

# Syndication Tops The 2010 Forbes Celebrity 100

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Special Report

The Celebrity 100



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#95



#100





Special Report

## The Celebrity 100

Rank	Name	Pay (\$mil)	Money Rank	TV/Radio Rank	Press Rank	Web Rank	Social Rank	Category
1	Oprah Winfrey	315	1	1	5	5	11	Personalities
2	Beyonce Knowles	87	11	9	13	2	15	Musicians
3	James Cameron	210	2	21	9	20	81	Directors/Producers
4	Lady Gaga	62	22	13	4	1	1	Musicians
5	Tiger Woods	105	7	7	6	35	34	Athletes
6	Britney Spears	64	20	15	24	3	2	Musicians
7	U2	130	3	54	18	11	28	Musicians
8	Sandra Bullock	56	25	6	21	17	62	Actresses
9	Johnny Depp	75	14	34	22	16	21	Actors
10	Madonna	58	24	16	3	4	33	Musicians
11	Simon Cowell	80	12	20	20	46	64	Personalities
12	Taylor Swift	45	38	8	27	8	3	Teen stars
13	Miley Cyrus	48	32	17	26	6	20	Teen stars
14	Kobe Bryant	48	32	22	16	21	22	Athletes
15	Jay-Z	63	21	45	29	23	26	Hip-hop impresario
16	Black Eyed Peas	48	32	42	36	18	37	Musicians
17	Bruce Springsteen	70	16	48	32	47	48	Musicians
18	Angelina Jolie	20	76	19	30	10	41	Actresses
19	Rush Limbaugh	58.5	23	10	45	41	78	Personalities
20	Michael Jordan	55	26	38	31	38	27	Athletes
21	Dr. Phil McGraw	80	12	3	68	94	45	Personalities
22	Steven Spielberg	100	8	71	40	49	77	Directors/Producers
23	Ellen DeGeneres	55	26	31	58	50	5	Personalities

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24	David Letterman	45	38	3	25	33	76	Personalities
25	Tyler Perry	125	4	56	76	82	36	Directors/Producers
26	Jennifer Aniston	27	67	40	41	22	74	Actresses
27	Pink	44	43	35	35	14	18	Musicians
28	LeBron James	43	45	23	11	39	31	Athletes
29	Roger Federer	43	45	28	1	44	13	Athletes
30	Brad Pitt	20	76	25	15	12	73	Actors
31	Floyd Mayweather	65	19	47	62	77	52	Athletes
32	Michael Bay	120	5	90	71	70	97	Directors/Producers
33	Donald Trump	50	30	26	57	59	75	Personalities
34	Jay Leno	35	54	2	28	29	65	Personalities
35	Coldplay	48	32	86	47	26	4	Musicians
36	David Beckham	44	43	64	10	31	19	Athletes
37	Jerry Seinfeld	75	14	51	80	86	89	Comedians
38	AC/DC	114	6	88	100	83	24	Musicians
39	Howard Stern	70	16	57	92	63	84	Personalities
40	Jonas Brothers	35.5	53	32	56	15	7	Teen stars
41	Tom Hanks	45	38	49	44	42	46	Actors
42	George Lucas	95	10	94	81	67	82	Directors/Producers
43	Glenn Beck	35	54	12	50	28	39	Personalities
44	Ryan Seacrest	51	29	41	83	75	14	Personalities
45	Phil Mickelson	46	37	24	19	88	90	Athletes
46	Ben Stiller	53	28	72	61	68	23	Actors
47	Jerry Bruckheimer	100	8	94	88	89	94	Directors/Producers
48	Cristiano Ronaldo	36	51	97	2	19	8	Athletes
49	Alex Rodriguez	36	51	11	14	73	83	Athletes

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50	Robert Pattinson	17	86	53	37	7	68	Actors
51	Conan O'Brien	38	50	5	46	93	30	Personalities
52	Shaquille O'Neal	31	61	27	33	60	9	Athletes
53	James Patterson	70	16	98	84	97	57	Authors
54	Kenny Chesney	50	30	70	89	91	40	Musicians
55	Manny Pacquiao	42	47	52	52	64	60	Athletes
56	Tom Cruise	22	73	43	38	25	43	Actors
57	Adam Sandler	40	48	65	74	66	10	Actors
58	George Clooney	19	83	14	12	24	53	Actors
59	Stephenie Meyer	40	48	85	59	32	87	Authors
60	Cameron Diaz	32	59	61	54	36	79	Actresses
61	Serena Williams	20	76	18	8	57	32	Athletes
62	Rascal Flatts	45	38	69	90	90	42	Musicians
63	Charlie Sheen	30	62	29	70	55	70	Television actors
64	Derek Jeter	30	62	36	34	79	67	Athletes
65	Lance Armstrong	20	76	33	7	62	12	Athletes
66	Kristen Stewart	12	92	62	53	9	69	Teen stars
67	Toby Keith	48	32	81	93	95	99	Musicians
68	Sean (Diddy) Combs	30	62	63	75	30	56	Hip-hop impresario
69	Stephen King	34	57	82	63	40	51	Authors
70	Sarah Jessica Parker	25	68	55	55	56	71	Actresses
71	Leonardo DiCaprio	28	65	67	42	48	58	Actors
72	Judge Judy Sheindlin	45	38	77	96	100	80	Personalities
73	Robert Downey Jr	22	73	60	39	45	85	Actors
74	Lil Wayne	20	76	76	67	13	6	Hip-hop impresario
75	Reese Witherspoon	32	59	79	82	61	61	Actresses

Rank	Name	Pay (\$mil)	Money Rank	TV/Radio Rank	Press Rank	Web Rank	Social Rank	Category
76	Keith Urban	27.5	66	50	73	78	50	Musicians
77	Julia Roberts	20	76	58	49	37	72	Actresses
78	Steve Carell	34	57	78	72	84	54	Television actors
79	Meryl Streep	13	91	30	23	43	59	Actresses
80	Akon	21	75	92	77	27	16	Hip-hop impresario
81	Maria Sharapova	25	68	87	43	80	29	Athletes
82	Daniel Radcliffe	25	68	90	66	58	86	Teen stars
83	Venus Williams	15.5	88	39	17	81	38	Athletes
84	Ray Romano	35	54	82	91	99	98	Television actors
85	Gisele Bundchen	25	68	93	94	69	55	Models
86	Heidi Klum	16	87	74	69	51	49	Models
87	Drew Barrymore	15	90	73	64	52	44	Actresses
88	Alec Baldwin	8.5	98	37	48	54	93	Television actors
89	Kiefer Sutherland	20	76	80	86	76	92	Television actors
90	Tina Fey	7.5	99	46	60	74	66	Television actresses
91	Kate Moss	9	97	89	51	34	63	Models
92	Eva Longoria Parker	12	92	65	79	65	47	Television actresses
93	Jeff Dunham	22.5	72	99	98	96	25	Comedians
94	George Lopez	18	85	68	87	87	35	Comedians
95	Katherine Heigl	15.5	88	75	78	71	96	Television actresses
96	Danica Patrick	12	92	44	65	85	95	Athletes
97	Kate Hudson	11	95	58	85	53	99	Actresses
98	Chelsea Handler	19	83	84	97	92	17	Comedians
99	Jennifer Love Hewitt	6.5	100	96	95	72	88	Television actresses
100	Mariska Hargitay	9.5	96	100	99	98	91	Television actresses