



# This is Variety ///



f i+ / VARIETY

WATCH

**VARIETY** is the *definitive voice*  
of the entertainment industry  
for **111 YEARS** and counting

- ✔ No-nonsense analysis of Entertainment's most prominent **power-players**
- ✔ **Award-winning** breaking news reporting
- ✔ Insightful **deep-dive** think pieces
- ✔ **Must-read** feature spotlights
- ✔ **Cross-platform** coverage: desktop/mobile/tablet
- ✔ **Unique** video and social content
- ✔ **Highly engaged audience** of coveted industry-insiders
- ✔ **VIP** events and conferences



# Benefits of Advertising ///

- ⑦ Align your brand with one of the largest combined cross-platform audiences in the world reaching luxury, upscale and **top pyramid consumers**
- ⑦ Unprecedented **access** to celebrities and **power players**
- ⑦ Ability to create **custom native pieces** with celebrity video
- ⑦ Provocative sales & marketing team ready to ideate cutting edge executions with a **“make-it-happen” philosophy**



Our Audience ///

*THE HYPER-AFFLUENT  
AUDIENCE  
OF CULTURAL  
TRENDSETTERS*

**THEY ARE**

- 80% COLLEGE GRADUATES
- 40% POST-GRADUATES
- 61% TOP MANAGEMENT POSITIONS
- \$348K+ AVERAGE HHI
- \$1.1M AVERAGE TOTAL NET WORTH



**EDUCATED. SUCCESSFUL.  
WEALTHY. TECH-SAVVY.  
LUXURY TRAVEL.**

**EVERYDAY...**

- 35% SHOP ONLINE
- 50% STREAM VIDEO
- 36% WATCH YOUTUBE
- 30% USE INSTAGRAM
- 12% USE SNAPCHAT

# Cross-Platform Content ///





# Print Demographics ///



# 50K

Circulation

...

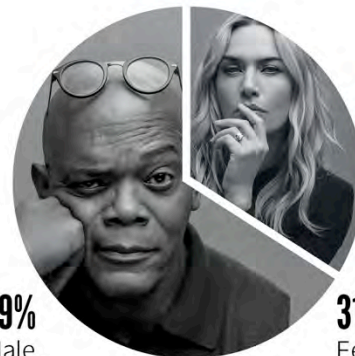
# 3 READERS

Per Copy

...

# OVER 150K


Readership




69%  
Male

31%  
Female

 **48** Median Age

 **88%** College Grad

 **34%** Post Grad

 **60%** C-Level & Senior Management Titles

 **\$550K** Average HHI

**\$2.1M** Average Net Worth

Sources: Source: 2016 Publisher's Sworn Circulation Statement; Ipsos Subscriber Study, Sept 2013

# Variety.com: A Premium Buy ///

# 61%

of marketers and agencies believe that Premium Content Publishers provide the

**BEST MEDIA FOR BRAND QUALITY AND IMAGE<sup>1</sup>**

- 1. Classic branding objectives remain front-and-center - marketers still prefer delivering those objectives through **premium content publishers<sup>2</sup>**
- 2. Provides a **safe and respected environment** for your brand
- 3. Offers **greater flexibility** with creative ad units
- 4. **Truly unique** custom “native” content
- 5. **Millennials** consume premium news content<sup>3</sup>
- 6. Millennials are the **fastest growing segment** on Variety.com

1. Media Insight Project 2015 2. OPA 3. OPA 2015



# Film Award Season Social Recap ///

# VARIETY

**GOLDEN GLOBES**  
JANUARY 10 - JANUARY 17

**SUNDANCE**  
JANUARY 21 - FEBRUARY 6

**SAG AWARDS**  
JANUARY 30 - FEBRUARY 5

**UNITE 4 HUMANITY**  
FEBRUARY 25 - FEBRUARY 27

**OSCARS**  
FEBRUARY 28 - MARCH 6



TWITTER  
VIDEO VIEWS

500K

4.4 MM

440K

76.7K

4.7MM



FACEBOOK  
VIDEO VIEWS

4.2 MM

11.4 MM

1.8 MM

1.2 MM

14.2 MM



43M

TOTAL SOCIAL VIDEO VIEWS

# Newsletters: Subscribers & Engagement ///

Total Newsletter Subscribers

**202,500**



**DAILY HEADLINES**

Recounting the day's top entertainment news stories.  
*Delivery: Monday – Friday*

**61,000**



**BREAKING NEWS**

Delivering up to the minute news as it breaks.  
*Delivery: Monday – Sunday*

**60,000**



**SPOTLIGHTS**

Featured topics include awards coverage, milestones, film & TV festivals & markets and profiles on leaders in the industry. *Delivery: Selected Dates*

**63,600**



**INTERNATIONAL**

Weekly recap of news on the European, Latin American, Asian and Middle Eastern entertainment markets. *Delivery: Thursday*

**18,500**

Open Rate

**24%**

COMPARED  
TO INDUSTRY  
AVERAGE

**16.1%**

Industry-driven subscribers deliver

**A MORE ENGAGED NEWS READER**



# Emmy® Winning ///

VARIETY STUDIO  
ACTORS  
ON ACTORS ON  PBS

Variety's "Actors on Actors" on PBS was awarded the Emmy® for best entertainment programming at the Television Academy's 67th Los Angeles area Emmy® Awards. [WATCH](#)





# Our Content ///



## COVER STORY

Each week, *Variety's* must-read centerpiece feature goes in-depth to illuminate a newsworthy aspect of the entertainment world, from profiles of Clint Eastwood and Bryan Cranston to deep investigations of Runaway Production or Sex in Showbiz.

## PLUGGED IN

The space for keeping up with what's big on the Web. From the best tweet of the week to the top stories from the past few days, Plugged In is *Variety.com's* presence in print.

## TOP BILLING

The place for news, lively analysis and detailed data on the business of entertainment: the latest castings and deals, and expert interpretation of the week's news; quick reads on fresh talent and compelling projects, as well as breezy charts and breakdowns explain what's happening in showbiz, with accessible entry points and bold graphics.

## VOICES

Informed opinion and timely analysis of the news, from columnists including Peter Bart, Andrew Wallenstein, Cynthia Littleton and Brian Lowry.

## EXPOSURE

*Variety's* long lens into the parties, premieres, elegant benefit galas and starry soirees of Hollywood, New York and beyond. The photo-intensive pages cover the week's most important events, and the influential celebrities and executives who make the scene.

## DATA DIVE

The one-stop shop for the numbers and statistics on which the entertainment industry bases its business decisions. Each week the section provides extensive worldwide box office information for movies, as well as TV ratings and Broadway grosses.

## SPOTLIGHTS

Coverage of all major entertainment awards and events from the Oscars to the Emmys to the Cannes Film Festival, as well as signature features such as the Women's Impact Report and 10 Directors to Watch.

## GLOBAL

Find out about the talent and companies that make the international entertainment business tick. From the up-and-coming new faces around the globe to TV shows that do big business, this section brings readers the trends and personalities who will go on to make waves around the world.

## DIRT

All the dish on the homes A-listers are buying and selling. The Real Estalker isn't afraid to get saucy in his commentary on celebrity mansions and decor choices.

## ARTISANS

Features the experts in below-the-line crafts such as production design and cinematography, with interviews, surveys and statistics on all the work that goes into creating great movies and television.

## FINAL CUT

Reviews, including top titles from film, television and Broadway, along with critical essays on the week's most buzzed-about titles. Also in this section are *Variety's* features Executecut, covering the hottest viral videos, books, videogames and music; and Off the Lot, with travel tips for the industry's frequent fliers.

## MY FIRST TIME

The book's end piece, where the industry's bold-faced names look back to the first time their name appeared in *Variety*, and reminisce about their career memories as they were starting out.

# Summits / Previous Speakers & Attendees ///



Mike Dunn, Twentieth Century Fox Home Entertainment



Eugene Chung, Oculus VR



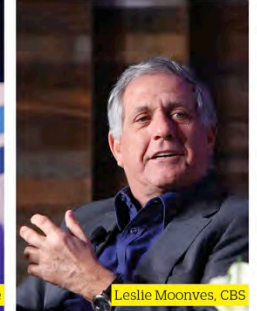
Marc Maron



Judd Apatow



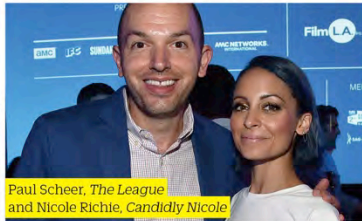
Haile Owusu, Mashable



Leslie Moonves, CBS



Marc Ecko, Complex



Paul Scheer, *The League* and Nicole Richie, *Candidly Nicole*



Paul Feig



Bishop T. D. Jakes



Matthew Welner



Eli Roth and Quentin Tarantino



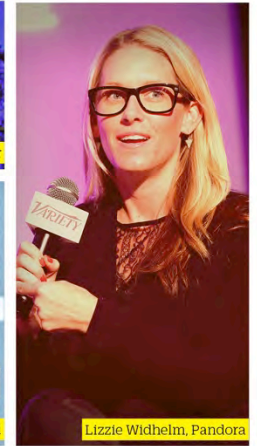
Philippe Dauman, Viacom



Patrick Frater, Variety and Donald Tang, Tang Media Partners



Vania Schlogel, Tidal



Lizzie Widhelm, Pandora



# Celebrity Events ///



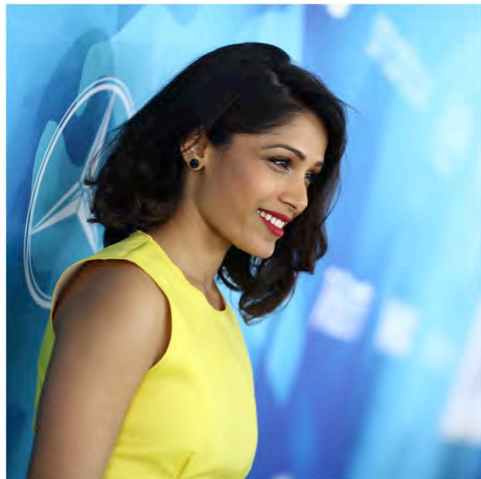
## SPONSORSHIP OPPORTUNITIES

- 1 Align your brand with A-list talent and the entertainment industry's biggest power players
- 2 Create a unique brand moment and space inside the event to engage with celebrities and generate press and media impressions
- 3 Exclusive, invite-only events

- 4 Build a 360 degree marketing campaign through added value of print advertisements, digital campaigns on Variety.com and sponsored social media posts across Twitter and Instagram



## Celebrity Events / Fashion ///



**NOVEMBER**

**STYLEMAKERS**  
LOS ANGELES

A collaboration between *Variety* and sister publication WWD, Stylemakers is a fusion of fashion and entertainment honoring the leading creative lights from acting, design, and beauty worlds—with the common touchstone: style.

[WATCH](#)

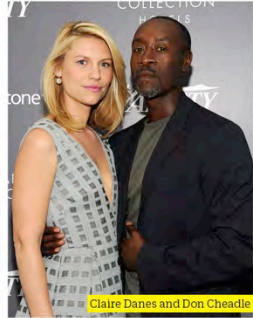
# Celebrity Events / Previous Attendees ///



Jimmy Kimmel



Alicia Keys



Claire Danes and Don Cheadle



Terry Crews and Nick Kroll



Robert De Niro and Martin Scorsese



Samuel L. Jackson and Jennifer Jason Leigh



Halle Berry



Rosie Perez and Lena Dunham



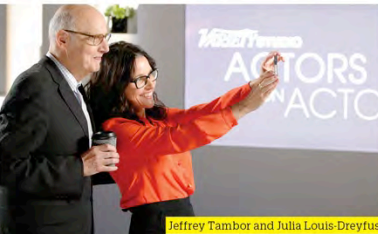
Kate Winslet



Michael Keaton



Trevor Noah



Jeffrey Tambor and Julia Louis-Dreyfus



Jeff Bridges



Jessica Chastain



Matthew McConaughey



Kerry Washington



Aziz Ansari

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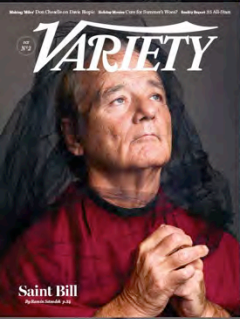
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THANK YOU

