



Pitchfork

U.S. Media Kit

2H 2022

CONDÉ NAST



Pitchfork

BRAND MISSION The most trusted voice in music, Pitchfork is the preeminent music discovery destination for super fans. With a global reputation for hosting highly curated live events, Pitchfork's halo is a career-making rite of passage for rising talent.

"For me, music has always been the heartbeat of culture and a reflection of the world at any given moment. It's the way people navigate their deepest feelings, a means of joy and catharsis. At Pitchfork, we approach music from a lens of discovery, inclusivity, education, and exploration. We aim to celebrate the most important artists of today and elevate the sounds and artists that will shape tomorrow. With a legacy in sharp reviews, critical analysis, reporting, deep-dives, and tastemaking discovery, we strive to make Pitchfork the homepage of any discerning music fan."

PUJA PATEL, EDITOR IN CHIEF

1 in 2
GEN Z/MILLENNIAL

1.2X
HHI \$200k+

#1
AVERAGE TIME
SPENT PER VISITOR
VS. COMPS

1.5x
MUSIC/TECH SUPER
INFLUENTIALS

12.4M
AVG. MONTHLY
DIGITAL UNIQUES

2 in 3
COME FOR THE BEST MUSIC
RECOMMENDATIONS,
REVIEWS, AND EMERGING
ARTISTS

19.7M
AVG. MONTHLY
VIDEO VIEWS

7.1M
SOCIAL FOLLOWERS

comScore Media Metrix (Multi-platform) United States, Desktop 2+ and Total Mobile 13+, July - Oct '21 monthly avg. ListenFirst, followers as of 11/30/21, includes FB, TW, IG, YT, TikTok, Adobe, YouTube Analytics, DFP, Partner Data, Facebook Insights, Twitter Analytics, Instagram Analytics, Snapchat Insights, July - Oct 2021 Monthly Average. Pitchfork Audience Study. comScore July-Oct avg. 2021; vs. RollingStone, Billboard, AllMusic, The Fader, Stereogum. 2021 comScore Multi-Platform/MRI Simmons USA Fusion 06-21/S21

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BRAND HIGHLIGHTS

PITCHFORK PRESENTS | BIMONTHLY On the heels of the hugely successful 2021 Music Festival, Pitchfork will continue to power the return of live music with a venue partnership leveraging its name and authority in the space. Launching in February, Pitchfork Presents will host and promote a yearlong series of concerts live from Brooklyn, NY featuring the best new artists out there.

PITCHFORK MUSIC FESTIVAL CHICAGO | JULY The annual Pitchfork Music Festival Chicago, a distinctly local institution with an international megaphone, curates a diverse mix of rising acts, established favorites and career-defining performances from artists like Ms. Lauryn Hill, LCD Soundsystem, and Kendrick Lamar. Last year's Festival sold out with an all female list of headliners.

THE PITCHFORK REVIEW PODCAST RELAUNCH | SEPT With the amount of new music released every week, it's hard to keep up and find the records worth listening to. Big drops, and under the radar future classics. Pop stars you love and artists just waiting to ignite. Join host Puja Patel, Pitchfork's Editor-in-Chief, as we dig deep into the best new music and rising artists, and peek behind the curtain of Pitchfork to find out what we *really* think about all of it!

PITCHFORK MUSIC FESTIVALS EUROPE | NOV 2022 Every November, Pitchfork hosts multi-venue music festivals across three consecutive weeks in London, Paris, and Berlin, allowing music fans to see the very best of the international independent music scene across the most iconic clubs in these thriving European capital cities.

YEAR IN MUSIC | DEC 2022 Anchored by the 50 Best Albums, 100 Best Tracks, Gift Guides, and more Pitchfork's Year in Music package includes 30+ pieces of content that delve into the year's best music memes, shows, videos, and more. In 2022, Pitchfork will expand our widely-debated and shared Year In Music roundup with a high-profile music event featuring our favorite artists live from Brooklyn, NY. The ticketed Showcase will be IRL and livestreamed and include a multitude of content moments from the stage, the red carpet, behind the scenes and from an exclusive VIP after party.