Mission Statement
As music crosses borders and continents with the tap of a phone, Pitchfork finds the best of it, and introduces it to an influential audience of connoisseurs.

By The Numbers

<table>
<thead>
<tr>
<th>TOTAL AUDIENCE</th>
<th>MILLENNIALS</th>
<th>HHI $100K+</th>
<th>C-SUITE</th>
</tr>
</thead>
<tbody>
<tr>
<td>4MM</td>
<td>1.3MM</td>
<td>804K</td>
<td>160 INDEX</td>
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Across Platforms

- DIGITAL 4MM
- SOCIAL 7MM
- VIDEO 24MM

Monthly Video Views

Tentpoles & Editorial Pillars

Summer Music Week (May 2018)
Pitchfork’s editorial team will dive into a pool full of Rihanna, the best of Grateful Dead’s live sets, music to listen to on the beach, lo-fi house and more, creating a Summer Music guide for our audience to enjoy.

Pitchfork Music Festival Chicago (July 2018)
Pitchfork Music Festival presents over 40 artists and bands from July 20th - 22nd in Chicago’s Union Park. The festival highlights the best emerging talent in music for 66,000 attendees to enjoy.

Best Songs of [ ] (August 2018)
A regular major feature that runs in the third week of August and takes over the site’s editorial coverage for the week.

Pitchfork Music Festival Paris (November 2018)
Our flagship European event, held over three days at La Grande Halle, an 8,000-capacity venue with two stages, with more than 30 artists and numerous surrounding events and after parties.

Holiday Gift Guide (November 2018)
In a time of cultural splintering and super-personalized playlists and oh-so-specific microgenres, buying gifts for music lovers can be daunting. Pitchfork’s annual Gift Guide makes things a bit easier—no matter what type of music fan our audience is dealing with, they’ll be able to find something to match their unique tastes.

Year End Lists (December 2018)
Best tracks, best albums, best memes, etc.—a suite of 10+ editorial pieces. These lists are always the highest trafficked pieces on the site, and always a definitive statement in music journalism (lots of meta-reviews of Pitchfork’s lists by our competitors, for example).

Source: comScore/MRI Multi-platform 7-17/S17; total reach: digital only

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