## AUDIENCE (000)

<table>
<thead>
<tr>
<th>Category</th>
<th>Audience</th>
<th>% Comp</th>
<th>Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Audience</td>
<td>22,883</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Men</td>
<td>11,417</td>
<td>50%</td>
<td>103</td>
</tr>
<tr>
<td>Women</td>
<td>11,466</td>
<td>50%</td>
<td>97</td>
</tr>
<tr>
<td>A18-24</td>
<td>3,146</td>
<td>14%</td>
<td>119</td>
</tr>
<tr>
<td>A25-34</td>
<td>3,650</td>
<td>16%</td>
<td>89</td>
</tr>
<tr>
<td>A35-44</td>
<td>4,386</td>
<td>22%</td>
<td>133</td>
</tr>
<tr>
<td>A45-54</td>
<td>3,228</td>
<td>14%</td>
<td>88</td>
</tr>
<tr>
<td>A55+</td>
<td>7,873</td>
<td>34%</td>
<td>91</td>
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<tr>
<td>A18-34</td>
<td>6,797</td>
<td>30%</td>
<td>100</td>
</tr>
<tr>
<td>A18-49</td>
<td>13,423</td>
<td>59%</td>
<td>109</td>
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<tr>
<td>A25-54</td>
<td>11,864</td>
<td>52%</td>
<td>103</td>
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<tr>
<td>21+</td>
<td>21,285</td>
<td>93%</td>
<td>N/A</td>
</tr>
<tr>
<td>Median Age</td>
<td>44.3</td>
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<td>N/A</td>
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<tr>
<td>Median HHI</td>
<td>$78,557</td>
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<td>N/A</td>
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<tr>
<td>Average HHI</td>
<td>$102,823</td>
<td>N/A</td>
<td>N/A</td>
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<tr>
<td>Employed</td>
<td>10,664</td>
<td>47%</td>
<td>102</td>
</tr>
<tr>
<td>College Educated</td>
<td>8,040</td>
<td>35%</td>
<td>104</td>
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<tr>
<td>Attending College</td>
<td>1,063</td>
<td>11%</td>
<td>121</td>
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<tr>
<td>Single</td>
<td>7,610</td>
<td>33%</td>
<td>114</td>
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<tr>
<td>Married</td>
<td>11,488</td>
<td>50%</td>
<td>95</td>
</tr>
<tr>
<td>Any Kids</td>
<td>8,915</td>
<td>39%</td>
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<tr>
<td>White</td>
<td>16,374</td>
<td>71%</td>
<td>96</td>
</tr>
<tr>
<td>Black/African-American</td>
<td>3,301</td>
<td>15%</td>
<td>109</td>
</tr>
<tr>
<td>Asian</td>
<td>969</td>
<td>4%</td>
<td>105</td>
</tr>
<tr>
<td>Spanish/Hispanic Origin</td>
<td>4,982</td>
<td>22%</td>
<td>131</td>
</tr>
</tbody>
</table>

Source: 2021 comScore Multi-Platform/MRI Simmons USA Fusion (09-21/521)
## Reader Profile

<table>
<thead>
<tr>
<th>AUDIENCE (000)</th>
<th>% COMP</th>
<th>INDEX</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total Audience</strong></td>
<td>5,792</td>
<td>N/A</td>
</tr>
<tr>
<td><strong>Men</strong></td>
<td>3,138</td>
<td>55%</td>
</tr>
<tr>
<td><strong>Women</strong></td>
<td>2,654</td>
<td>46%</td>
</tr>
<tr>
<td><strong>A18-24</strong></td>
<td>1,195</td>
<td>21%</td>
</tr>
<tr>
<td><strong>A25-34</strong></td>
<td>1,302</td>
<td>22%</td>
</tr>
<tr>
<td><strong>A35-44</strong></td>
<td>1,217</td>
<td>21%</td>
</tr>
<tr>
<td><strong>A45-54</strong></td>
<td>886</td>
<td>15%</td>
</tr>
<tr>
<td><strong>A55+</strong></td>
<td>1,192</td>
<td>21%</td>
</tr>
<tr>
<td><strong>A18-34</strong></td>
<td>2,497</td>
<td>43%</td>
</tr>
<tr>
<td><strong>A18-49</strong></td>
<td>4,182</td>
<td>72%</td>
</tr>
<tr>
<td><strong>A25-54</strong></td>
<td>3,405</td>
<td>59%</td>
</tr>
<tr>
<td><strong>21+</strong></td>
<td>5,166</td>
<td>89%</td>
</tr>
<tr>
<td><strong>Median Age</strong></td>
<td>379</td>
<td>N/A</td>
</tr>
<tr>
<td><strong>Median HHI</strong></td>
<td>$64,599</td>
<td>N/A</td>
</tr>
<tr>
<td><strong>Average HHI</strong></td>
<td>$91,096</td>
<td>N/A</td>
</tr>
<tr>
<td><strong>Employed</strong></td>
<td>2,778</td>
<td>48%</td>
</tr>
<tr>
<td><strong>College Educated</strong></td>
<td>1,350</td>
<td>23%</td>
</tr>
<tr>
<td><strong>Attending College</strong></td>
<td>418</td>
<td>8%</td>
</tr>
<tr>
<td><strong>Single</strong></td>
<td>2,613</td>
<td>45%</td>
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<tr>
<td><strong>Married</strong></td>
<td>2,300</td>
<td>39%</td>
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<tr>
<td><strong>Any Kids</strong></td>
<td>2,697</td>
<td>47%</td>
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<tr>
<td><strong>White</strong></td>
<td>3,791</td>
<td>65%</td>
</tr>
<tr>
<td><strong>Black/African-American</strong></td>
<td>1,029</td>
<td>18%</td>
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<tr>
<td><strong>Asian</strong></td>
<td>223</td>
<td>4%</td>
</tr>
<tr>
<td><strong>Spanish/Hispanic Origin</strong></td>
<td>1,671</td>
<td>29%</td>
</tr>
</tbody>
</table>

**Source:** 2021 comScore Multi-Platform/MRI Simmons USA Fusion (09-21/S21)
# Reader Profile

**Median Age**
- 51.5

**Median HHI**
- $83,421 (N/A)

**Average HHI**
- $106,665 (N/A)

**Employed**
- 8,212 (46%)

**College Educated**
- 6,865 (39%)

**Attending College**
- 695 (8%)

**Single**
- 5,306 (30%)

**Married**
- 9,462 (53%)

**Any Kids**
- 6,392 (35%)

**White**
- 12,987 (73%)

**Black/African-American**
- 2,318 (13%)

**Asian**
- 782 (4%)

**Spanish/Hispanic Origin**
- 3,558 (20%)

**Total Audience**
- 18,379 (N/A)

**Men**
- 8,237 (45%)

**Women**
- 10,142 (55%)

**A18-24**
- 817 (4%)

**A25-34**
- 2,934 (16%)

**A35-44**
- 3,355 (18%)

**A45-54**
- 3,315 (18%)

**A55+**
- 7,914 (43%)

**A18-34**
- 3,750 (20%)

**A18-49**
- 8,621 (47%)

**A25-54**
- 9,603 (52%)

**A35-49**
- 18,213 (99%)

**Median Age**
- 51.5

**Median HHI**
- $83,421 (N/A)

**Average HHI**
- $106,665 (N/A)

**Employed**
- 8,212 (46%)

**College Educated**
- 6,865 (39%)

**Attending College**
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- 2,318 (13%)

**Asian**
- 782 (4%)

**Spanish/Hispanic Origin**
- 3,558 (20%)

**Source:** 2021 comScore (11-21) + 2021 comScore Multi-Platform/MRI Simmons USA Fusion (09-21/S21)
January
2022 Preview
AD/CLOSE: 11/26/21 ON-SALE: 1/4
Rolling Stone looks forward to the music, movies, TV shows and more that will shape entertainment and culture in the new year.

April
Ways to Save the Planet
AD/CLOSE: 2/25 ON-SALE: 4/5
Rolling Stone explores the significant issues affecting our environment—climate changes, sustainability, renewable energy, etc.—and how we can repair the planet, together.

May
Most Stylish Musicians
AD/CLOSE: 12/24/21 ON-SALE: 2/1
Rolling Stone spotlights the 25 most stylish musicians right now with the help of a blue-ribbon panel of industry insiders.

May
Creators Issue
AD/CLOSE: 3/25 ON-SALE: 5/3
Rolling Stone introduces the most innovative digital and social creators who are redefining the multimedia landscape and disrupting the traditional road to stardom.

June
Future of Music
AD/CLOSE: 4/29 ON-SALE: 6/7
Rolling Stone explores the trends and technology that's driving music's future and the breakthrough musicians moving us forward.

July/August
Hot List | Music Cities & Venues
AD/CLOSE: 5/27 ON-SALE: 7/5
Rolling Stone's annual Hot List returns with the biggest trends in music, entertainment and pop culture, plus the most iconic music cities and venues across the country.

September
The Outlaws
AD/CLOSE: 7/29 ON-SALE: 9/6
Rolling Stone spotlights the most influential comedians of today and tomorrow, featuring established and emerging stars.

September
For Your Consideration
AD/CLOSE: 8/23 ON-SALE: 9/13
Rolling Stone produces a stand-alone FYC edition, showcasing the most impactful music, artists and producers leading up to music's biggest night.

October
Greatest TV Shows Of All Time
AD/CLOSE: 8/26 ON-SALE: 10/4
From time-capsule sitcoms to cutting-edge TV dramas, Rolling Stone definitively ranks the game-changing small-screen hits, new and old.

November
D.I.Y. | Greatest Bands of all Time
AD/CLOSE: 10/28 ON-SALE: 12/6
Rolling Stone's holiday issue highlights the latest products for music & entertainment lovers and includes a definitive ranking of the 100 greatest bands of all time.

December
Musicians on Musicians
AD/CLOSE: 9/23 ON-SALE: 11/1
Rolling Stone's 4th annual Musicians on Musicians pairs A-list and legendary musicians to discuss moments that shaped them and their music.

March
Women's Month: Icons & Influences
AD/CLOSE: 1/21 ON-SALE: 3/1
Rolling Stone celebrates Women's History Month with the icons and visionaries shaping the future across music, entertainment, politics, tech and more.

DIGITAL ISSUE: BLACK HISTORY MONTH

DIGITAL ISSUE: PRIDE

DIGITAL ISSUE: HISPANIC HERITAGE MONTH
EVENTS CALENDAR

**TENTPOLES**

- **February**
  - **RS Live: Super Bowl**
    - LOS ANGELES, CA
    - Rolling Stone's 10th annual Super Bowl party features a multi-day content studio along with an iconic Saturday night VIP concert event

- **March**
  - **RS Live: SXSW**
    - AUSTIN, TX
    - Rolling Stone will activate several events during SXSW including a creators house/studio, interviews & panels and performance showcases

- **April**
  - **RS Live: Coachella**
    - PALM SPRINGS, CA
    - Rolling Stone returns to the desert with a multi-day hotel takeover with live interviews, late night sets, pool parties and brand activations

- **May**
  - **Creators Launch Party**
    - LOS ANGELES, CA
    - Rolling Stone celebrates our Creators Issue with an exclusive launch event, featuring in-book talent, exclusive appearances and live performances

- **July**
  - **RS Live: Lollapalooza**
    - CHICAGO, IL
    - RS has been a staple at Lolla for a decade, bringing off-site interviews, on-site content studios and exclusive performance showcases to iconic venues

- **September**
  - **RS Live: LIB**
    - LAS VEGAS, NV
    - RS's presence extends to Las Vegas for a 2nd year, hosting a series of exclusive pre and post parties, secret shows, and on-site activations within the festival grounds

- **November**
  - **Musicians on Musicians**
    - NEW YORK, NY
    - RS's premier editorial franchise comes to life as a first-ever live event in NYC—bringing together iconic artists for conversations and performances for a live audience

**AND MORE**

- WOMEN’S HISTORY MONTH CELEBRATION
- THE FUTURE OF MUSIC
- RS LIVE: BONNAROO
- RS LIVE: GOV BALL
- PRIDE MONTH CELEBRATION
- BEST MUSIC CITIES & VENUES
- LATIN ISSUE LAUNCH EVENT
- RS LIVE: AUSTIN CITY LIMITS
**PRINT**

**RATEBASE: 400K**

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<thead>
<tr>
<th>CIRCULATION</th>
<th>AMOUNT</th>
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<tbody>
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<tr>
<td>Verified</td>
<td>38,460</td>
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<td>Newsstand</td>
<td>12,187</td>
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<td>% Newsstand (of Rate Base)</td>
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<tr>
<td>Single Price Copy</td>
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<tr>
<td>Regular Subscription</td>
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## OPEN RATES

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<td></td>
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<tr>
<td></td>
<td>$122,941</td>
<td>$110,650</td>
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<td>Spread</td>
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<tr>
<td></td>
<td>$245,882</td>
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<tr>
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<td>$98,350</td>
<td>$88,522</td>
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<td>$66,390</td>
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<td>$49,180</td>
<td>$44,260</td>
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<tr>
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<td>$147,530</td>
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<td>Cover 4 (25% Premium)</td>
<td>Cover 4 (25% Premium)</td>
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<td>$153,680</td>
<td>$153,680</td>
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<tr>
<td></td>
<td>Cover 3 (10% Premium)</td>
<td>Cover 3 (10% Premium)</td>
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<td>$135,240</td>
<td>$135,240</td>
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<td>Cover 2 (15% Premium)</td>
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<tr>
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<td>Rolling Stone Ratebase</td>
<td>Rolling Stone Ratebase</td>
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<tr>
<td></td>
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</tbody>
</table>

### MISC

- **Cover 4 (25% Premium)**: $153,680
- **Cover 3 (10% Premium)**: $135,240
- **Cover 2 (15% Premium)**: $141,380

Rolling Stone Ratebase: 400,000

Fractional Premium: 20%
MECHANICAL REQUIREMENTS

PRINT

BINDING METHOD
- Perfect Bound

TRIM SIZE
- 9.6875” x 11.75”

LIVE AREA
- All type or graphics not intended to trip should be positioned 1/2” in from all bleed edges

GUTTER SAFETY
- Headlines | 1/4” each side of the gutter
- Body Text | 1/4” each side of the gutter

ACCEPTED DIGITAL FILES
- PDF-X1A, PDF 1.3
- One ad per file only
- Files must be composite (all colors on one page)
- Ad orientation: right reading, portrait mode, no rotations) 100% (actual size)
- Standard Trim and bleed marks must be included in all separations
- All trapping and overprints must be included in file

Rolling Stone no longer accepts conventional CMYK films

DIGITAL FILE DELIVERY
- http://pmc.sendmyad.com

Full Spread
- 19.375” x 11.75” Trim | 492 mm x 298 mm
- 19.625” x 12” Bleed | 498 mm x 305 mm
- 18.75” x 11.125” Live Area | 476 mm x 283
  - Please include .25” (7mm) safety in the gutter for perfect binding

Full Page
- 9.6875” x 11.75” Trim | 246 mm x 298 mm
- 9.9375” x 12” Bleed | 252 mm x 305 mm
- 9” x 11.125” Live Area | 229 mm x 283
  - Please include .25” (7mm) safety in the gutter for perfect binding

1/2 Page Spread
- 18.2” x 5” Trim | 462 mm x 127 mm
  - Please include .25” (7mm) safety in the gutter for perfect binding

1/2 Page
- 8.1875” x 5” Trim | 208 mm x 127 mm

1/3 Page
- 2.45” x 10.45” Trim | 462 mm x 127 mm
## Content & Social Insights

### Digital

#### Traffic (Monthly Average | US Only)

<table>
<thead>
<tr>
<th>Traffic</th>
<th>65MM Pageviews</th>
<th>21MM UVs</th>
<th>2:35 Average Time Spent</th>
</tr>
</thead>
</table>

**Source:** Google Analytics FY 2021 Average

#### Mobile

<table>
<thead>
<tr>
<th>Mobile</th>
<th>52MM Pageviews</th>
<th>16.8MM UVs</th>
<th>1:55 Average Time Spent</th>
</tr>
</thead>
</table>

**Source:** Google Analytics FY 2021 Average

#### Social Extensions

<table>
<thead>
<tr>
<th>Social</th>
<th>5.1MM Facebook Fans</th>
<th>6.3MM Twitter Followers</th>
<th>5.7MM Instagram Followers</th>
</tr>
</thead>
</table>

**Source:** Facebook/Twitter/Instagram January 2022 Insights
### EXECUTIVES

<table>
<thead>
<tr>
<th>Name</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brian Szejka</td>
<td><a href="mailto:brian.szejka@rollingstone.com">brian.szejka@rollingstone.com</a></td>
</tr>
<tr>
<td>Jessica Grill</td>
<td><a href="mailto:jessica.grill@rollingstone.com">jessica.grill@rollingstone.com</a></td>
</tr>
</tbody>
</table>

**NEW YORK**

475 Fifth Ave, New York, NY 10017  
P: (212) 484-1615  F: (212) 484-1771

| Brendan Hoey  | bhoey@rollingstone.com          |
| Lauren Kiggins| lkiggins@rollingstone.com        |

**CHICAGO**

20 W Kinzie, Chicago, IL 60654

| Sabrina Phillips| sphillips@rollingstone.com      |

**LOS ANGELES**

11175 Santa Monica Blvd, Los Angeles, CA 90025  
P: (323) 930-3300  F: (323) 935-4216

| Christina Tom  | ctom@rollingstone.com           |

**MUSIC BUSINESS**

| Mitch Herskowitz | maginc1715@gmail.com            |

**CONTACTS**

**DEMOGRAPHICS**

- M/F: 49/51
- 4.7MM A18-34
- 8.8M A25-54

**SOURCE:** Google Analytics Q4 2021 Average

**TRAFFIC**

- 97.3MM Pageviews
- 28.9MM UVs
- 1:26 Average Time Spent

**SOCIAL EXTENSIONS**

- 5MM Facebook Fans
- 6.3MM Twitter Followers
- 5.7MM Instagram Followers

**SOURCE:** Facebook/Twitter/Instagram January 2022 Insights

**MOBILE**

- 59.2MM Pageviews
- 14.6MM UVs
- 13.4MM Smartphone UVs

**SOURCE:** Google Analytics Q4 2021 Average

**NEW YORK**

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