$2,445 / WEEK

SALES CONTACTS

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THANK YOU

POLLSTAR