



# Pitchfork

U.S. Media Kit  
1H 2024

CONDÉ NAST





# Pitchfork

## Brand Mission

As the most trusted voice in music, Pitchfork is the preeminent resource for highly-engaged fans looking to discover and experience new music in a thought-provoking way. Its comprehensive reviews and analyses of the people, trends and events shaping the industry have defined music journalism for more than 20 years. Not only does Pitchfork set the standard for music coverage, it has a global reputation for hosting unique and eclectic music events, including annual music festivals in Chicago and Paris.

“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

1.7X

TOP MANAGEMENT PROFESSIONALS

1.5X

NEW TECH ADOPTERS

81%

COME TO PITCHFORK TO DISCOVER NEW MUSIC

1.5X

MUSIC / MOVIES / ENTERTAINMENT ENTHUSIASTS

3.5M

AVG. MONTHLY DIGITAL UNIQUES

7M

SOCIAL FOLLOWERS

11M

AVG. MONTHLY VIDEO VIEWS

Comscore Multi-Platform (United States) (Desktop 2+ and Total Mobile 13+) Full Year 2023 monthly avg.; ListenFirst, followers as of 12/31/23, includes FB, TW, IG, YT, TikTok; Adobe, YouTube Analytics, DFP, Partner Data, Facebook Insights, Twitter Analytics, Instagram Analytics, Snapchat Insights, TikTok, Full Year 2023 monthly average; Pitchfork Audience Study Oct. 2022; Comscore Multi-Platform / MRI-Simmons Fusion (11/23-F23)



# Pitchfork

## Brand Highlights

**THE GRAMMY AWARDS | JAN – FEB** The Grammys are “Music’s Biggest Night,” and Pitchfork is the destination for people who love music. We cover every angle from head-to-heads, controversies, snubs, predictions, and historic landmarks to look out for!

**ROAD TO PITCHFORK FESTIVAL CHICAGO | FEB – JUNE**

Pitchfork Music Festival Chicago is THE event for early adopters with a passion for music. Pitchfork will expand the opportunities surrounding this highly successful Festival to include a myriad of content moments and events leading up to the big July weekend.

**SXSW BEST NEW MUSIC SHOWCASE | MARCH** SXSW is returning in March with a slate of events that celebrate live music’s triumphant return – And every year at SXSW, Pitchfork hosts a 2-day Best New Music showcase in East Austin, providing a chill destination to enjoy new music and some respite from the 6th Street madness.

**COACHELLA | APRIL** Every year, Coachella marks the start of the festival season for music lovers. Pitchfork is the go-to destination for everything to know about what’s happening on the ground—from iconic performances, style, celebrity gossip, and historic landmarks to lookout for. We even host our own Coachella pop-up in Palm Springs during the first weekend of the festival.

**NIGHT OUT | JUNE** Gay bars and clubs have functioned as the central institution of queer life, safe havens that foster community and creativity for LGBTQ+ people and performers alike. Beginning in June, Them and Pitchfork will celebrate queer nightlife across the country with Night Out, an editorial content series across brands and a Pride concert in NYC.

**PITCHFORK MUSIC FESTIVAL CHICAGO | JULY** Pitchfork Music Festival is returning to Union Park Chicago in July 2024. A distinctly local institution with an international megaphone, the Chicago Festival curates a diverse mix of rising acts, established favorites, and career-defining performances from artists like Ms. Lauryn Hill, LCD Soundsystem, and Kendrick Lamar.

**PITCHFORK LIVE | EVERGREEN** Pitchfork Live is an event meets livestreaming series that is programmed with exclusive interviews, intimate live performances, and DJ sets curated by Pitchfork’s editors and favorite artists. Pitchfork Live is uniquely customizable to specific locations and has been executed at Coachella, SXSW, Art Basel, Pitchfork Music Festival Chicago and Paris, and more.

**THE PITCHFORK REVIEW PODCAST | EVERGREEN** Hosted by Pitchfork Editor-in-Chief Puja Patel, and brought to you by the music critics at Pitchfork, this is a show for music fans/obsessives who can’t wait to talk about the latest releases.