



HIP HOP ON A HIGHER LEVEL

townsquare
media



WE ARE AN ENTERTAINMENT POWERHOUSE

XXL is owned by Townsquare Media, a publicly traded (NYSE: TSQ) media and entertainment company, which acquired the brand in 2016, from Harris Publications, who created the brand in 1997. Townsquare owns and operates a portfolio of music sites, 320 radio station and sites, plus over 200 live events.

OUR ASSETS INCLUDE:



50MM UNIQUES

With #1 Largest Or #1 Voice In Every Genre Of Music



150MM VIDEO UVS



200 LIVE EVENTS

including 5k runs + craft beer festivals



31MM SOCIAL FOLLOWERS



325 RADIO STATIONS

in 67 US markets

TASTE OF
COUNTRY

XXL

LOUDWIRE

POPCRUSH

RAP-UP

BROOKLYN VEGAN

townsquare
media



ULTIMATE
CLASSIC ROCK

ULTIMATE
Prince



ULTIMATE
PEARL JAM

the Boot

XXL WHAT WE DO

XXL, named the most influential hip-hop site in the world, has been a clarion voice in the world of hip-hop since 1997 and has pioneered the most important and largest hip-hop program in media: Our Annual XXL Freshman Class.



Branded Content



Digital + Programmatic



YouTube + Partner MCN



Social



Advertorials w/ Talent



Social Influencers



Events



Print

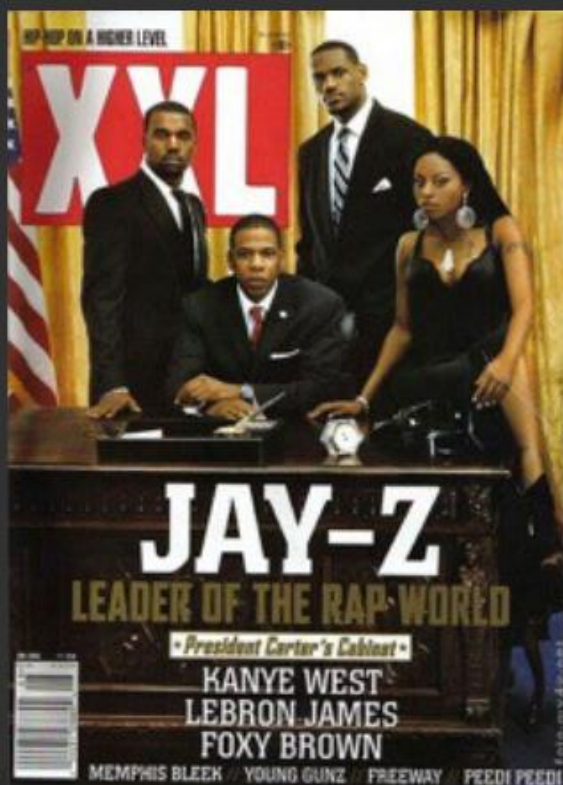


Radio (3rd largest owner)



HIP-HOP ON A HIGHER LEVEL

THE MAGAZINE



MAGAZINE STATS

Circulation: 100,000

Readership: 700,000

Key Demo Info:

69% Male, 31% Female

Avg. Age: 29

42% African-American, 48% Caucasian

THE SITE



AUDIENCE STATS

UV: 3.4 Million

Average Age: 29

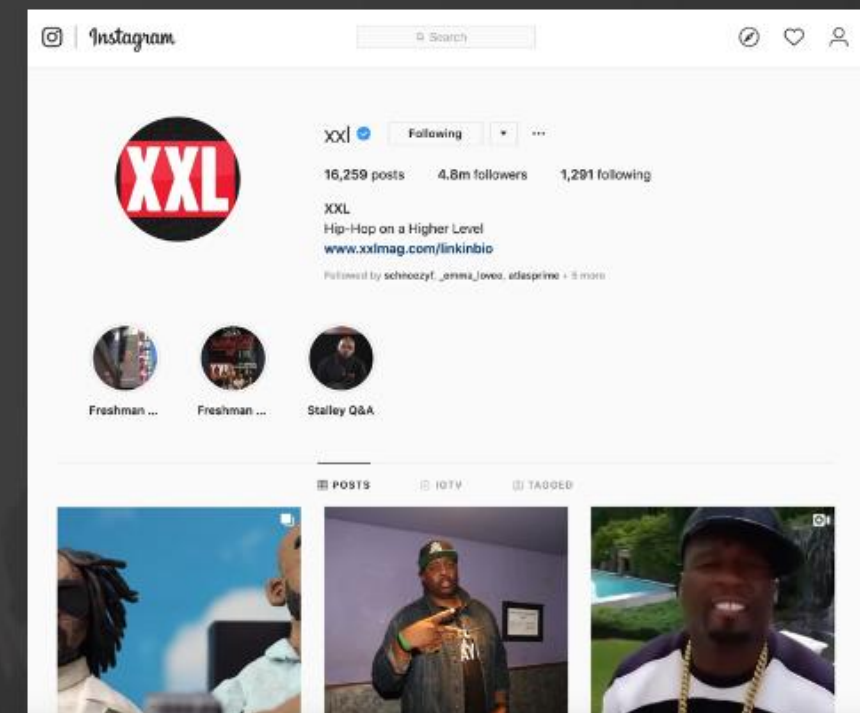
42% BIPOC

Index A25-34: 211

90% Mobile

HHI: \$99,549

THE SOCIAL MEDIA



SOCIAL STATS



2.0MM
Fans



7.8MM
Followers



4.0MM
Subscribers



4.0MM
Followers



ORIGINAL VIDEO CONTENT

VIDEO CONTENT: Townsquare specializes in creating custom video solutions, episodic content and pre-roll opportunities for brands.





BRANDED VIDEO CONTENT

CONTENT MADE FOR THE BRANDS

XXL creates engaging branded content and delivers it digitally to our 5MM+ UVs a month, 3.8MM+ YouTube subscribers and our 12MM+ social followers.



Coors Light Cold Hard Facts XXL and Coors Light teamed up with DJ Drama to present video clips of hip-hop trivia for the Cold Hard Facts campaign.



Roscoe Dash & The New Dodge Dart XXL and Dodge Dart joined Roscoe Dash for a day in the life video series including BTS of the vehicle build.



Barbershop Conversations With Magic Shave Custom video series in a barbershop, discussing topics in hip-hop and lifestyle with influencers and industry heavy-weights.



Jeep: The Return Video Series XXL and Jeep joined forces to make a three part video series with Carmelo Anthony, DJ Whoo Kid and Maxwell Osborne talking about style and the new Jeep.



Boost Mobile's Where You At? Video Series A video campaign highlighting Nipsey Hussle, Dave East, Rich Homie Quan and the historical hip-hop cities they are from.



Finish Line Style Series 2015 XXL and Finish Line joined forces to make a video series and photo shoot with Joey Badass, DeJ Loaf and Josh Harrison (Pittsburgh Pirates second base- man) featuring Adidas' 2015 winter line.



BRANDED VIDEO CONTENT

VIDEO PRODUCTION,
DISTRIBUTION + TALENT



VIDEO EMBEDDED AD UNITS



EDITORIAL



SOCIAL INCLUDING TALENT



A Boogie Wit Da Hoodie

MASSIVE BRAND SAFE VIDEO

Townsquare will utilize our partner, which is one of the largest MCNs, spanning verticals of sports, music, gaming, lifestyle and more. The MCN is partners with the NBA, top 20 e-gamers and a portfolio of artists sites spanning all genres.

We have the ability to provide massive scale, while offering:

- ✓ Brand Safety
- ✓ Optimization
- ✓ Account Management
- ✓ Robust Audience
- ✓ Targeting
- ✓ Curated Channel Lists
- ✓ Brand Integration
- ✓ Social Amplification

 **79,000 +
CHANNELS**



3RD LARGEST MCN

(Besides Google & Facebook)

OTHER VERTICALS:

FAMILY
ENTERTAINMENT
LIFESTYLE
COMEDY
BEAUTY

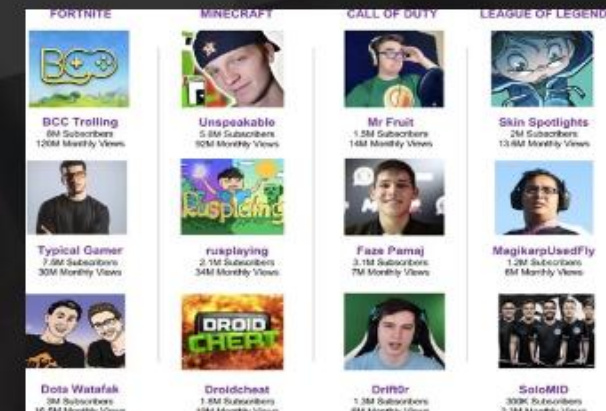
TRUSTED BY



SPORTS & SNEAKERS: NBA Playmakers, a collection of YouTube talent across key verticals such as shoes, training, fitness, trick shots and more in the world of basketball. NBA Playmakers content and talent are some of the most engaged across digital platforms.



MUSIC: Spanning all genres of music, the music vertical is a portfolio with 10,000 of thousands of channels, including major music artists like JuiceWrlD, 21 Savage, Major Lazer and Diplo, as well as YouTube influencers.



GAMING: The largest gaming video inventory in the world. 1.5 Billion subscribers and 5.6 Billion Views/Month in our top 1,000 influencers. BBTv's top 20 eSports talent generate over 400M+ views and a combined 50MM Subs

TENT POLE

XXXL FRESHMAN

XXL FRESHMAN

OVERVIEW

XXL FRESHMAN is a custom media, content and event program that authentically engages cross cultural audiences around the biggest emerging artists.

For the past 13 years, XXL Freshman Class has served as the **#1 music discovery platform**, as well as the largest multi-media program in hip-hop.



1+ BILLION

Views (50-80 Million per Year)



20+ MILLION

UV's YOY Engage with Freshman



#1 TRENDING

On Twitter & YouTube



80+ GRAMMY

Nominees from XXL Freshman

billboard
Pitchfork
COMPLEX

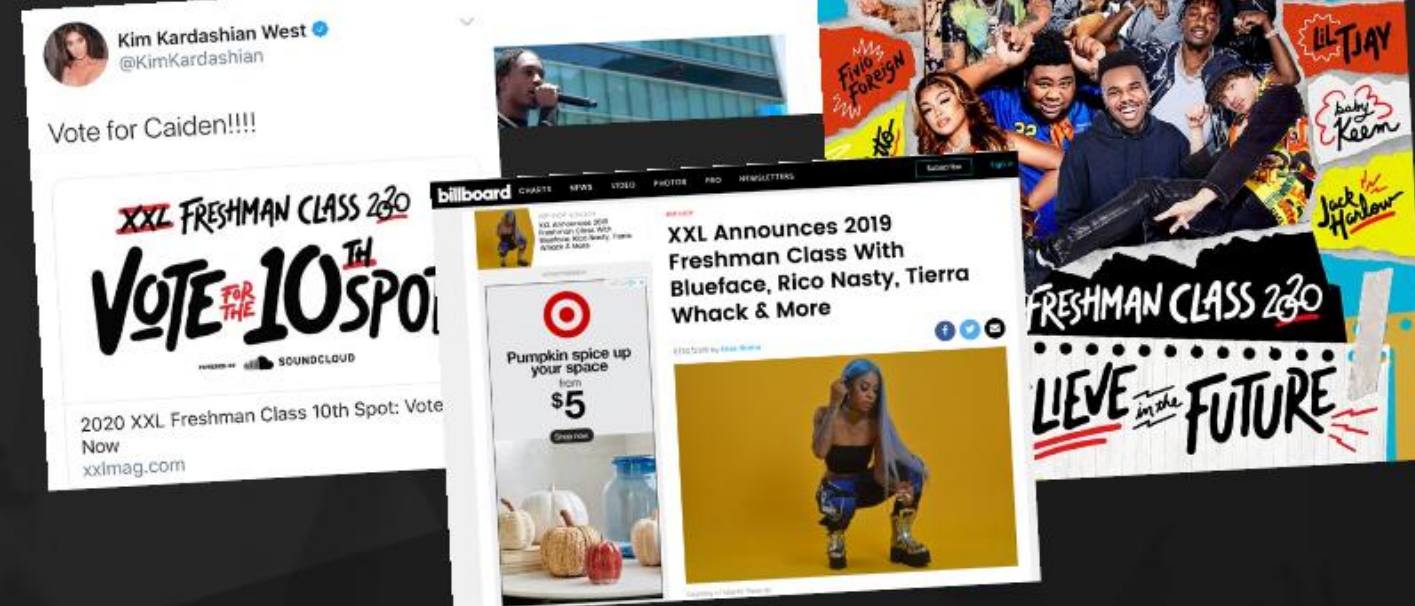
MEDIA PR

Billboard, MTV, Complex, Pitchfork to Power 105 The Breakfast Club and Hot97.



CELEBRITY

Amplification by artists, producers and celebrities, from Kim Kardashian to 50 Cent

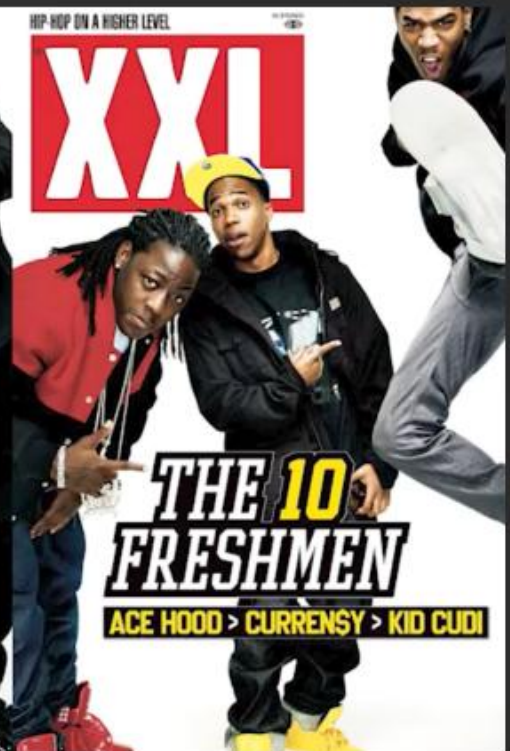


XXL Freshman Alumni include: Kendrick Lamar, J. Cole, Travis Scott, Chance the Rapper, Future, Meek Mill, Macklemore, Lil Yachty, DaBaby, Megan Thee Stallion and many more.

XXL

FRESHMAN SIZZLE

CLICK TO PLAY





BRANDED OPPORTUNITIES

XXL CONTENT CALENDAR

Q1

JAN



FEB



BLACK HISTORY MONTH



MAR

XXL FRESHMAN 10TH SPOT

Q2

APR

XXL
CELEBRATE
WOMEN IN
HIP-HOP

MAY



billboard
MUSIC AWARDS

JUNE

BET★
AWARDS
XXL FRESHMAN
LAUNCH

BLACK
MUSIC
MONTH

Q3

JULY

XXL FRESHMAN
CYPHERS

XXL FRESHMAN
LIVE

Q4

OCT



BET★
HIP HOP
AWARDS

DEC



YEAR END

ALWAYS ON



XXL CONTENT OPPORTUNITIES

XXL CELEBRATE WOMEN IN HIP-HOP

WOMEN IN HIP-HOP: Be apart of what will be referred to as “a moment in hip-hop history”, when XXL & Cardi B Celebrate Women in Hip-Hop. Then it will follow with an annual content program that uses bi-weekly Q&A editorials, podcasts, social and playlists to profile and editorializing women from the industry.



XXL AWARDS December we will be hosting an annual XXL Awards, letting fans chime in on their favorite artist, album, new artist and more.
(Kendrick Lamar accepting three awards)

THE BREAK

THE BREAK: The first step for emerging artists to featured in XXL is called The Break. It is a weekly column, that also existed as a podcast, which aided artists to break into the industry.



NEW MUSIC FRIDAYS

NEW MUSIC FRIDAY: Each week we will upload new albums, projects and songs in editorials, and will create custom branded playlists across each genre in 300x600 desktop and 320x50 mobile expansion playlists

WHO'S THE BETTER PRODUCER? HIP-HOP MOMENTS OF CLARITY

MOMENTS IN CLARITY PODCAST: Takeover the XXL Studio where artists, industry execs, potential freshman talent, and big name celebs come in for interviews, own our podcasts or create your own one-off series.



YEAR END: Each year XXL and our other music brands recap the best songs, videos, albums of the year, each becoming an editorial feature with social media buzz. Your brand can integrate in one or all of the brands and be the presenter of the Year End in Review Package



CUSTOM VIDEO OPPORTUNITIES



STUDIO SESSIONS: XXL will take emerging artists and give them a sit down in a studio, to receive advice from an established artist in the industry.



GAME CHANGERS: This series takes a deep dive into the cultures of hip-hop and basketball, examining the movers, shakers, & disruptors who have brought innovation to their respective fields.



THE SWITCH UP: A new ownable series, which will combine 5 producers with 5 artists, who have never worked together before.



PLUS ONE: Plus 1 has been an in-book column for over 20 years in the magazine, which features music industry heavyweights, that in 2021 XXL will be launching into video format for your brand



TRADING PLACES: This series takes a deep dive into the cultures of hip-hop and basketball, examining the movers, shakers, & disruptors who have brought innovation to their respective fields.



BARBERSHOP CONVERSATION: Barbershop Conversations is a custom video series in a barbershop, discussing topics in hip-hop and lifestyle with influencers and industry heavyweights.

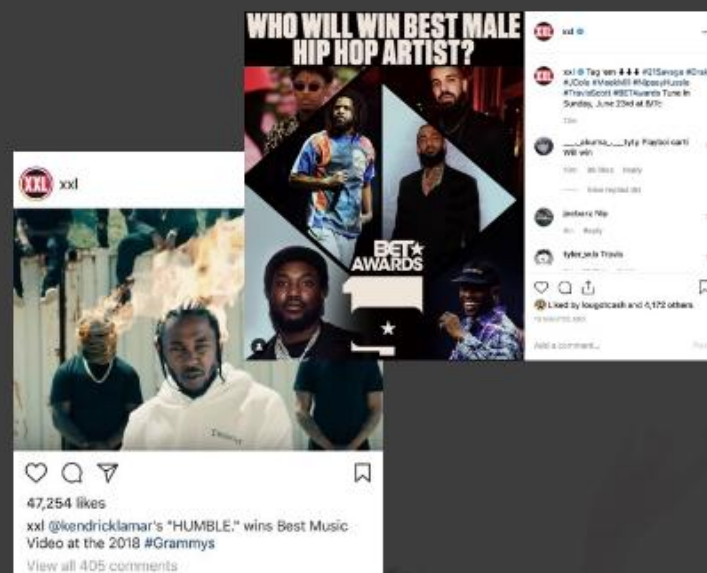


MUSIC AWARD EDITORIAL SPONSORSHIPS

XXL generates custom editorial around all major award shows and festivals. This includes red carpet interviews, unforgettable performances, winner recaps, live social coverage and more.



DIGITAL 100% SOV ROADBLOCKS:
100% SOV from leading brands in all music genres.



SOCIAL: 240+ Social Impressions with 40,000,000 social impressions with branded hashtags & @'s



EDITORIAL: 20+ editorial stories with branded header and footers presenting the Award Show

14.06%
Engagement Rates On Social

Average CTR'S up to
2.74%
Around The Content

20MM
Social Impressions
On One Show

January

May

June

October

November



Music Award Sponsorship
Packages Include:

20-120 Editorials

40-240 Social Posts

100% Digital SOV

Video (Where Applicable)



BLACK HISTORY MONTH

To celebrate Black History Month, XXL has created five (Qty. 5) editorial and content opportunities for your brand to integrate, own and distribute, across XXL's YouTube, Editorial, Facebook, Twitter, Instagram, TikTok and your platforms.



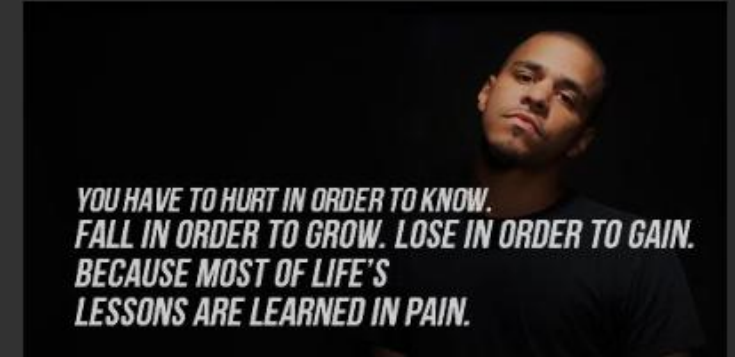
Today in Hip-Hop:

Create a hosted video a day that talks about what happened in hip-hop that day, throughout the years.



Political List:

Identifies a list of the most politically charged hip-hop songs of all time and talk about their impact and why they were important.



Famous Rap Lyrics:

Video list of the most famous rap lyrics and hooks/lines of all time and how big they got with added fun facts. In what commercials or movies. Played at what sporting events.



Biggest Moments in Hip-Hop History

Custom short video series that will feature 10 short videos talking about 10 of the biggest moments in hip-hop history - which helped hip-hop get as big as it is. (i.e. Hip-Hop at the Super Bowl for first time / Dr. Dre Beats Deal / 50 Cent x Vitamin Water).



Rappers & Parents Roundtable

Sit 3 rappers of different ages down with their parents to be interviewed on how hip-hop changes their lives OR a few rap parents together in a round table to talk about how hip-hop changed their kid's lives.



BLACK MUSIC MONTH



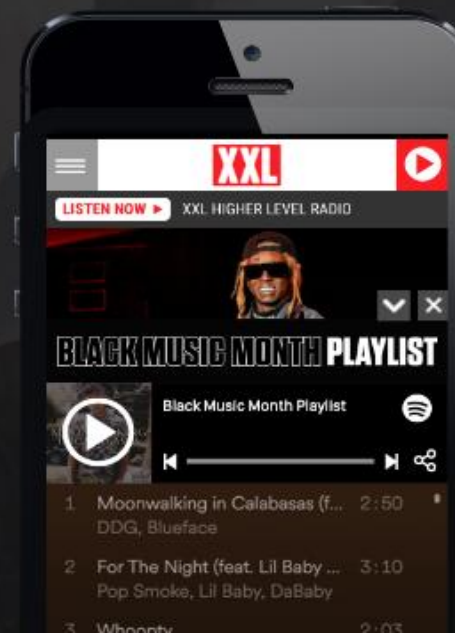
Meaningful Moments in Black Music

To help celebrate Black Music Month, we will reach out to Industry heavyweights, from music executives like Kevin Liles, who was president of Def Jam Records and created 300 Entertainment with Lyor Cohen and Sylvia Rhone, CEO & Chairman of Epic Records, as well as past XXL Freshman artists.



Legendary Cover Series

XXL will select 4 past XXL Freshman or new artists and have them cover classic artist songs, each in a 2-3 part custom video series. We will have new artists put their rendition on these classic songs (sample list below). Each artist will create a cover video, as well as be featured in an interview video discussing who they were influenced and inspired by musically. Each week will be dedicated to an artist.



Black Music Month Playlists

XXL will create custom branded playlist unit, that themed with the Black Music Month content series your brand chooses.

Can either feature

- The cover songs and new artists songs in the Legendary cover series
- XXL x Your Brand joint list of legendary music artists (Biggie to Michael Jackson)
- Any Concepts from Black History Month used for Black Music Month



STUDIO SESSIONS

XXL will take emerging artists and give them a sit down in a studio, to receive advice from an established artist in the industry. The artist will listen to their music and hear their story, their struggles and determination to make it.

The mentor will give advice on the industry, their music, marketing and how to help them.

Social will be used to ask consumers who should be nominate to have them part of the conversation.

Package Includes:

Social: Social Posts with guaranteed impressions

Video Content: Videos with guaranteed views

- Long Form
- Social Cutdowns

Digital: Distribution of video in high Impact Units (Topper, Billboard)

Takeover: Takeover on XXL MAG.com



S T U D I O
S E S S I O N S



XXL PLUS 1

Plus 1 has been an in-book column for over 20 years in the magazine, which features music industry heavyweights, that in 2021 XXL will be launching into video format for your brand.

Get in-depth interviews with all the people that make your favorite artist's career possible. This series sits down and highlight the Plus 1's, and the jobs that surround hip-hop artists. We will feature *Record Execs, Managers, Engineers, Lawyers, Photographers, Stylists, Publicists, A&R, Distributors*, who played a role in the rapper's career.

An extension of this program can also include a contest, where we give an opportunity to pursuing Plus 1's and give them a chance of the lifetime, pairing them with some of the best talent in the game. The beat maker will sit down with a renowned producer, the stylist will style a celebrity shoot, the photographer will go on a celebrity photoshoot and have their work published, and so on. Your brand is enabling these creators to break through and be discovered.

Package Includes:

Video Content: Plus 1 Video Series and Sponsor (ie 12 Monthly Episodes)

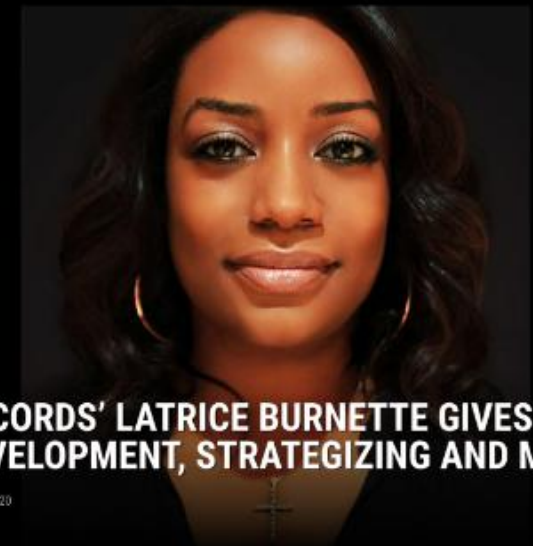
Social: 24-36 Social Posts with guaranteed impressions including consumer participation social posts with branded hashtags & @, to our 11 million followers on the #1 most engaged platform in our competitive set.

Print: Sponsored column

Digital : High-impact digital distribution units, co-branded contest, takeovers and more.



PHOTOGRAPHERS STYLISTS PRODUCERS



ISLAND RECORDS' LATRICE BURNETTE GIVES ADVICE ON ARTIST DEVELOPMENT, STRATEGIZING AND MORE

Bianca Torres | Updated: April 23, 2020

JD Anderson



SHARE



TWEET



Play Travis Scott
on Amazon Music Unlimited (ad)



Plus 1

LaTrice Burnette, Executive Vice President and General Manager at Island Records

Interview: Bianca Torres

XXL RAISE THE FLAG

XXL in a recent issue featured the rise of Latino & Hispanic artists in hip-hop.

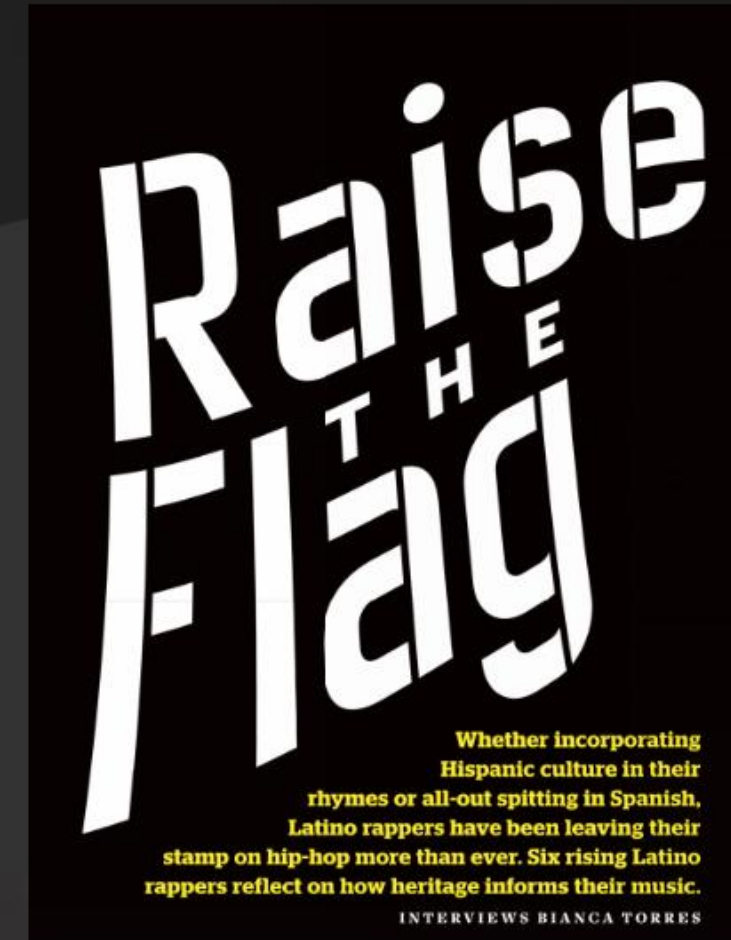
We will transform this editorial into video content series, interviewing Latino artists on a number of topics including how hustling has propelled them, musical inspirations (i.e. Fat Joe, Big Pun, etc), and the rise of Latino music in hip-hop.

We can also create custom, targeted playlists that features music of **Raise the Flag** artists.

This video would also be distributed to our **3.6 million YouTube fans** and **12 million social media followers**.

Program Includes:

- 1 Long Form & 1 Cut-down video (extra content pieces available)
- 6 Social Posts & 10mm guaranteed views across social + video
- Targeted Latino/Hispanic marketing through social & original content that aligns with demo passion points
- Custom Playlist Units





THE BREAK

The Break launched as a section of the magazine, that highlights emerging artists, and is a few steps before they become honored in our Freshman Class.

The Break was also a podcast series that XXL created, which featured artists letting consumers know how to make it into the industry and help the community “break through”.

In 2021, XXL will bring back this podcast exclusively with your brand to help emerging artists, and make it in other ways (not just as a rapper).


Package Includes:

Presenting Sponsor: Presenting Sponsorship with Logo Lockup Podcasts with audio advertising spots Video Content


Video Content: Videos distributed across our YouTube channel, editorial and social of the podcast.

Social: Social Posts with guaranteed impressions including branded hashtags & @, to our 11 million followers on the #1 most engaged platform in our competitive set.

Digital : 100% SOV around all editorial articles & The Break Section




8-CITY TOUR	
New York	San Francisco
Philadelphia	Houston
Chicago	Miami
Los Angeles	D.C./Baltimore



12 DAYS AGO

The Break Presents: Hotboii


Coming from West Orlando.



19 DAYS AGO

The Break Presents: Rucci


Tako's son and Inglewood's prince.



A MONTH AGO

The Break Presents: Cookiee Kawaii

Is it fast enough?



A MONTH AGO

The Break Presents: Tokyo's Revenge

Stayed down 'til he came up.



WOMEN IN HIP-HOP

Be apart of what will be referred to as “a moment in hip-hop history”, when XXL & Cardi B Celebrate Women in Hip-Hop.

The program will include more than 25 pieces of video content with Cardi B and XXL’s celebrated artists, featuring cyphers, behind-the-scenes, profiles and roundtables discussing who they were influenced by and challenges they faced.

We will also create 8-10 separate videos sitting down with upwards to “50 Most Powerful Women in the Hip-Hop Music Business”.

Editorials covering all the video content will be hosted on XXL, as well as bonus articles paying tribute to the legendary woman and albums that came before.

Package Includes

- ✓ Video Content: 25+ Content Pieces
- ✓ Editorial: 30+ Pieces with 100% SOV
- ✓ Social: 60+ Social Posts with guaranteed impressions
- ✓ Print: Cover 2 + Cover 4 placement
- ✓ Digital





MOMENTS OF CLARITY PODCAST

Moments of Clarity is a current Podcast series with XXL's EIC, Vanessa Satten and industry heavyweights Rahman Dukes + Shaheem Reid, formally of MTV and Revolt.

These podcasts will be shot in the XXL Podcast studio, and exist in audio as well as video format, to be distributed on our YouTube channel (3.2 million subscribers). The rooms/mics in the video will all be branded.

Multiple :30 second spots will be mentioned throughout the Podcast, as well as brought to you by your brand.

Package Includes

Episodes: Own all of Moments in Clarity, with topics aligned with marketing initiatives

Social Posts : across XXL IG, Twitter & Facebook (12MM Followers+)

Editorial: Each podcast will receive an editorial on XXL with 100% SOV

Video Content Pieces: with branded front slates and end slates with guaranteed views on YouTube + Social Distribution





WOMEN IN HIP-HOP CONTINUED...

To continue XXL's groundwork with the Women in the Hip-Hop program, XXL in 2021 will be creating an annual content program that uses bi-weekly Q&A editorials, podcasts, social and playlists to profile and editorializing women from *Music Executives, to DJ/Radio Personalities, to Stylists, to Publicists, to Emerging Artists*, who deserves accolades or a chance to shine through this male dominated industry.

Your brand can have 100% SOV of all the editorials for the year/multi-quarter, be the presenting sponsor and have commercials within the podcast, be included in the social posts with @ and #s, and be the brand that enables the next generation to break through.

Elements of the program include upwards to 52 editorials, 26 Podcasts, 80 social posts:

Bi-Weekly Editorial Q&A: Editorial Q&A series with women in the music industry who have made a huge impact to the next stars. This editorial will appear on XXLMag.com in a specialized presented editorial series.

Women Podcast: Hosted by XXL's EIC and industry heavyweight ie The Breakfast Club's Angela Yee, we will create a new bi-weekly Podcast series, discussing with women ranging from the Women of Atlantic Records, to sit down with Epic's Chairman Sylvia Rhone, to three stylists in the industry and what they face. They will be distributed on YouTube (3.6 million subscribers), editorially and to our 11+ million social following on TW, FB, IG.

Playlists: Own curated Women in Hip-Hop playlists profiling emerging artists, as well as favorite artists curated by our profiled women. These playlists can live on streaming platforms, or in our custom 300x600 and 320x50 expansion branded playlist units.

Social & Consumer Participation: XXL over social will also ask consumers to submit their choices, opinions and who deserves a chance to break through to be profiled, and well as host a contest to give younger women the opportunity to intern or work with some of the most accomplished women in the industry.

Digital: 100% SOV of all the editorials from the Q&A and Podcast, and contextually targeting all female artist and articles on XXLmag.com

A woman with long dark hair, wearing a shiny purple jacket, light blue jeans, and white sneakers with red and yellow accents, is crouching on a city street. She is looking directly at the camera. In the background, there are brick buildings and a metal fence.

XXL
CELEBRATE
WOMEN IN
HIP-HOP



TRADING PLACES

The crossover between basketball and hip-hop is unparalleled—these individual cultures have been linked together ever since rap entered mainstream consciousness.

With SLAM and XXL at the helm, we will pool together the hottest talent in hoops and hip-hop to trade places for a day and act out every fan's dream scenario. The ballplayer will go through the motions of being a hip-hop artist and the rapper will go through the motions of being a NBA Star.

This is must-see content with serious potential to go viral.



SLAM

XXL

Trading Places Execution

- SLAM & XXL will choose 1 NBA player, 1 hip-hop artist, and 1 host from the previous lists
- Program will be completely turnkey: SLAM/XXL will procure talent, rent out studio/gym time, enlist a trainer for workout duties, write and capture all content etc.
- Content will be broken down as follows: One (1) long-form + Three (3) :60 short-form

Trading Places Distribution

- Editorial: Longform video posted editorially across SLAM & XXL websites
- Social Media: All videos posted to each network property's FB, IG, and Twitter channels.
Personalized short-form videos posted to each subject's IG channel
- Video Distribution: All content posted to media brand's social channels, YouTube channels, and across high-impact digital media units

XXL BARBERSHOP CONVERSATIONS

Barbershop Conversations is a custom video series in a barbershop, discussing topics in hip-hop and lifestyle with influencers and industry heavyweights.

In the past, XXL and Magic Shave present Barbershop Conversations from Mr. Kelly's Barbershop in the heart of BedStuy, Brooklyn. Shaheim Reed, Akino Childrey, and Jomo Kenyatta aka "Jomo The Barber" sit down with Sway to discuss the importance of barbershop culture, style, proper grooming and relationships.

In 2021, we will bring back this series and upgrade it for Royal Oils product line, highlighting different shops around the country, as well as create a competition hosted by a celebrity barber, to give young pursuing barbers the opportunity of a lifetime.

PACKAGE INCLUDES

Video Series: 2-3 Videos with social cutdowns featuring:

- ✓ Top Shops – Like Killer Mike's Swag Shop in Atlanta
- ✓ Celebrity Barber + Industry Heavyweights Convo in a Barber Shop
- ✓ Barber Competition using social media
- ✓ Social Posts across XXL and celebrity channels
- ✓ Editorial with landing page for entry
- ✓ Contest
- ✓ Product integration



Celebrity Barbers (ie @Jomocuts). Jomo made a name traveling to the offices of Epic, RCA, Capital & Sony where he gave haircuts to executives



Killer Mike's *Swag Shop* (Atlanta, GA)



Rich Mendoza's
Filthy Rich



A crowd of people is shown from the chest up, with their arms raised in the air. The image is dark and semi-transparent, with the word 'SOCIAL' centered in white. The background is a solid dark color.

SOCIAL



SOCIAL INFLUENCERS & PROGRAMMING

We have access to over 80,000 key influencers and content creators who socially amplify our programs in music, entertainment, sports, gaming and lifestyle. We also can use our influential voices to amplify and add credibility to your social initiatives. From custom branded content, to exclusive interviews to amplification. We hit the correct audience, with above industry average engagement rates.

INFLUENCERS



CREATION & AMPLIFICATION



XXL SOCIAL + ENGAGEMENT

XXL is #1 in social engagement among all major hip-hop publishers across the three main social platforms, besting competitors like **Genius, Billboard, Fader, Vibe & Pitchfork**

INSTAGRAM

NAME	TOTAL	LIKES	COMMENTS	
xxl	42.95M	41.87M	1.08M	
genius	33.67M	33.01M	659.1K	
billboard	23.51M	23.26M	255.4K	
revolttv	2.16M	2.10M	64.4K	
thefader	1.16M	1.14M	17.3K	
hiphopdx	397.8K	366.8K	31.0K	
hnhh_official	137.8K	135.3K	2.5K	
vibemagazine	25.5K	24.4K	1.2K	

REACH: 6.9 MILLION FOLLOWERS
GENDER: 78% MALE / 22% FEMALE
AGE:
18-24: 40%
25-34: 32%
35-44: 12%
13-17: 9%
45-54: 4%

TWITTER

NAME	TOTAL	REACTIONS	COMMENTS	SHARES	
XXL Magazine	1.23M	684.0K	120.4K	426.4K	
Pitchfork	844.0K	678.3K	56.0K	109.7K	
VIBE	640.0K	342.2K	43.7K	254.1K	
HotNewHipHop.com	730.6K	386.9K	44.5K	299.1K	
SPIN	410.6K	306.1K	28.7K	75.8K	
HipHopDX.com	396.9K	189.6K	69.3K	138.1K	
REVOLT TV	320.1K	105.3K	8.8K	205.9K	
The FADER	130.2K	100.1K	5.9K	24.2K	

REACH: 3.5 MILLION FOLLOWERS
GENDER: 66% MALE / 33% FEMALE

FACEBOOK

NAME	TOTAL	LIKES	RETWEETS	
XXL Magazine	8.92M	7.05M	1.87M	
Genius	7.18M	5.79M	1.39M	
HotNewHipHop	911.3K	738.8K	172.6K	
Pitchfork	873.3K	715.4K	157.9K	
The FADER	572.5K	455.7K	116.8K	
SPIN	129.2K	104.5K	24.6K	
HipHopDX	142.4K	113.0K	29.4K	
REVOLT TV	88.6K	64.6K	24.0K	

REACH: 1.9 MILLION FANS
GENDER: 75% MALE / 23% FEMALE
AGE:
25-34: 39%
35-44: 24%
18-24: 23%
45-54: 8%
13-17: 2%

INNOVATIVE AD UNITS





CUSTOM PLAYLISTS

Unique media units that capture your target consumers' attention and invite them to engage with your brand. The playlist units have a 5.9 minute average engagement.



We Are Where You At

RICH HOMIE QUAN'S

ATL PLAYLIST





START PLAYLIST 



JANELLE MONAË AND WONDALAND PRESENT

THE EEPHUS TOUR

Powered by  TOYOTA



JIDENNA
CLASSIC MAN REMIX (FEAT. KENDRICK LAMAR)

JIDENNA
CLASSIC MAN REMIX
(FEAT. ROMAN GIANARTHUR)

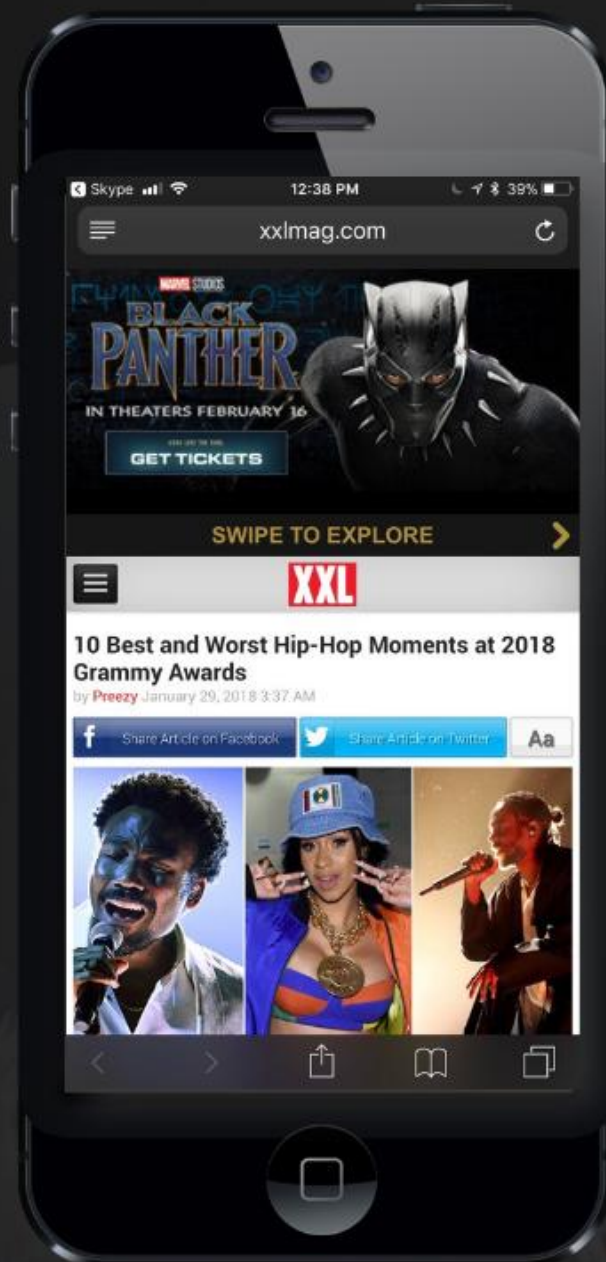
DEEP COTTON
LET'S GET CAUGHT (FEAT. JIDENNA)

JANELLE MONAË & JIDENNA
YOGA

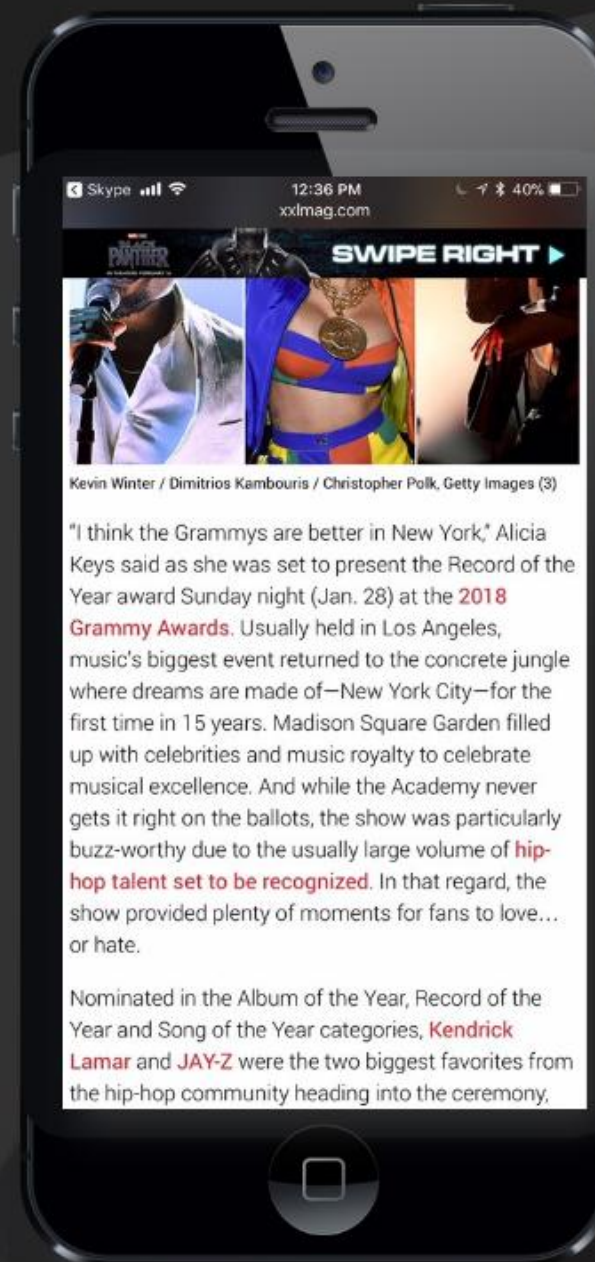




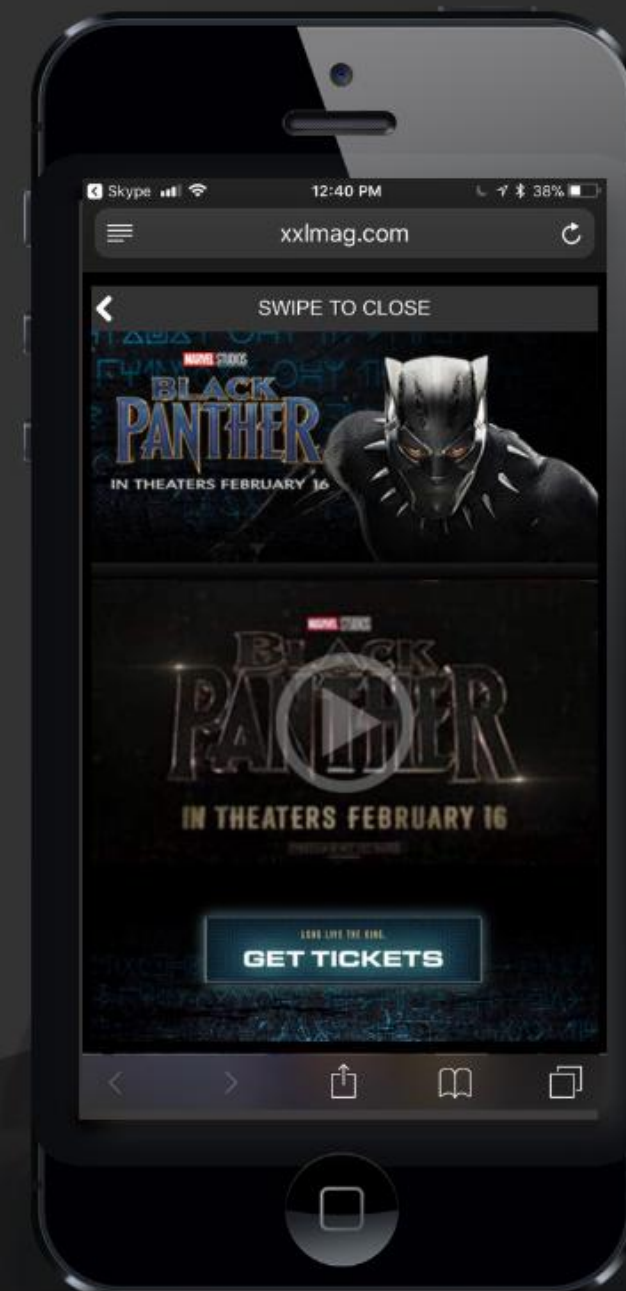
MOBILE SOLUTIONS



320x180 (Retina: 640x360)
Mobile Topper (Video or
Non-Video Unit)



320x30 (Retina: 640x60)
Collapsed Topper



320x450 (Retina: 640x900)
Expanded Topper

PROGRAMMATIC



PROGRAMMATIC TIERS & ASSETS

OPEN EXCHANGE

Display & Mobile
300x600
728x90
300x250
320x50

PMP

Display & Mobile
970x250
300x600
728x90
300x250
320x50
320x50 Adhesion
Outstream Video
Desktop
Mobile
High-Impact Media
Roadblocks
Skins
Pre-Roll (In Article)
Desktop
Mobile

PROGRAMMATIC GUARANTEED

Display & Mobile	AV
970x250	Video Sponsorships
300x600	Editorial
728x90	Social
300x250	Social Influencers
320x50	
320x50 Adhesion	
Outstream Video	
Desktop	
Mobile	
High-Impact Media	
Time Based Takeovers	
Roadblocks	
Skins	
24-Hr Takeovers	
Anchor Unit	
Topper Unit	

STREAMING AUDIO

Capture an engaged listening audience across every and any online listening device

Connect with our online listeners across any and all of their preferred platforms including:

- ✓ Computers
- ✓ Mobile Phones
- ✓ Connected Cars (*Apple Car Play & Android Auto*)
- ✓ Aggregated App (*Radio Pup*)
- ✓ Smart TV
- ✓ Alexa-enabled Devices
- ✓ Smart Speakers (*Sonos, Google Home, etc*)

PMP / DIRECT

- :15, :30 or :60 audio spot (*Includes 728x90 companion ad unit*)

PG / DIRECT

- Commercial Free Hour Sponsorship (presented by)
- DJ Live Reads
- Endorsements



STATS

- 6,750,000 hours per month
- 700,000 users with 6,000,000 monthly starts
- 1-hour average listening
 - 12 commercials per hour








WGRD
97.9

No-fee savings and checking accounts. This is Banking Reimagined®

Learn More  

Recent News

-  Tractor-trailer carrying cardboard catches fire on Route 287
8/9/2017 2:53 PM
-  Rubbens for up West Windsor vote workers, gateway car shows up, tops say
8/9/2017 2:24 PM
-  New Jersey 121.5 News -- Flash Drafting for August 9 (Afternoon)
8/9/2017 1:43 PM
-  First senior Request wire discrimination case against Jersey Shore town
8/9/2017 1:00 PM
-  Odds of winning Powerball and Mega Millions are 1 in 75 quadrillion

728x90 BANNER AD UNIT

A crowd of people is shown from the chest up, with their arms raised in the air. The image is dark and semi-transparent, serving as a background for the text. The word "PRINT" is centered in a bold, white, sans-serif font.

PRINT

XXL THE READER

XXL speaks to the hip-hop generation.

The readers are the purveyors of hip-hop culture and consume music, fashion and lifestyle on a level that defies logic. They are in the clubs, online, on stage and at retail shops- anywhere they can gain access to or create the music. They are the producers, the artists and the DJs. From the kid on the street to the record executive in his suite, XXL readers are part of a movement and helped build XXL to become the No.1 most influential brand in hip-hop media. The fans are powerful consumers and are connected to the streets- with the ability to influence others and make or break brands. They are the voices of the neighborhood and the earliest adopters of new products.

XXL is the premier hip-hop media brand. It's the last real publication standing that has set the standards in rap music journalism with the best writers and photographers in the industry and chronicles all that's relevant in hip-hop culture. After more than two decades of dominance, XXL has maintained its status as the most respected hip-hop music magazine by both consumers and the industry alike.



XXL CUSTOM PUBLISHING

Partnering up for print specials.

From custom magazines for Reebok, Best Buy and Shade45 to concert programs for radio stations like Hot 97's Summer Jam program, XXL provides in-book advertorials aligning brands with talent. XXL works with brands to create organic content for our reader to indulge.



Slam x XXL Present
Kings of the Game

Hot 97 Summer Jam 05

XXL Presents DJ Khaled

XXL Presents Nipsey Hussle

XXL BRANDED EDITORIAL CONTENT

Content made for the brands.

From aligning brands with record executives and artists, to promoting tune-in campaigns or encouraging ticket sales, XXL has produced sponsored content in print and online that organically promotes original and custom programming.



COORS LIGHT

XXL's editorial staff teamed up with Coors Light to create hip-hop trivia in sponsored print and online content called Cold Hard Facts.



TWENTY GRAND

XXL and Twenty Grand created a year long in-book column called Good As Money, which featured high up record execs including Steve Carless, then A&R at Atlantic Records/President of Young Jeezy's CTE Records and Riggs Morales, VP of A&R at Atlantic Records.



CROWN ROYAL

XXL created a custom advertorial series that featured interviews with rappers like Big KRIT and producers such as 9TH Wonder, to promote the Reign On initiative.



BUDWEISER

XXL created sponsored editorial content and a ticket giveaway for Budweiser's Made In America Festival.



STARZ

XXL made custom editorial and social content to promote the cast and characters of Starz's hit show Power.



BET AWARDS

XXL created sponsored editorial content and social posts for the BET Hip-Hop Awards before, during and after the event.

Print's not dead.

XXL has been around for 24 years and it all started with the magazine. With four issues a year, each mag is special and filled with in-depth interviews, well-reported stories and professional photos. The important thing is, rappers still like to see themselves on magazine covers and in print because it lasts forever.

ISSUE #	ON SALE	SPACE CLOSE	ART DUE
SPRING 2022	APRIL 5	FEB 8	FEB 22
SUMMER 2021 *2022 Freshman Class	JUNE 28	MAY 3	MAY 17
FALL 2021 25 th Anniversary Issue	SEPT. 27	AUG 2	AUG. 16
WINTER 2021	DEC. 27	NOV 1	NOV 15

FEATURES >>>

With the highest journalistic standards by the best writers in the industry, XXL feature stories include interviews with today's biggest stars and articles exploring the music, trends and defining moments of hip-hop culture. Every issue is packed with hard-hitting and well-reported, top-notch rap journalism.

LIFESTYLE >>>

360 is the first section of XXL magazine and includes hip-hop news, short interviews with artists, industry insiders and celebrity hip-hop fans, and lifestyle content. Some of the special monthly columns in 360 include Step Your Rap Game Up, a callout to rappers with subpar lyrics which spotlights industry heavyweights, and What's Happenin', the Q&A of the month

DOIN' LINES >>>

A fill-in-the-blank Q&A can always gauge a rapper's state of mind.

360 >>>

360 is the first section of XXL magazine and includes hip-hop news, short interviews with artists, industry insiders and celebrity hip-hop fans, and lifestyle content. Some of the special monthly columns in 360 include Step Your Rap Game Up, a callout to rappers with subpar lyrics which spotlights industry heavyweights, and What's Happenin', the Q&A of the month

X-RATED >>>

The most important part of hip-hop is the music. In X-Rated, the XXL editors rate and dissect the records, albums and artists that make today's hip-hop. Standout columns in X-Rated include Show & Prove, which features buzzing new artists; Swagger Jacker, a list of lyrics borrowed from the past by today's rappers; Production Credit, which pays homage to the beatmaker; and Behind The Boards, which gets the low down from studio engineers.

2022 AD REQUIREMENTS & RATES

4-COLOR	1X	3X	6X	9X	12X
FULL PAGE	\$12,915	\$12,265	\$11,655	\$11,075	\$10,490
2/3	\$12,075	\$11,425	\$10,830	\$10,235	\$9,660
1/2	\$11,690	\$11,010	\$10,410	\$9,820	\$9,240
1/3	\$10,685	\$10,035	\$9,430	\$8,845	\$8,265
1/4	\$8,160	\$7,645	\$7,040	\$6,560	\$6,115



XXL C/O TOWNSQUARE MEDIA

900 3rd Ave, 3rd Floor New York, NY 10022 (203) 861-0900zz

CIRCULATION: 100,000

MECHANICAL REQUIREMENTS

AD SIZE	WITH X DEPTH
Full Page (Bleed)	8 1/4" x 11 1/8"
Full Page (Non-Bleed)	7" x 10"
Full Page (Trim Size)	8" x 10 7/8"
Full Page (Live Matter)	7" x 10"
2-Page Spread (Bleed)	16 1/4" x 11 1/8"
2-Page Spread (Non-Bleed)	15" x 10"
2-Page Spread (Trim size)	16" x 10 7/8"
2/3 Page	4 5/8" x 10"
1/2 Page (Horizontal)	7" x 4 3/4"
1/3 Page (Vertical)	2 1/4" x 10"
1/3 Page (Square)	4 3/4" x 4 3/4"
1/4 Page	3 3/8" x 4 3/4"
1/6 Page (Vertical)	2 1/4" x 4 3/4"

Live matter must be 1/4" from the gutter on each page and 1/2" from outside edges of final trim on each page. Send advertising materials to your TSM account manager.

CONTACT AND COPY REGULATIONS

All advertisements, contracts and insertion orders are accepted subject to terms and regulations of this rate card. All advertising is subject to Publisher's approval.

Positioning of advertisements is at the discretion of the Publisher, except where specific preferred positions are covered and agreed by contract.

Short rate will apply if advertiser has not earned billed rate at end of contract period. Rebate will be made at end of contract period if advertiser has used sufficient additional insertions to earn lower rate.

Advertiser and advertising agency assume liability for all content of advertisements printed and also assume responsibility for any claims arising therefrom made against the Publisher.

All advertisements, contracts and insertion orders are accepted subject to terms and regulations of this rate card. All advertising is subject to Publisher's approval.

Client assumes full responsibility for all payments in the event of agency (acting or otherwise) default.