

*VARIETY*  
**MEDIA KIT**

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**A POWERFUL PUBLICATION  
IN EVERY CONCEIVABLE ASPECT.  
VARIETY STANDS AS A MONUMENT  
TO THE ENTERTAINMENT  
INDUSTRY.**

— NATIONAL ARTS & ENTERTAINMENT JOURNALISM AWARDS JUDGE

# INNOVATING WITH WINS

VARIETY HAS RECEIVED

# 304 NOMINATIONS / 53 WINS

INCLUDING

99  
NOMS

**13TH ANNUAL NATIONAL ARTS & ENTERTAINMENT JOURNALISM AWARDS**

**46TH ANNUAL DAYTIME CREATIVE ARTS EMMY® AWARDS**

Outstanding Special Class Series

**30TH ANNUAL GLAAD MEDIA AWARDS**

Outstanding Magazine Overall Coverage

**LA PRESS CLUB AWARDS**

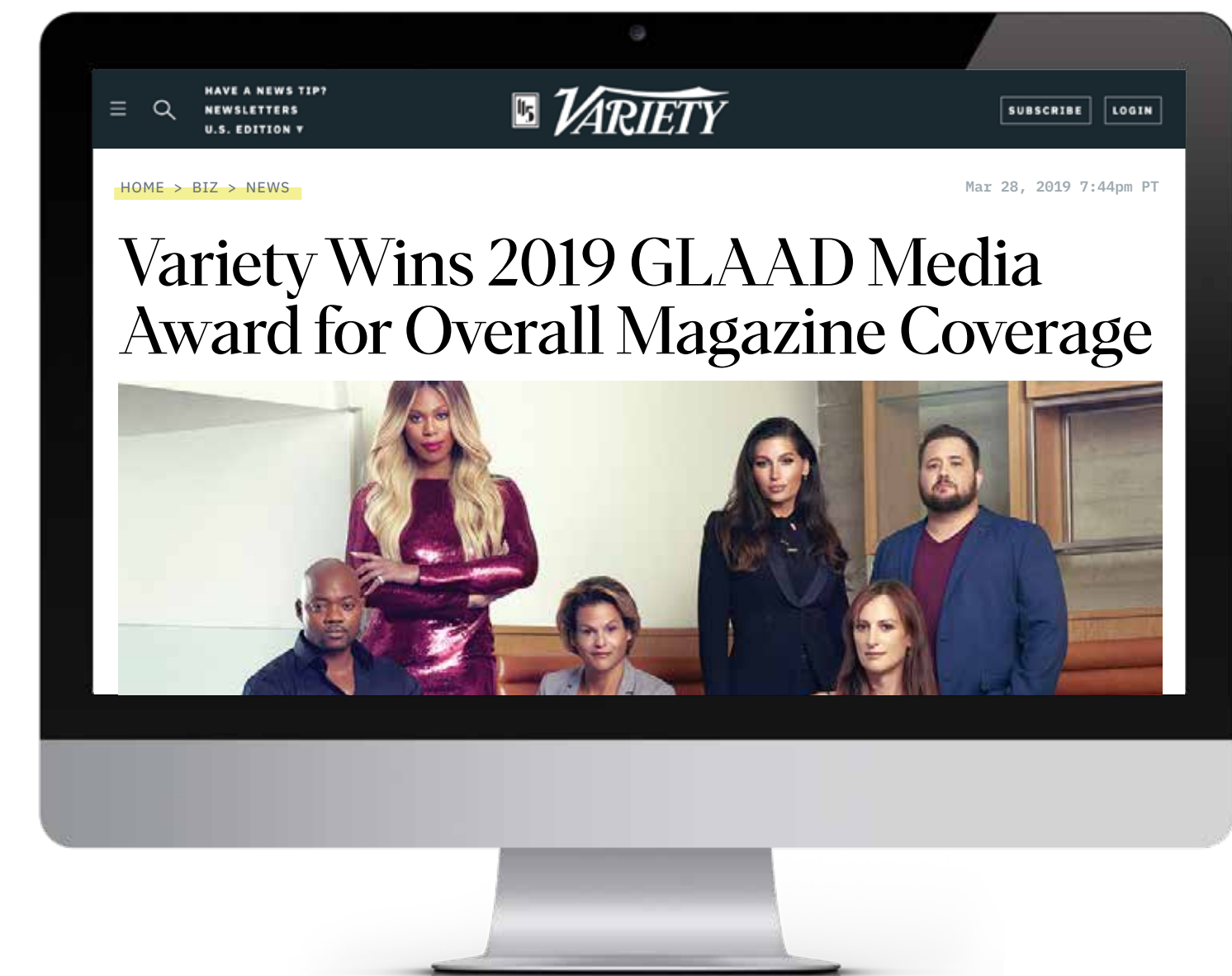
Entertainment Journalist of the Year & Best Website

**MAGGIE AWARDS**

Best Overall Magazine & Best Cover

**62ND SOCAL JOURNALISM AWARDS**

Entertainment Journalist of the Year





# INNOVATING THROUGH TRUST

**AUTHORITATIVE**

*source for film, TV, music & theater news*

**INTELLIGENT**

*analysis of the global entertainment & media industries*

**HIGHLY ENGAGING**

*video & social media content*

**AWARD-WINNING**

*breaking news reporting*

**UNIQUE**

*podcasts focused on the business of entertainment,  
Broadway and awards season news*

**CUSTOM**

*storytelling with the Variety Content Studio*

**MUST-READ**

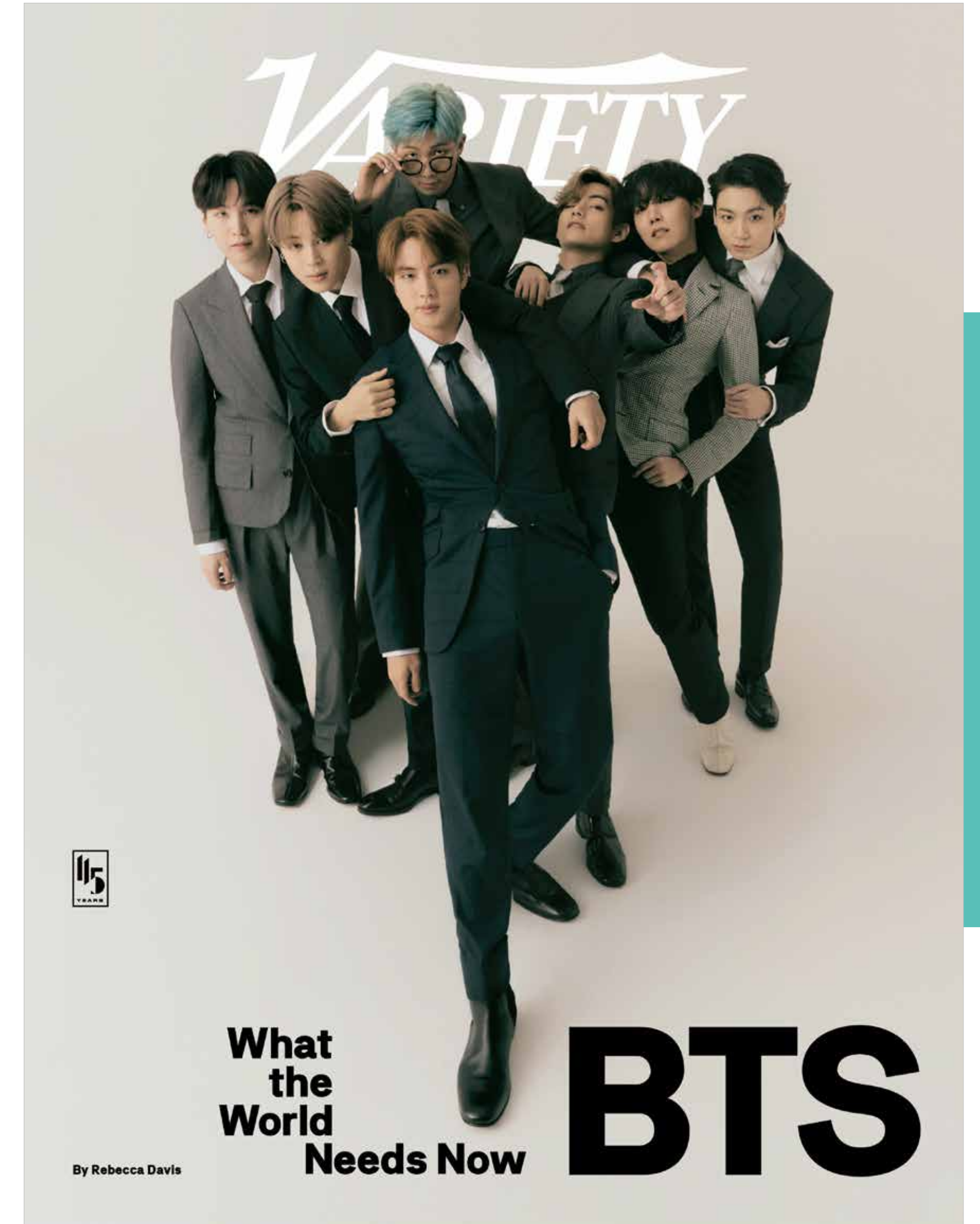
*feature spotlights and awards season coverage*

**PREMIUM**

*events & thought-leadership summits catered to  
entertainment influencers*

**ACCESS**

*to industry insiders & the voting community*



WATCH ▶



# INNOVATING ACROSS PLATFORM

## CUSTOM CONTENT

Video, Digital & Print

## VIRTUAL EVENTS

B2B, Celebrity & FYC events and summits

## PODCASTS

Featuring A-List talent, executives & producers

## PRINT

Insightful, deep-dive think pieces & must-read feature spotlights

## DIGITAL

Variety.com  
Newsletters  
Mobile

## SOCIAL MEDIA

Deeply engaged followers





# INNOVATING FOR OUR AUDIENCE

## PRINT

**63,500**  
CIRCULATION

**80%**  
PAID

**44**  
MEDIAN AGE

**42%**  
FEMALE

**58%**  
MALE

**\$396K**  
HHI

## SOCIAL

**6.1M**  
FOLLOWERS

**59%**  
FEMALE

**41%**  
MALE

## DIGITAL

**27M**  
UNIQUE VISITORS

**42M**  
PAGE VIEWS

**48**  
MEDIAN AGE

**58%**  
FEMALE

**42%**  
MALE

**\$108K**  
HHI

ALLIANCE FOR AUDITED MEDIA, DECEMBER 2020

COMSCORE MULTI-PLATFORM MEDIA METRIX, PLAN METRIX DESKTOP, MARCH 2020





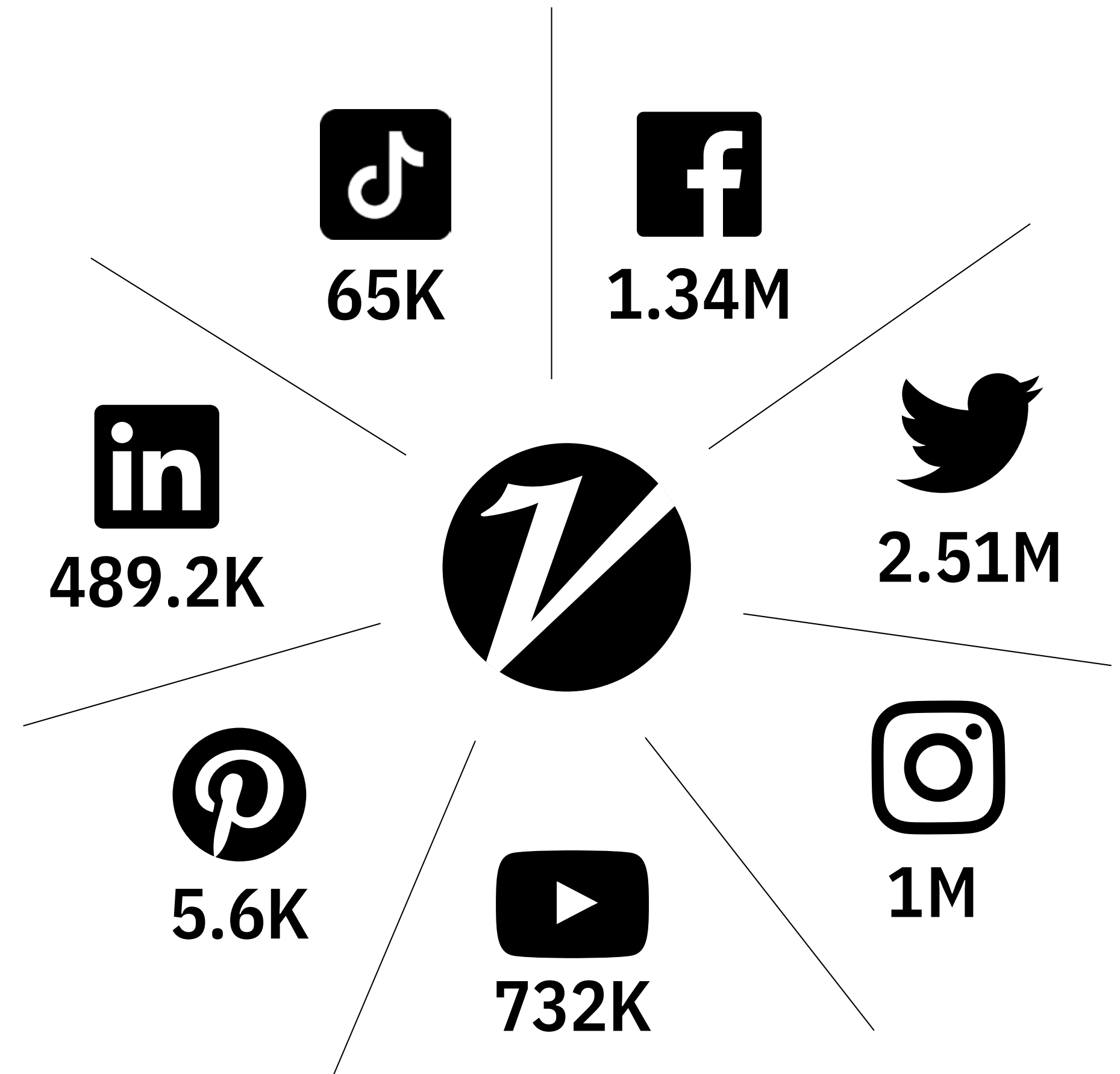
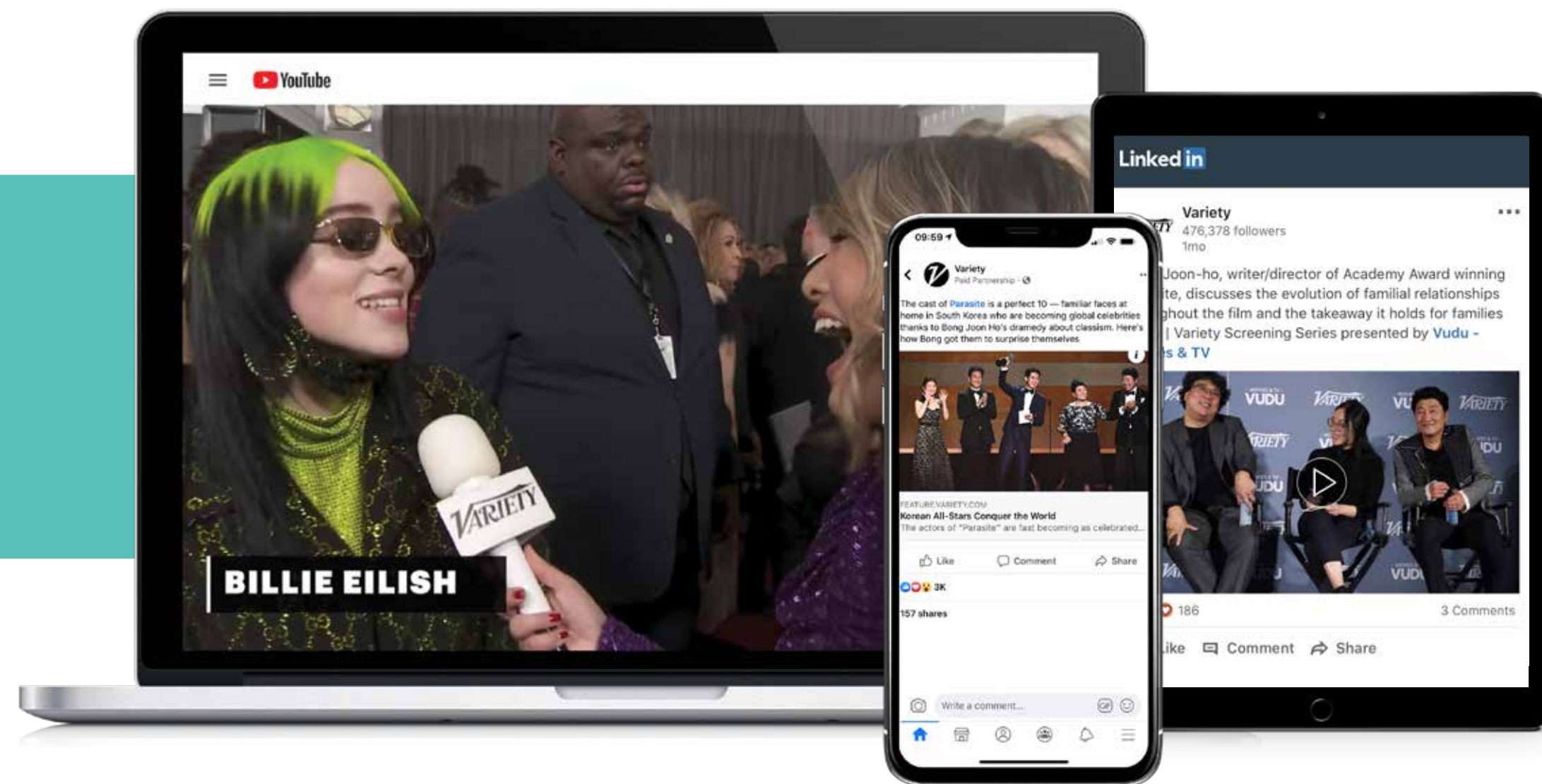
# INNOVATING WITH SOCIAL MEDIA

BRAND AMPLIFICATION THROUGH VARIETY SOCIAL MEDIA

**6.1M**  
TOTAL FOLLOWERS

**59%**  
FEMALE  
**41%**  
MALE

**18%**  
INCREASE IN  
FOLLOWERS YOY





# INNOVATING THROUGH CONTENT

## COVER STORY

Must-read centerpiece that goes in-depth to illuminate a newsworthy aspect of entertainment

## AWARDS CIRCUIT

A breakdown of awards season frontrunners, news & analysis

## EXPOSURE

Variety's lens into the parties, premieres and galas of Hollywood, New York and beyond

## FOCUS

Signature features such as the Women's Impact Report, Billion Dollar Franchise & 10 to Watch series

## TOP BILLING

Top weekly news in the business of entertainment – features in-depth reporting, analysis and expert opinions

## REVIEWS

Reviews of leading film & TV projects on Variety.com

## CONTENDERS

Coverage of major entertainment awards and events with analysis, predictions and commentary

## ARTISANS

Highlights below-the-line experts and the craft that goes into creating great movies and television

## FINAL CUT

A look back at iconic names' first-time in *Variety*, key anniversaries and historical moments in Hollywood

## JUST FOR VARIETY

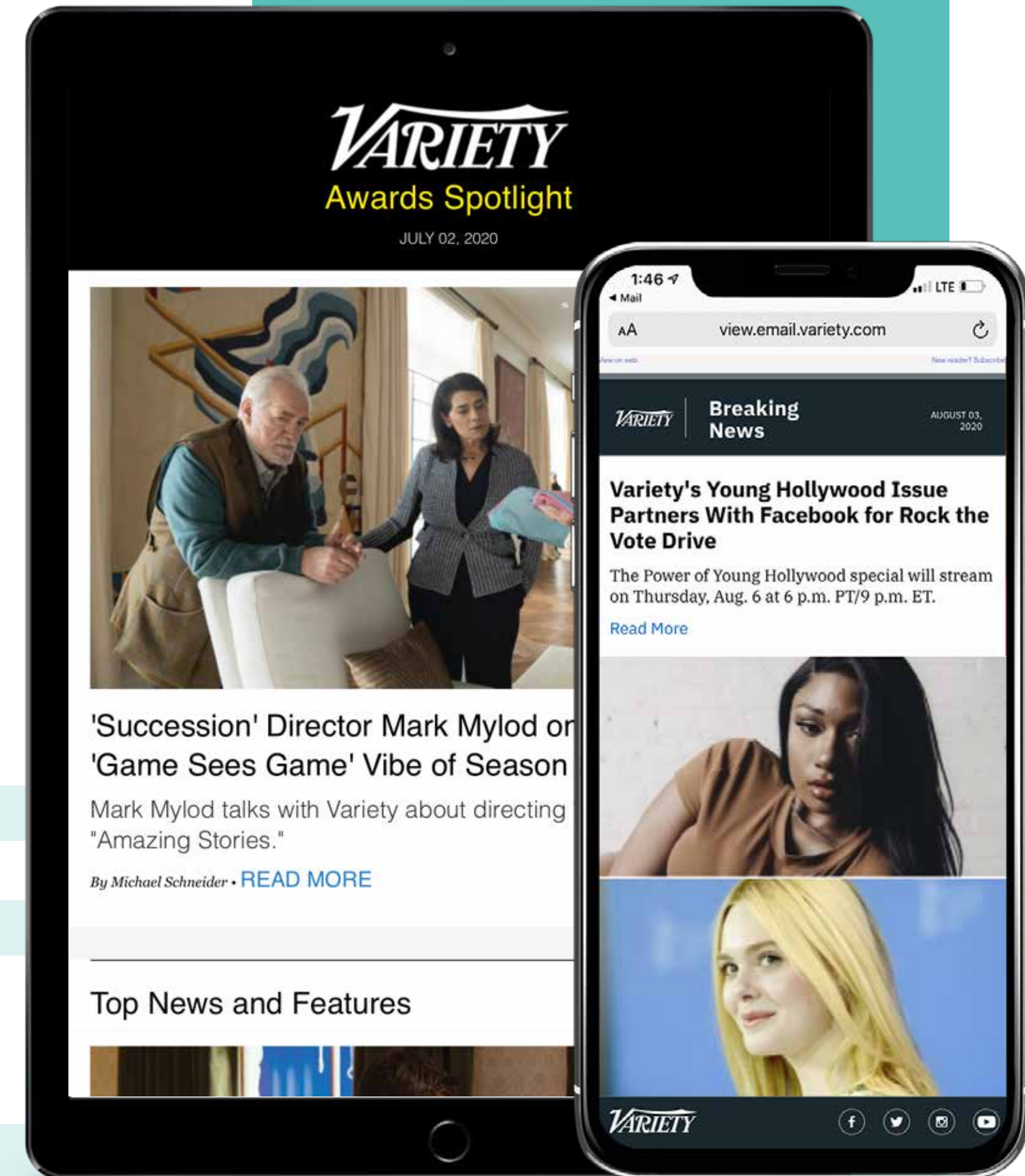
The iconic column covering industry dish and the personalities behind the business of entertainment returns online and in print, penned by senior culture editor Marc Malkin





# NEWSLETTERS

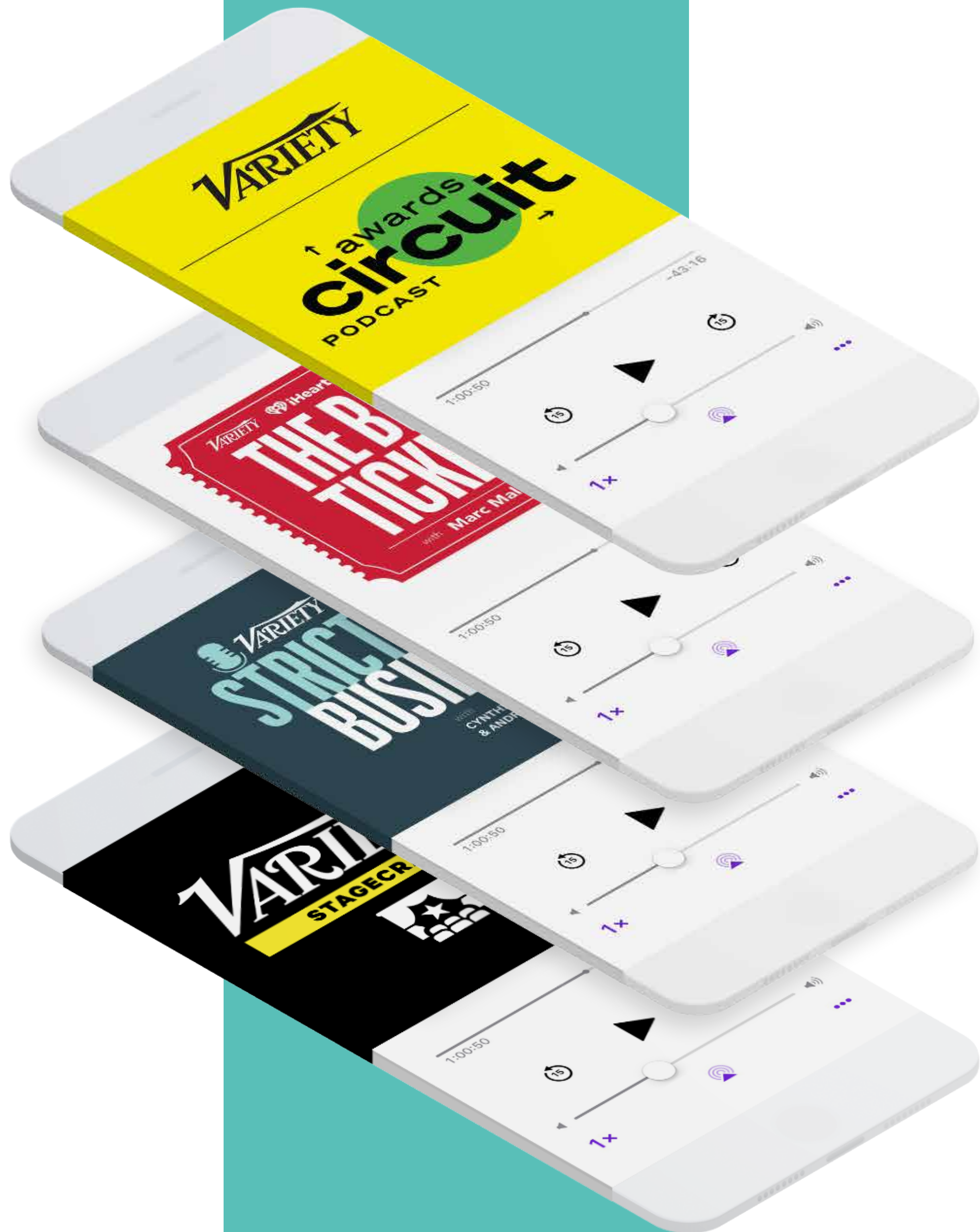
NEWSLETTER	SUBSCRIBERS	FREQUENCY
Breaking News	116,000	As Warranted
Daily Variety	165,000	Daily
Film News	81,500	Daily
Box Office	80,000	Daily
TV News	63,000	Daily
Music News	76,000	Thursday
Tech News	77,000	Wednesday
Voices	54,800	As Warranted
International	53,000	As Warranted
Awards Spotlight	79,000	As Warranted
Strictly Business	73,500	Weekly
The Big Ticket	59,000	Weekly
Stagecraft	176,500	Weekly
From the Magazine	71,000	Tuesday
Asia Weekly	42,000	As Warranted
<b>NEW</b> Awards HQ	83,000	Monday
Video	65,000	As Warranted
<b>NEW</b> Awards Circuit	83,000	As Warranted
Artisans	83,000	Weekly
Awards Bulletin	83,000	Daily
Gray's Gold	83,000	As Warranted
<b>NEW</b> Global Daily	53,000	Daily
Stand-Alone Custom eBlasts	65,000	As Warranted



AWARDS SPOTLIGHT

BREAKING NEWS





# PODCASTS



## AWARDS CIRCUIT

*Analysis of the Awards  
Season Race Plus Interviews  
with Top Contenders*

## JUST FOR VARIETY

*The Inside Scoop About Today's  
Hottest Movies & TV Shows With  
the Biggest Stars in Hollywood*

## STRICTLY BUSINESS

*Industry Leaders Share  
Business Deals & Strategies*

## STAGECRAFT

*Go Behind the Stage With  
the Biggest Stars in Theater*

**656,000**  
Downloads

**505,400**  
Downloads

**351,200**  
Downloads



# VARIETY STREAMING ROOM

*Variety's* effective, engaging virtual strategy reaching target audiences from the comfort of their home

› **LOCATION**

*Variety* delivers powerful B2B, consumer and celebrity conversations in the *Variety* Streaming Room.

› **PROGRAMMING**

*Variety* expert team assists in selecting topics and securing keynote / panel / talent participants

› **AUTHENTICITY**

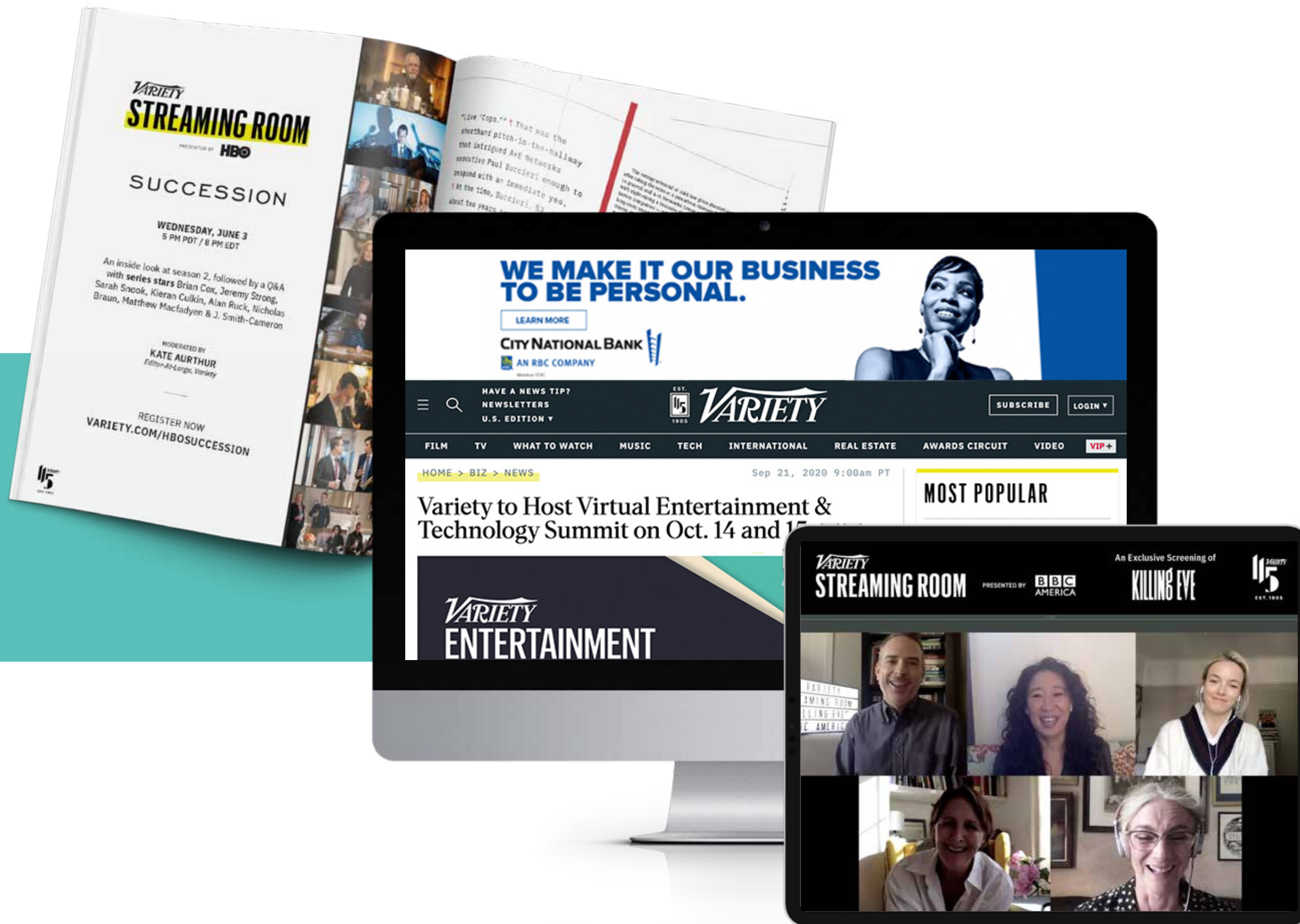
All conversations moderated by a *Variety* editor or journalist

› **METRICS**

Number of registrants; number of attendees; time spent

› **CONTENT**

Coverage of virtual event promoted across *Variety's* platforms post-event





VARIETY HAS PRODUCED MORE THAN

65

VIRTUAL EVENTS

Since April 2020



MORE THAN

**110K** REGISTRANTS &  
**45K** ATTENDEES TO DATE





**VARIETY**  
**2021**  
**VIRTUAL**  
**EVENTS**  
**CALENDAR**

**YEAR ROUND** *Variety Streaming Rooms*

<b>JAN</b>	<i>Variety</i> Entertainment Summit: A CES Partner Program Virtual Sundance Studio	<b>JUL</b>	Sports & Entertainment Cannes Film Festival / 10 Producers to Watch
<b>FEB</b>	10 Directors to Watch	<b>AUG</b>	Power of Young Hollywood Philanthropy Roundtable
<b>MAR</b>	10 Latinxs to Watch International Women’s Day SXSW: Conversations	<b>SEP</b>	Entertainment & Technology Summit TIFF Showrunners Dinner 10 Storytellers to Watch
<b>APR</b>	Power of Law Hollywood & Sustainability 10 Cinematographers to Watch Entertainment Marketing Summit	<b>OCT</b>	Legit! The Future of Broadway 10 Animators to Watch Power of Women 10 Screenwriters to Watch 10 Actors to Watch
<b>MAY</b>	Power of Women: The Women of Comedy Mental Health in the Entertainment Industry Silicon Valleywood The Influencers Summit	<b>NOV</b>	Salute to Service Business Managers Miami: Entertainment Town
<b>JUN</b>	Pride Parade Virtual TV Fest Night in the Writers’ Room Cannes Lions <i>Variety</i> Loves Broadway	<b>DEC</b>	Music for Screens Week Hitmakers Dealmakers FYC Fest <i>Variety</i> Screening Series (Dec-Feb)



# INNOVATE WITH CUSTOM CONTENT



## VARIETY CONTENT STUDIO

- › VCS produces compelling, relevant stories for brand partners
- › Build credibility & brand awareness by reaching influential entertainment enthusiasts
- › Packages available across social, digital & print

## PARTNERSHIP OPPORTUNITIES

- › Video
- › Digital Microsites
- › Print Advertorials
- › Digital Articles
- › Email Blasts
- › Social Assets
- › Podcasts
- › Whitepapers





# INNOVATE WITH VARIETY INTELLIGENCE PLATFORM

VIP offers high-level professionals premium entertainment business news research and analysis.

## VIP OFFERINGS

- › Special Report Presenting Partnership
- › Deck Presenting Partnership
- › Paywall Partnership
- › Branded Content



# INNOVATING WITH SCALE

**52M**

SOCIAL FOLLOWERS

**250M**

MONTHLY VIDEO VIEWS

**133M**

MONTHLY UNIQUES

THE POWER OF

**PMC**

ARTnews

BGR

BEAUTYINC

FAIRCHILD  
MEDIA

FN

HollywoodLife

IndieWire

PMC  
STUDIOS

Robb Report

RollingStone

SOURCING  
JOURNAL

SHE  
MEDIA

SPY

VARIETY

WWD

AUGUST 2020 COMSCORE





# PRINT

## WEEKLY FRONT COVER

10.25" x 13.25" Trim | 260 mm x 337 mm  
 10.5" x 13.5" Bleed | 267 mm x 343 mm

## SPREAD

20.5" x 13.25" Trim | 521 mm x 337 mm  
 20.75" x 13.5" Bleed | 527 mm x 343 mm  
 20" x 12.75" Live Area | 527 mm x 343 mm

## FULL PAGE

10.25" x 13.25" Trim | 260 mm x 337 mm  
 10.5" x 13.5" Bleed | 267 mm x 343 mm  
 9.75" x 12.75" Live Area | 267 mm x 343 mm

## HALF PAGE HORIZONTAL

9" x 6" | 229 mm x 152 mm

## HALF PAGE SPREAD

19.15" x 6" | 486 mm x 152 mm

## LOWER THIRD

9" x 3" | 229 mm x 76 mm

## 3/8 SQUARE


6" x 5.5" | 152 mm x 140 mm



# DIGITAL

<b>HOMEPAGE TAKEOVER</b>	970x250 (2), 300x250 (2) Skins: 1350x1200, 1900x1200, 2450x1200 (the 3 sizes are for responsive skin designs)
<b>MOBILE TAKEOVER</b>	320x50 (2), 300x250, 320x400 (expandable / video)
<b>ARTICLE PAGE TAKEOVER</b>	970x250, 300x250 (2), 300x600 (300x250; up to 3 may run depending on the length of the article) Skins: 1350x1200, 1900x1200, 2450x1200 (the 3 sizes are for responsive skin designs)
<b>MOBILE TAKEOVER</b>	320x50 (2), 300x250, 320x400 (expandable / video)
<b>ARTICLE PAGE INTERSTITIAL</b>	970x600
<b>VARIETY BREAKING NEWS ALERT</b>	970x250
<b>DAILY VARIETY</b>	970x250





*(Variety is)....the single  
most formidable trade  
publication ever.*

— Martin Scorsese from “Variety: An Illustrated History of the World” by Tim Gray