

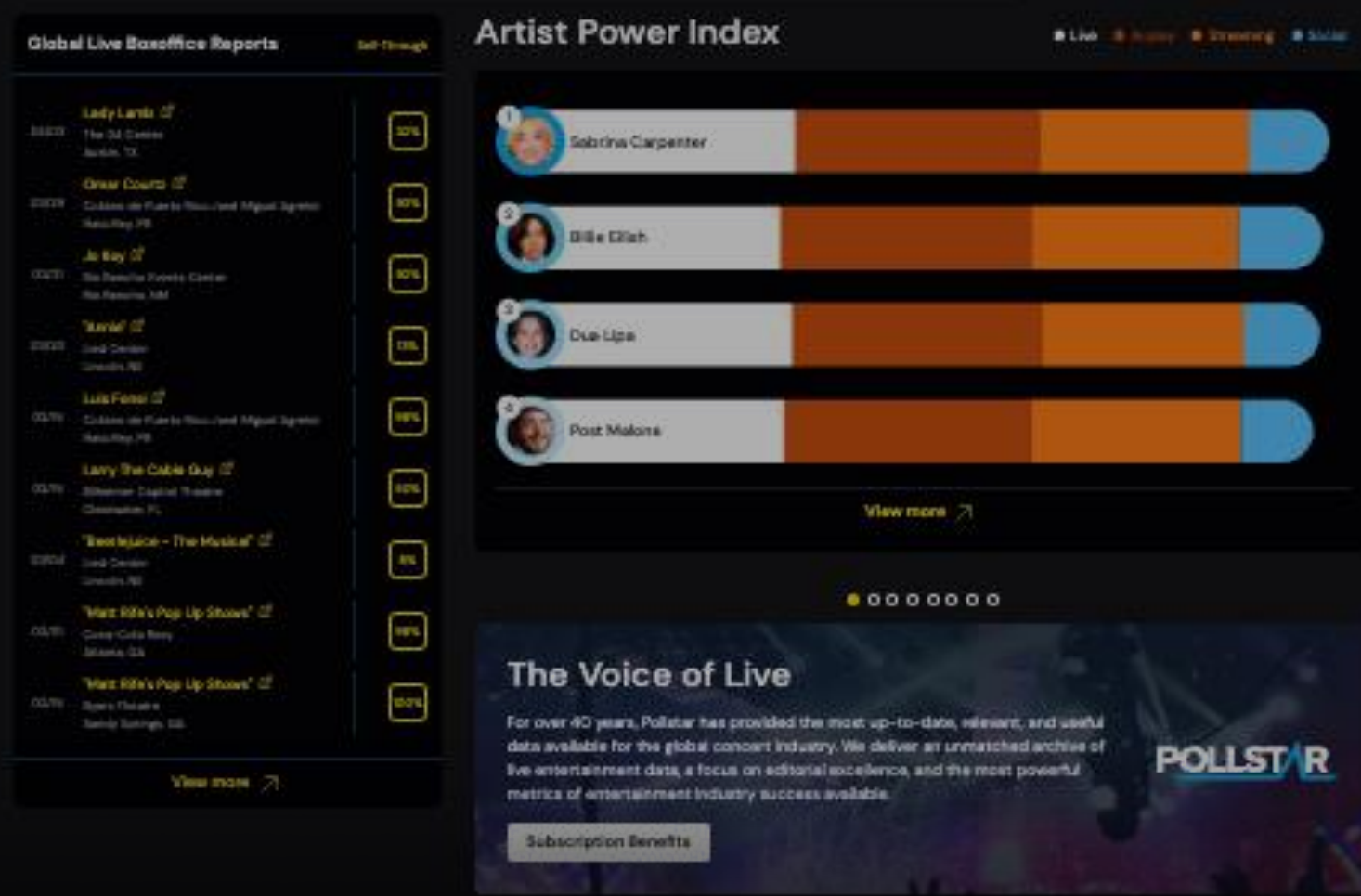
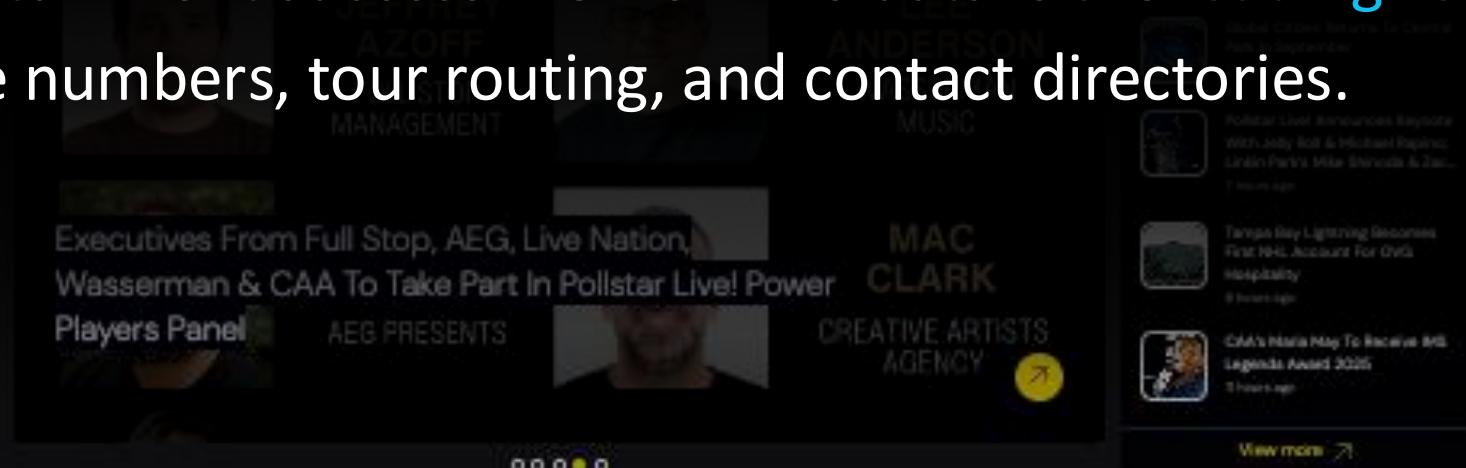
# POLLSTAR

The logo features the word "POLLSTAR" in a bold, white, sans-serif font. A thick, bright blue graphic element is positioned below the text, starting as a horizontal bar under "POLL", then rising to a sharp peak under the "A", and finally descending to a horizontal bar under "R".

**2026** Media Kit

# Who is Pollstar?

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 box office numbers, tour routing, and contact directories.



PRINT

DIGITAL

EVENTS

# Our Audience


**PRINT**


 **12,421** READERS  
Monthly Pollstar Publication

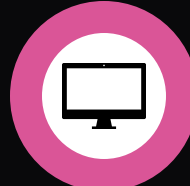
 **148K** CONTACT LISTINGS  
Contact Directories

**DIGITAL**


**POLLSTAR.COM**

 **280K**  
AVG. MONTHLY USERS

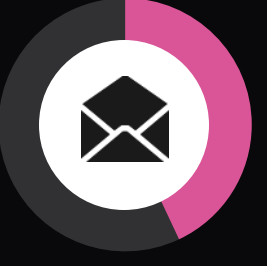
 **2.3M**  
YEARLY USERS

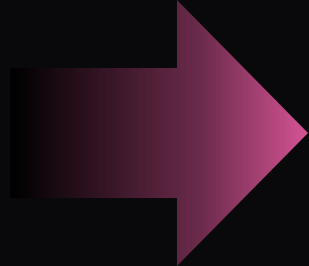
 **1.5M**  
AVG. MONTHLY PAGE VIEWS

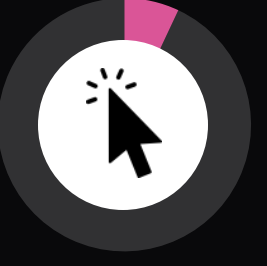
**POLLSTAR DAILY PULSE**

 **15.8K**  
SUBSCRIBERS

**POLLSTAR PREMIUM WEEKLY EMAIL TO SUBSCRIBERS**

 **45%**  
OPEN RATE



 **7%**  
POLLSTAR PREMIUM  
DIGITAL WEEKLY CLICK  
THROUGH RATE

**EVENT**

**POLLSTAR LIVE!** **2,000+**  
POLLSTAR LIVE! CONFERENCE  
ATTENDEES

**VENUESNOW CONFERENCE** **1,000+**  
VENUESNOW CONFERENCE  
ATTENDEES

## SOCIAL MEDIA FOOTPRINT

 **25K**  
@pollstar

 **19K**  
@pollstar

 **15K**  
@pollstar

 **35K**  
@pollstar\_official

# Q1 Publications

## JANUARY

The Comedy Issue



Specials: Pollstar Awards Voting, Ticketing Stars, Grammy Preview

Sector Spotlight: Ticketing

Sustainability Matters: Green Resolutions

Market Focus: Bay Area

International Market Focus: South America - Brazil

Charts: Concert Market Rankings, Ticketing Stars, Hall of Honor

AD CLOSE:

12/5/25

## FEBRUARY

The Black History Month Issue



Specials: Magna Charta

Sector Spotlight: Insurance

Sustainability Matters: Community Resiliency

Market Focus: Puerto Rico

International Market Focus: Europe - Italy

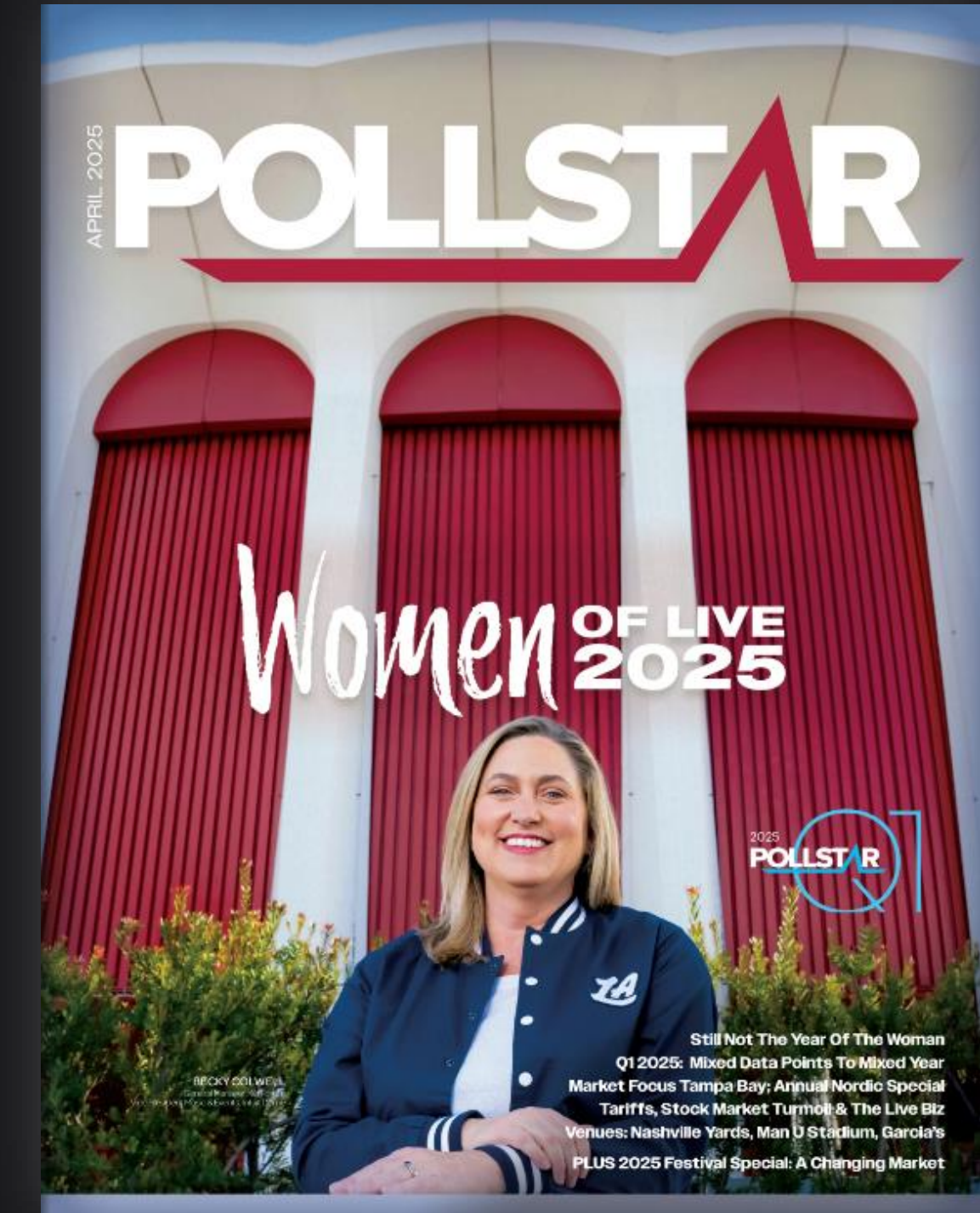
Charts: Entertainment Districts

AD CLOSE:

1/9/26

## MARCH

Women of Live Issue



Specials: Q1 Recap, Festivals

Sector Spotlight: Technology

Sustainability Matters: Water Conservation

Market Focus: Chicago, IL

International Market Focus: Europe - Sweden

Charts: Festival Rankings

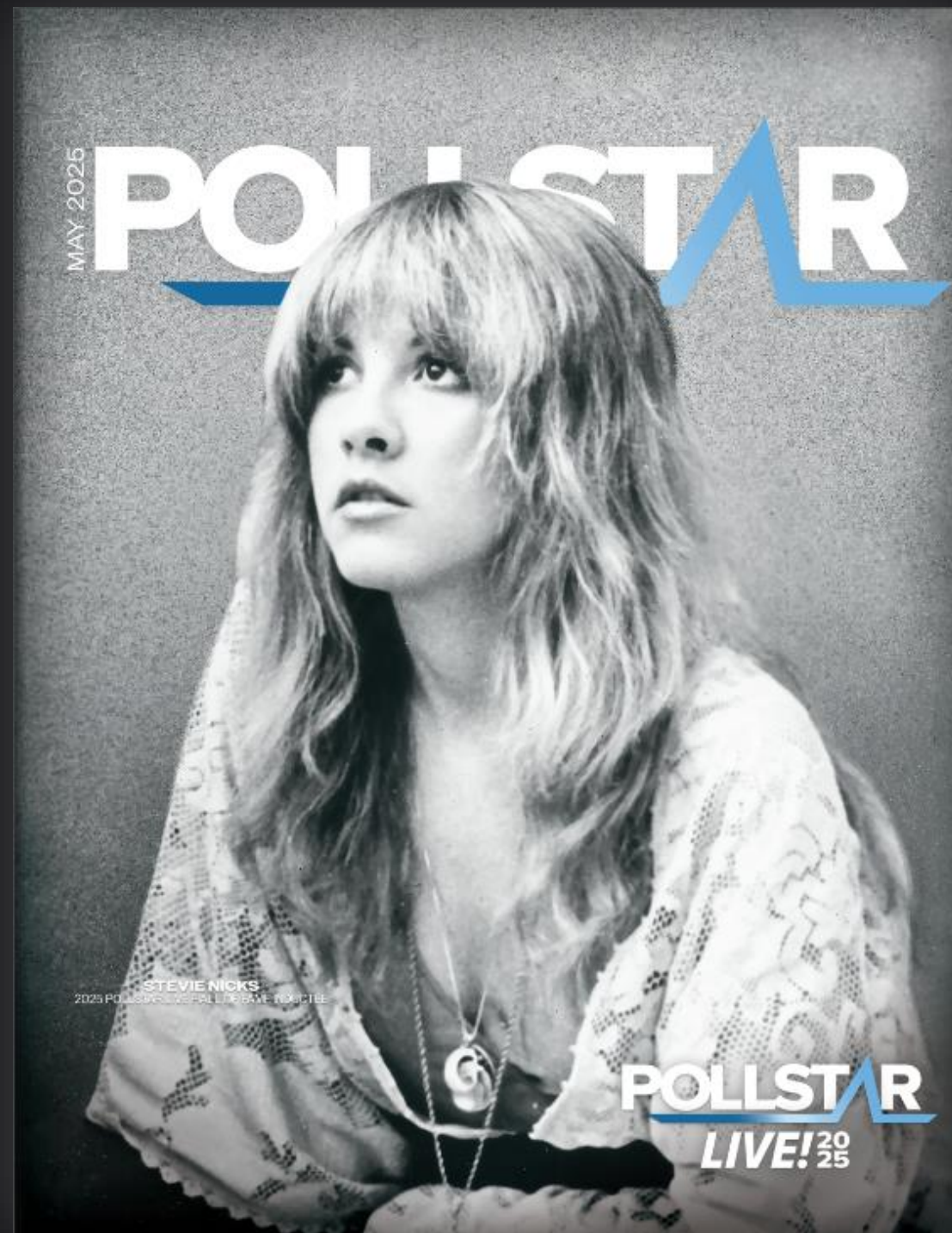
AD CLOSE:

2/6/26

# Q2 Publications

**APRIL**

Pollstar Live! Issue



Specials: Awards, Earth Month, Departure  
Sector Spotlight: Transportation  
Sustainability Matters: Earth Day  
Market Focus: Phoenix, AZ  
International Market Focus: UK - England  
Charts: Sustainable Venues

**AD CLOSE:**  
3/6/26

**MAY**

The Brand Issue



Specials: Branding Stars  
Sector Spotlight: Brand Marketing  
Sustainability Matters: Biodiversity  
Market Focus: New York, NY  
International Market Focus: Spain - Barcelona, Portugal - Lisbon  
Charts: Brand Activations/SBJ Awards

**AD CLOSE:**  
4/3/26

**JUNE**

The Mid-Year Issue



Specials: Impact50, Pride  
Sector Spotlight: Audio & Lighting  
Sustainability Matters: Ocean Conservancy  
Market Focus: Louisville, KY  
International Market Focus: Europe - Switzerland  
Charts: Mid-Year Full Charts

**AD CLOSE:**  
5/1/26

# Q3 Publications

## JULY

The Casino Issue



Specials: TBD

Sector Spotlight: Event Production

Sustainability Matters: Plastic Free July

Market Focus: TBD

International Market Focus: Europe - France

Charts: Casino Rankings

AD CLOSE:

6/5/26

## AUGUST

The Excellence in Concessions Issue



Specials: TBD

Sector Spotlight: Point of Sale

Sustainability Matters: Sustainable Transportation

Market Focus: San Diego, CA

International Market Focus: Australia/New Zealand - Brisbane

Charts: Concessions

AD CLOSE:

7/3/26

## SEPTEMBER

The VenuesNow Issue



Specials: VN All-Stars, Q3 Recap, Impact: NextGen

Sector Spotlight: Safety & Security

Sustainability Matters: Waste

Market Focus: Nashville, TN

International Market Focus: Asia - Singapore

Charts: Q3 Recap, VN All-Stars, NextGen

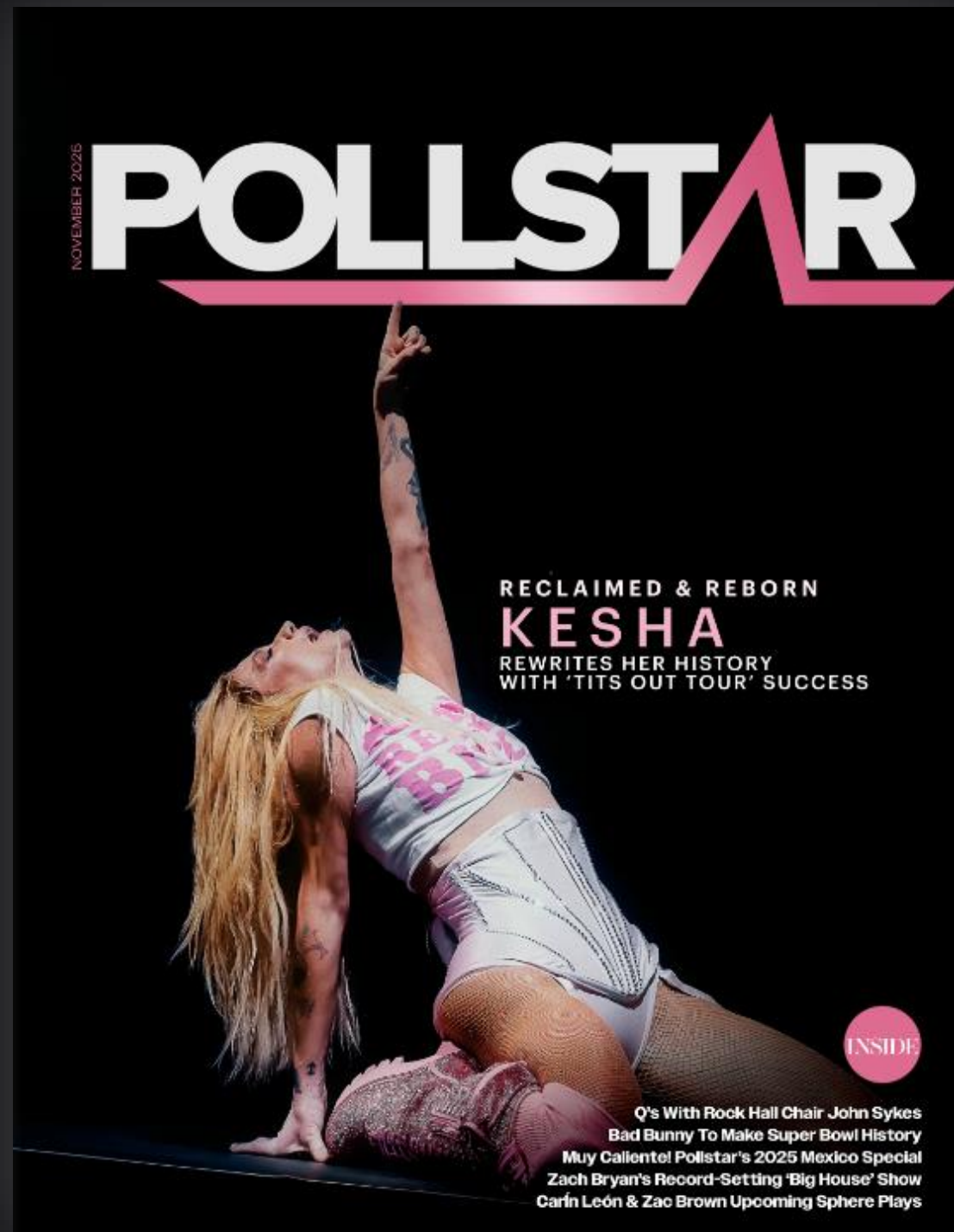
AD CLOSE:

TBD

# Q4 Publications

## OCTOBER

The Rock & Roll Hall of Fame Issue



Specials: Hispanic Heritage Month

Sector Spotlight: Architects & Engineers

Sustainability Matters: Food Waste Program

Market Focus: TBD

International Market Focus: Central America - Mexico

Charts: Rock & Roll Hall of Fame

AD CLOSE:

TBD

## NOVEMBER

The Impact Europe Issue



Specials: Latin Grammys, PSA Nominations

Sector Spotlight: Staging & Seating

Sustainability Matters: Recycling & Composting

Market Focus: TBD

International Market Focus: Europe - Netherlands

Charts: Impact International List

AD CLOSE:

TBD

## DECEMBER

The Year End Issue



Specials: Hall of Honor

Sector Spotlight: Finance

Sustainability Matters: Reflection & Future Vision

Market Focus: TBD

International Market Focus: Middle East - TBD

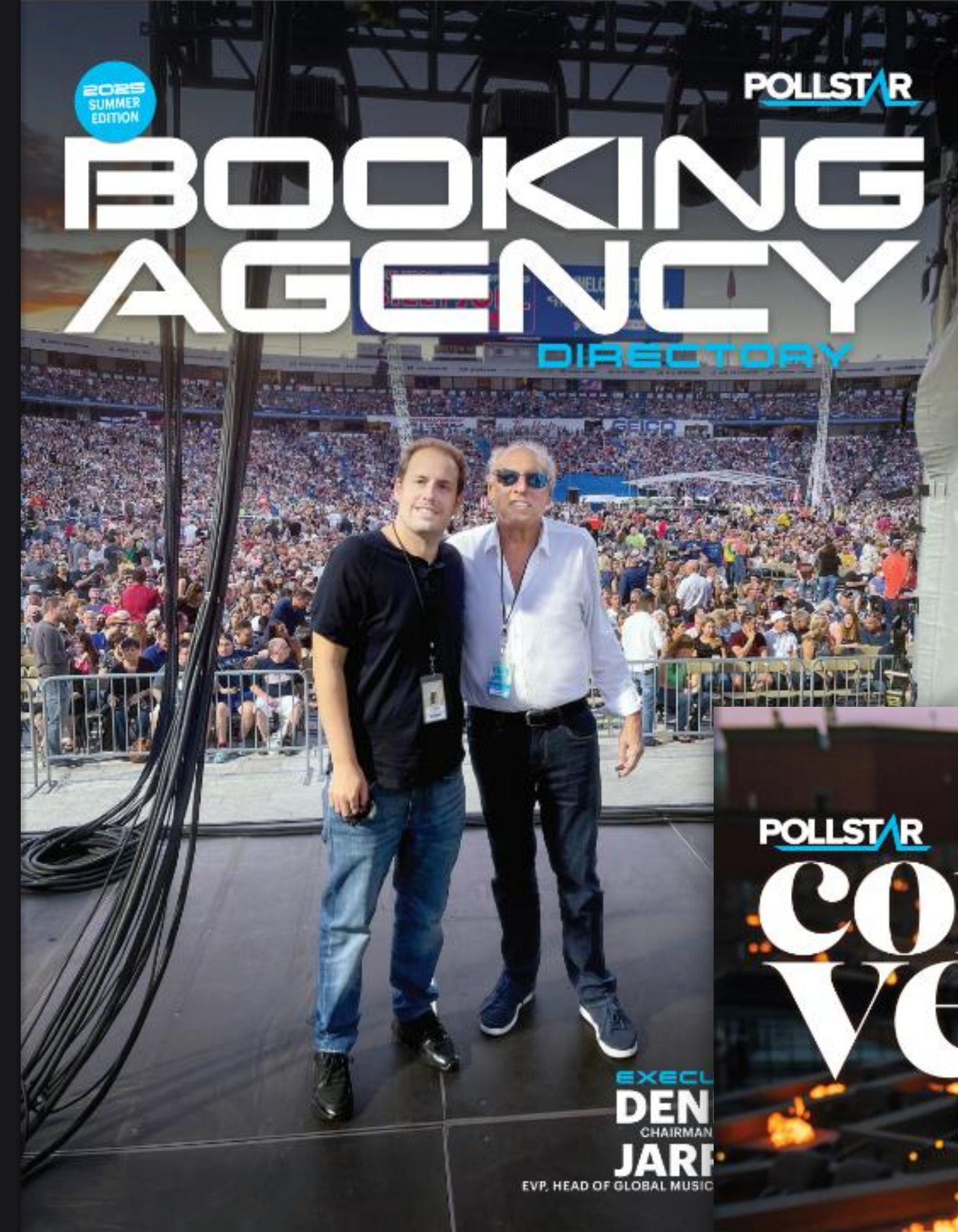
Charts: Full Charts, Hall of Honor

AD CLOSE:

TBD

# Our Directories

DIRECTORY	AD CLOSE
Artist Management Directory 2026-27	2/13/26
Record Company Directory 2026	3/13/26
Concert Venue Directory 2026 Edition	4/10/26
Booking Agency Directory 2026 Summer Edition	5/8/26
Concert Support Services Directory 2026-27	6/12/26
Talent Buyer Directory 2026	8/7/26
Artists Management Directory 2026-27	9/4/26
Concert Venue Directory 2026-27 Edition	10/9/26
Booking Agency Directory 2027	11/6/26



# Print Branding Specs

Pages trim to: 8.5" x 11" (21.6 cm x 28 cm)

All ads in CMYK and PDF format

## Full Spread

### BLEED

▶ 17.5" x 11.5"  
(44.45 cm x 29.21 cm)

### LIVE

▶ 16" x 10"  
(40.64 cm x 25.4 cm)

### TRIM

▶ 17" x 11"  
(43.18 cm x 27.94 cm)

## Full Page

### BLEED (includes 1/8" bleed)

▶ 8.75" x 11.25"  
(22.23 cm x 28.58 cm)

### LIVE

▶ 7.5" x 10"  
(19.05 cm x 25.4 cm)

### TRIM

▶ 8.5" x 11"  
(21.6 cm x 28 cm)

## 1/2 Page (Horizontal)

▶ 7.5" x 5"  
(19.05 cm x 12.7 cm)

Rank	Artist	Album	Streams	Spotify	Apple	Amazon	Total	Agency
1	Drake	For All the Dogs	1,415	3	1,108,067	76%	United Talent Agency	
2	The Weeknd	After Hours	1,280	7	872,718	86%	Artsy Artists	
3	Drake	For All the Dogs	1,257	4	812,060	82%	U2 Music	
4	Drake	For All the Dogs	1,191	3	548,038	82%	Primary Talent International	
5	Drake	For All the Dogs	1,150	5	308,287	88%	Artsy Artists	
6	Drake	For All the Dogs	1,137	5	571,777	80%	Entourage Talent Associates	
7	Drake	For All the Dogs	1,058	9	816,307	88%	Sound By Group	
8	Drake	For All the Dogs	977	8	328,701	90%	Creative Artists Agency	
9	Drake	For All the Dogs	941	4	343,987	90%	Northway Arts	
10	Drake	For All the Dogs	909	3	351,277	44%	J&B	
11	Drake	For All the Dogs	833	9	323,280	14%	Met Talent Group	
12	Drake	For All the Dogs	808	7	342,537	10%	_J&B_ arts	
13	Drake	For All the Dogs	803	3	347,429	47%	Creative Artists Agency	
14	Drake	For All the Dogs	812	3	308,080	84%	Platinum Artists, Inc.	
15	Drake	For All the Dogs	724	5	323,203	64%	Jeff Roberts Agency	
16	Drake	For All the Dogs	676	3	345,940	46%	Platinum Artists, Inc.	
17	Drake	For All the Dogs	575	3	375,028	78%	Shorewest Music	
18	Drake	For All the Dogs	524	3	314,821	90%	Artsy Artists	
19	Drake	For All the Dogs	487	3	378,814	70%	Artsy Artists	
20	Drake	For All the Dogs	475	4	327,840	90%	Artsy Artists	
21	Drake	For All the Dogs	438	7	308,128	60%	Incognito Artist Group	
22	Drake	For All the Dogs	278	4	378,720	57%	Universal Artists Agency	
23	Drake	For All the Dogs	275	3	311,328	87%	Popart Artists Agency	
24	Drake	For All the Dogs	239	6	312,475	17%		

## 1/2 Page (Vertical)\*

▶ 3.66" x 9.75"  
(9.31 cm x 24 cm)

## 1/3 Page Strip

▶ 7.5" x 3"  
(19 cm x 7.6 cm)

## 1/4 Page Strip

▶ 7.5" x 2.25"  
(19 cm x 5.7 cm)

# Digital Ad Specs

## POLLSTAR.COM

Large Leaderboard  
970 x 90px

Large Rectangle  
300 x 600px

Medium Rectangle  
300 x 250px

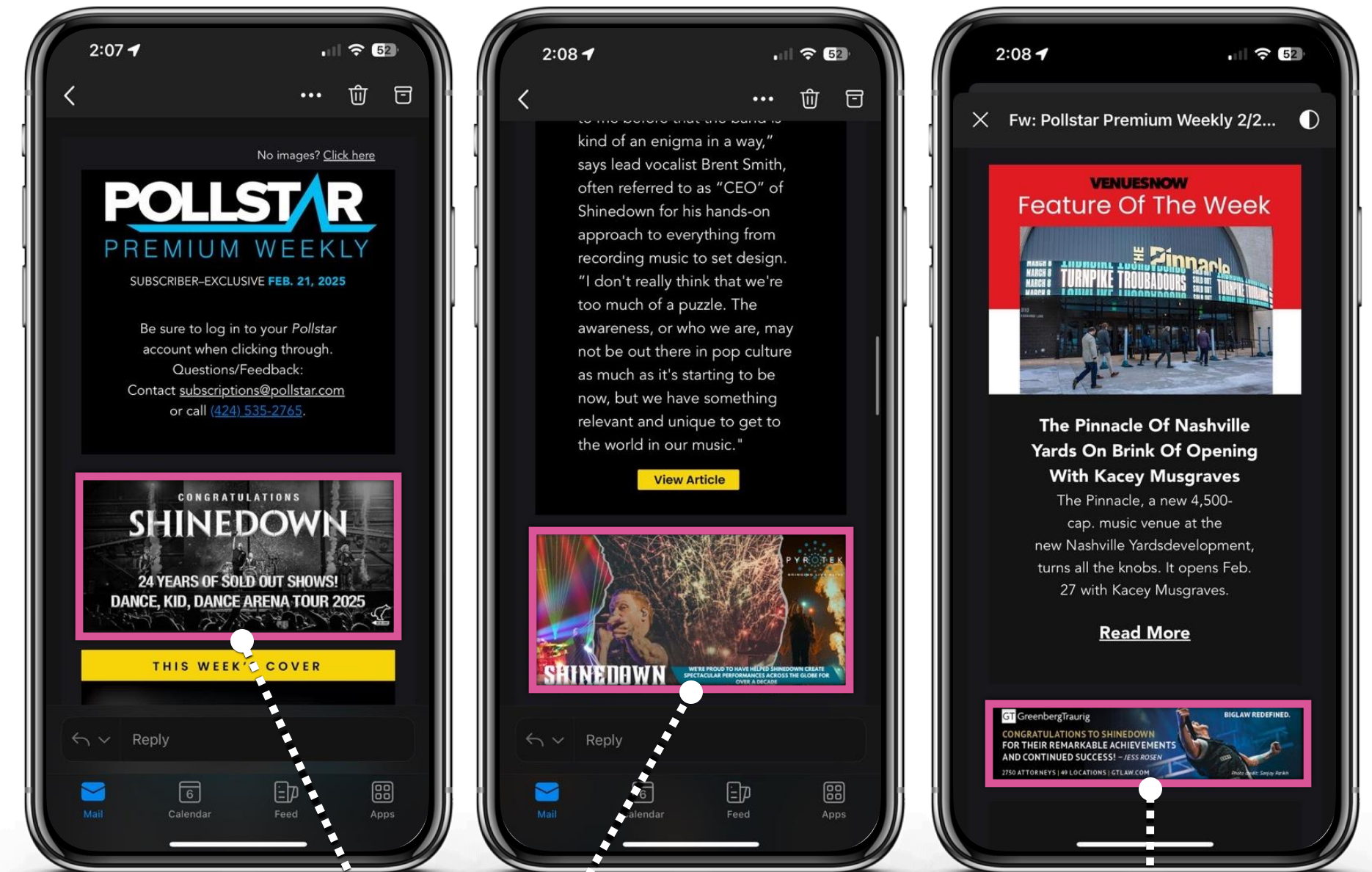


File formats include: PNG, JPG and GIF

## POLLSTAR DAILY PULSE

## POLLSTAR PREMIUM DIGITAL WEEKLY

Graphic sizes are representative to show scale only.



Pulse Banner  
600 x 300px

Pulse Banner  
600 x 150px

# Ad Rates

## POLLSTAR PRINT

FREQUENCY	FULL PAGE	1/2 PAGE	1/3 PAGE	1/4 PAGE
<b>OPEN</b>	\$5,550	\$3,555	\$2,515	\$1,835

## POLLSTAR DIRECTORIES

DIRECTORY	FULL PAGE	1/2 PAGE
<b>CONCERT VENUE DIRECTORY</b>	\$3,850	\$2,464
<b>ALL OTHER DIRECTORIES</b>	\$2,220	\$1,320

## POLLSTAR.COM

AD TYPE	2 WEEKS
<b>Leaderboard</b> 970 x 90px	\$2,445
<b>Half Page</b> 300 x 600px	\$1,955
<b>Medium Rectangle</b> 300 x 250px	\$1,335

## POLLSTAR NEWSLETTERS

POLLSTAR DAILY PULSE	WEEKLY: 5 DAYS (MONDAY-FRIDAY)
<b>Banner</b> 600 x 150px	\$2,445 / week
POLLSTAR PREMIUM WEEKLY	EVERY FRIDAY
<b>Banner</b> 600 x 150px	\$2,445 / week

Reach out to your representative About premium positions, features & bulk pricing!



Pollstar Live! offers three (3) days of compelling discussions led by visionaries in the live entertainment business, beginning with Production Live!, a full day dedicated to production and transportation in live events, followed by Pollstar Live!, including our annual Pollstar Awards celebration.



Pollstar Awards takes place during Pollstar Live! And is a star studded night honoring top pop tour, rock tour, R&B tour, management, agents, booking agents, large venue, small venue, stadium, casino, theatre, club, nightclub and more.

**POLLSTAR**  
LIVE!



Pollstar's Agents Live! is a networking opportunity during Pollstar Live! conference for entertainment professionals who buy, book, and sell live entertainment.



Production Live! is a one-day powerhouse summit taking on the most relevant topics around the challenges and opportunities facing the professionals who make the magic happen.



Impact: Next Gen highlights the rising stars shaping the future of the entertainment industry. Impact: Next Gen is here to show you that the future is bright and in good hands.



The VenuesNow All-Stars honorees include some of the most accomplished, innovative and influential leaders in the entertainment and sports facilities industries.



The Impact International UK/Europe Awards looks across the pond to recognize some of this industry's greatest minds, who all achieved remarkable things in the past year and beyond.

## Featured Events



Women of Live is the honorary reception for Pollstar Magazine and VenuesNow Magazine Women of Live Honoree List announced within March. This private cocktail reception invites all honorees to a celebration in their honor located in Los Angeles, CA.



Pollstar's IEBA event is a VIP gathering during the IEBA Conference in Nashville, TN.



Impact50 is the honorary reception for Pollstar Magazine Impact50 Honoree List announced in May/ June. This is a private cocktail reception invites all honorees to a celebration in their honor located in Los Angeles, CA.

# Partnership Packages

PARTNERSHIP LEVEL	GOLD	SILVER	BRONZE	PROUD
Speaking & Thought Leadership				
Conference Integration & Activation				
Exhibitor Space & Onsite Branding/Exposure				
Media Coverage & Print Support				
Registration				

Partnership Pricing  
Starting at:

**\$75,000**

**\$50,000**

**\$25,000**

**\$15,000**

# Sales Contacts

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### U.S. WEST / MOUNTAIN

## Eric Bohm

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**Thank You**

**POLLSTAR**