



# Pitchfork

U.S. Media Kit  
**2H 2025**

CONDÉ NAST





# Pitchfork

## Brand *Mission*

Long the definitive authority on music, Pitchfork reimagines itself in 2025 – humanizing the brand across all platforms as a collective of real, smart, funny and relatable personalities and journalists entrenched in the music scene.

"A new Pitchfork ecosystem begins.

As an active participant in today's music world – showcasing both artists and Pitchfork personalities, digging into subcultures, expanding our IRL presence and creating great content live from both underground scenes and major events, Pitchfork will kick start a new era in 2025."

**MANO SUNDARESAN,**  
HEAD OF EDITORIAL CONTENT

2.5X

CONCERT & MUSIC  
EVENTS CONTENT

2.2X

MUSIC INFLUENTIALS

79%

OF PITCHFORK'S  
AUDIENCE ARE MUSIC  
STREAMERS

1.3X

PREMIUM SPIRIT CONSUMERS

2.6M

AVG. MONTHLY  
DIGITAL UNIQUES

7.4M

SOCIAL FOLLOWERS

8.5M

AVG. MONTHLY  
VIDEO VIEWS

Comscore Multi-Platform (United States) (Desktop 2+ and Total Mobile 13+) Full Year 2024 monthly avg.; ListenFirst, followers as of 12/31/24, includes FB, TW, IG, YT, TikTok; Adobe, YouTube Analytics, DFP, Partner Data, Facebook Insights, Twitter Analytics, Instagram Analytics, Snapchat Insights, TikTok, Full Year 2024 monthly average; Comscore Plan Metrix November 2024; Comscore Multi-Platform / MRI-Simmons Fusion (09/24-S24)

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## *Brand Highlights*

**SONGS OF THE SUMMER | AUG** As Labor Day nears, it's time to consider the music that defined the warm months. Whether you're grilling in the park, driving with the windows down, or slurping up a rooftop margarita, you need the right song to carry you through this sweaty summer. From the obvious picks to staff favorites and in-the-know outliers, Pitchfork determines the best songs of the summer with digital, social and video content.

**BEST RAP ALBUMS OF ALL TIME | SEPT** Pitchfork's definitive lists have long shaped conversations about music. This September, Pitchfork will take a bold stance on the greatest rap music by publishing a comprehensive package of articles, videos, and more—celebrating the best rap songs, albums, and artists of all time.

**PITCHFORK COVER STORIES | OCT & NOV** Pitchfork has a long history of predicting the future of music and identifying the artists who will shape the industry's direction. We're building on this by spotlighting the most exciting acts in music through our quarterly Pitchfork Cover Stories. Each Pitchfork Cover Story will feature a longform digital article, social videos, a collectible print zine, and an in-person event.

**YEAR IN MUSIC | DEC** Pitchfork's Year-End Lists serve as a cultural barometer—celebrating the best music of the year and defining what's next. Anchored by the 50 Best Albums, 100 Best Tracks, Gift Guides, and more, Pitchfork's Year in Music—the site's highest-trafficked content of the year—also highlights the best shows, videos, and more. This annual editorial package has become a bible for passionate music fans.

**MUSIC FESTIVALS | EVERGREEN** From Rolling Loud to Coachella, Pitchfork will be on the ground, covering the ins and outs of various cultural events and festivals. Whether we're covering the in's and out's of the festival, hosting a content studio with talent, or popping up Pitchfork Live, Pitchfork will be your guide to everything happening at the biggest moments in music all year long.