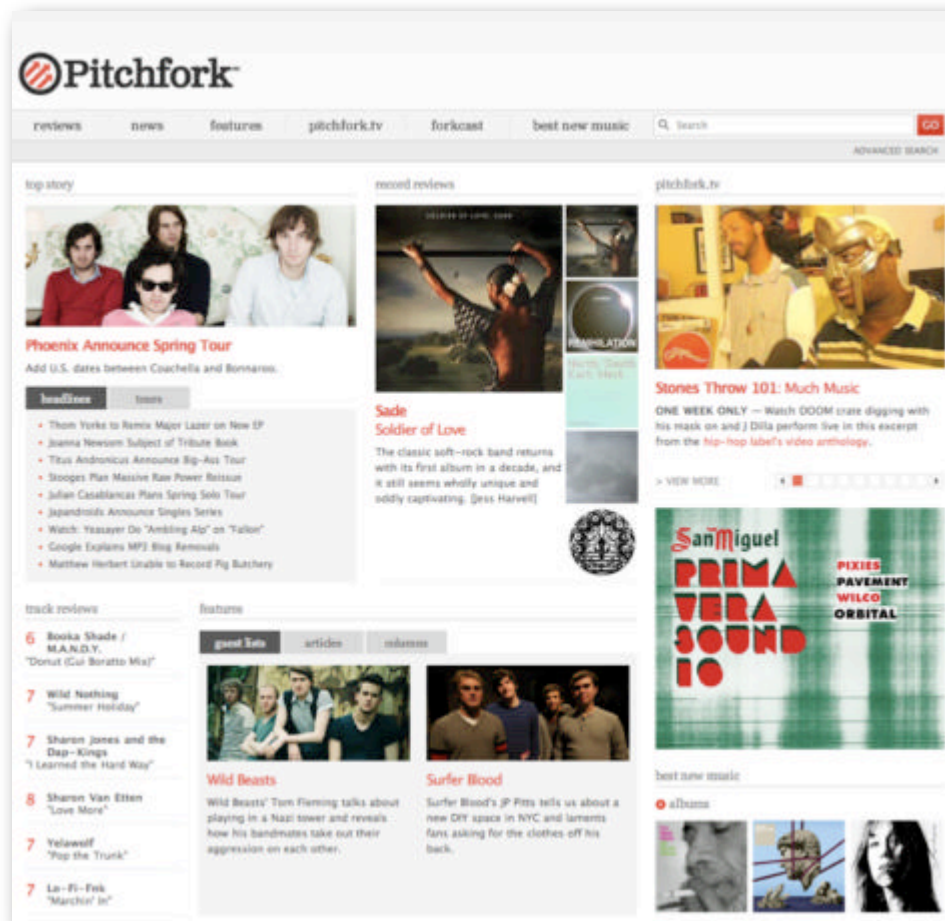




“The single most influential voice in indie music.”  
- *The Chicago Tribune*



## Pitchfork Media

Launched in 1996, Pitchfork is the leading voice in modern music today, an online magazine that has helped launch the careers of major artists from the Arcade Fire and Bon Iver to MIA and Fleet Foxes.

Our 20-person editorial team and dozens of freelance writers are among the most widely read and respected in music publishing, shaping the discussion on new and emerging music through daily reviews, breaking news and award-winning features.

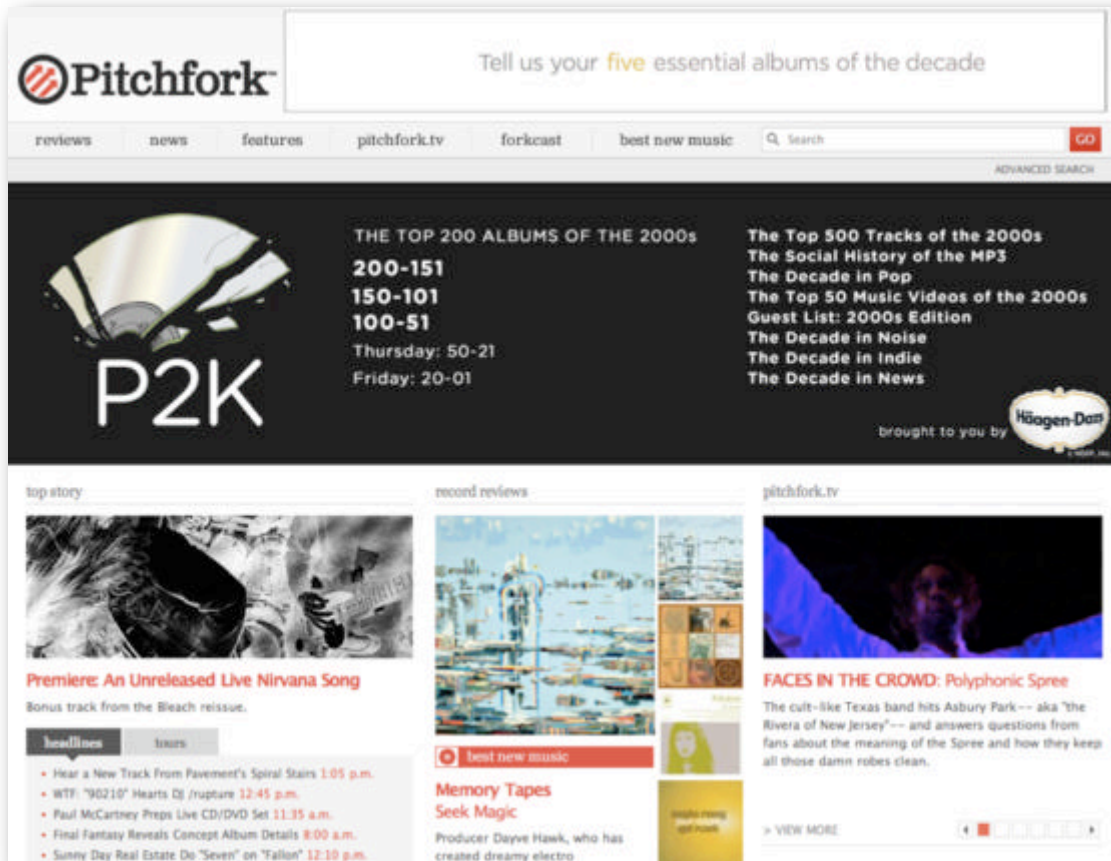
And Pitchfork's 2 million readers are among the most loyal on the Web, influencers who shape their peers' tastes in music, fashion, brands and beyond.

## Pitchfork.tv

**Pitchfork.tv**, the first online music video channel dedicated to documenting independent music as it happens.

Pitchfork.tv showcases original and third-party music programming, including live performances, unique series, mini documentaries and more, receiving more than **1.5 million streams each month**, with an average **per-video viewing time of more than 4 minutes** and an average session time over 8 minutes.





The screenshot shows the Pitchfork website homepage. At the top left is the Pitchfork logo. To its right is a search bar with the text "Tell us your five essential albums of the decade". Below the logo and search bar is a navigation menu with links for "reviews", "news", "features", "pitchfork.tv", "forkcast", and "best new music". A search icon and a "GO" button are also present. The main content area features a large banner for "P2K" (The Top 200 Albums of the 2000s) with a CD image and text: "THE TOP 200 ALBUMS OF THE 2000s", "200-151", "150-101", "100-51", "Thursday: 50-21", "Friday: 20-01". To the right of the banner are links for "The Top 500 Tracks of the 2000s", "The Social History of the MP3", "The Decade in Pop", "The Top 50 Music Videos of the 2000s", "Guest List: 2000s Edition", "The Decade in Noise", "The Decade in Indie", and "The Decade in News". A "brought to you by Häagen-Dazs" logo is at the bottom right of the banner. Below the banner are three columns: "top story" with a Nirvana article "Premiere: An Unreleased Live Nirvana Song", "record reviews" with a "Memory Tapes Seek Magic" article, and "pitchfork.tv" with a "FACES IN THE CROWD: Polyphonic Spree" article. A "headlines" section is also visible on the left.

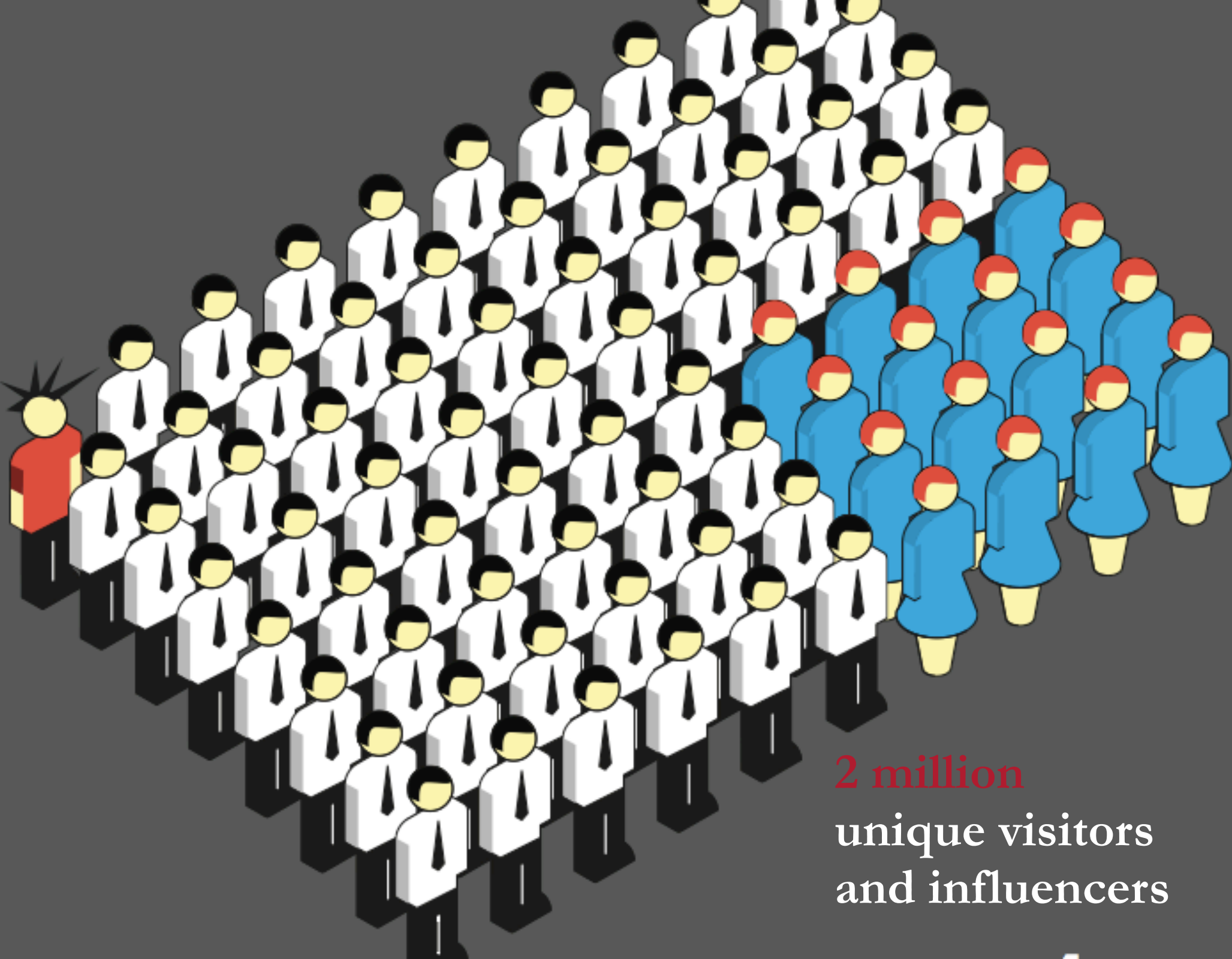
## Pitchfork Features

Pitchfork's award-winning features include in-depth think pieces, artist interviews, guest lists, festival coverage, genre overviews, artist biographies and Pitchfork's highly influential annual Year in Music coverage, which is linked to, debated and shared across the Web.



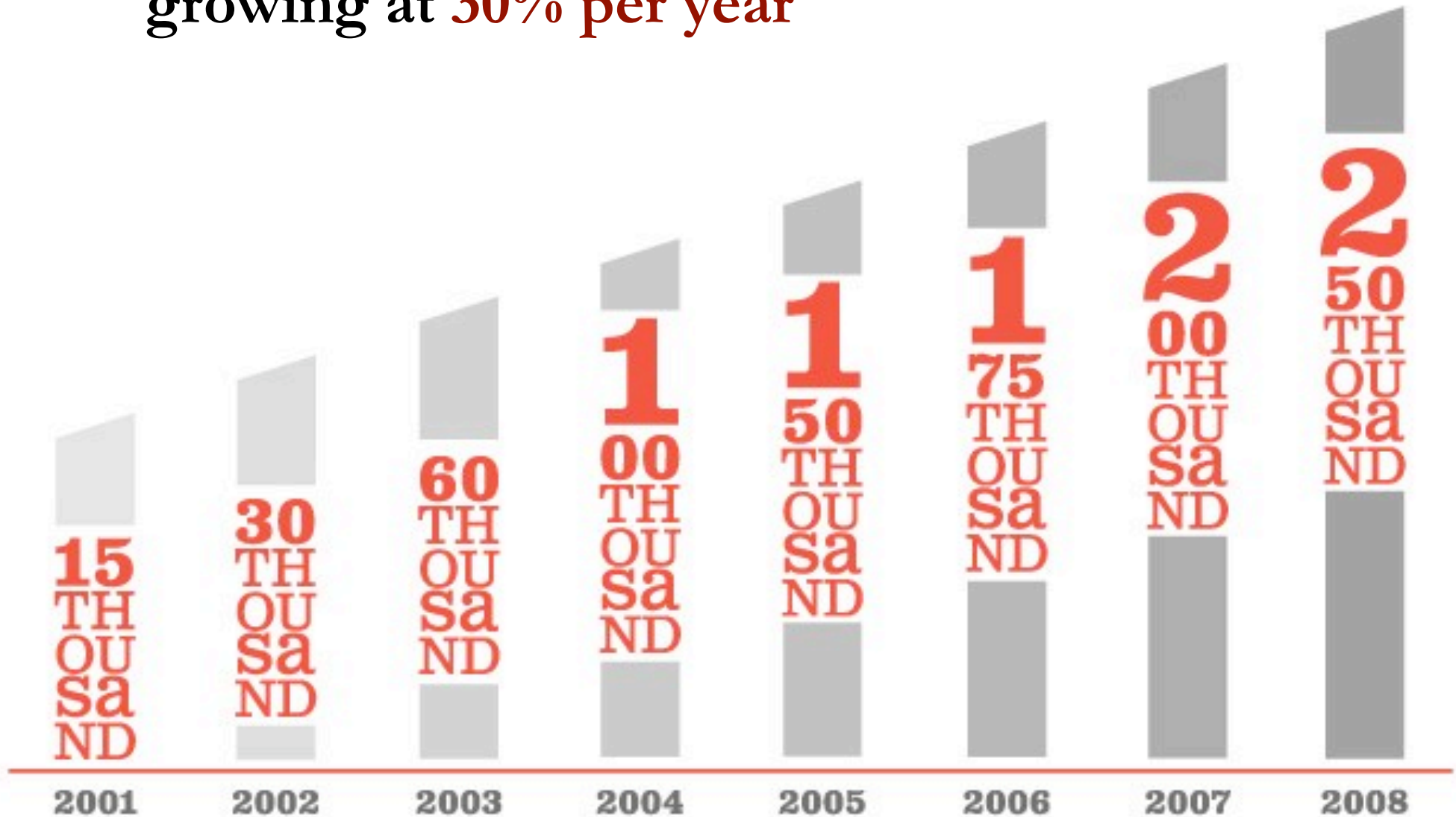
Our Audience





**2 million**  
unique visitors  
and influencers

growing at 30% per year





# Our Audience

- 75% 21-34
- 85% over 21
- 64% male
- 87% college or graduate education
- \$50K average HHI
- 70% Pitchfork primary music resource
- 50% purchase music weekly
- 40% attend live music monthly
- 86% own an MP3 player
- 50% own a video game console






“Pitchfork readers are people who take music very seriously. . . and we do, too. We see music as a kind of sacrament, something sacred, and we live in a moment when music is becoming less and less of a precious thing in the culture, it’s like tap water, it’s just background music, and I just wanted to pay respect to your audience, because they are people who really want to know and [have] a curiosity about what’s right and what’s wrong and what’s great and what’s happening, and we respect that.”

**Bono, in an exclusive 2009 interview with Pitchfork.TV**



# Advertising Solutions

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“  
Rich Girls  
”

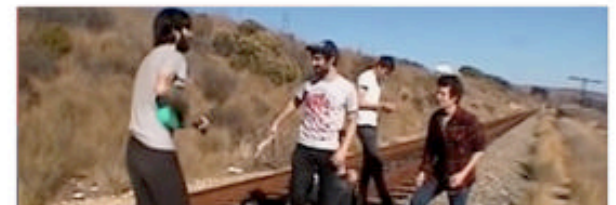
## top story



## record reviews



## pitchfork.tv



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### filter news

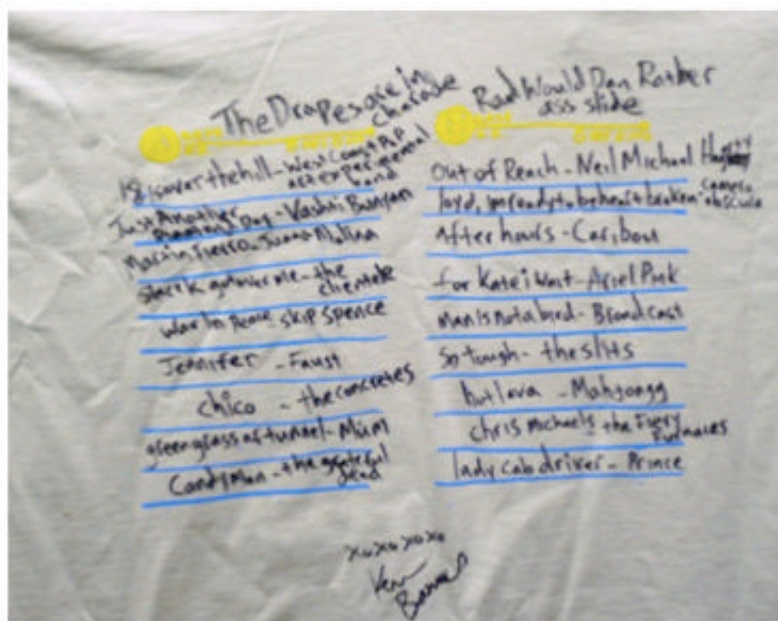
- All
- Album Releases
- Commentary
- Industry News
- Pitchfork News

### best new tracks

- Four Tet: "Love Cry"
- A Sunny Day in Glasgow: "Close Chorus"
- The Flaming Lips: "Watching the Planets"
- Jay-Z: "Empire State of Mind" [ft. Alicia Keys]
- Think About Life: "Havin' My Baby"
- Sleigh Bells: "Crown on the Ground"
- Annie: "Songs Remind Me of You"
- Claude VonStroke: "Monster Island"
- Charlotte Gainsbourg: "IRM"
- Big Boi: "Shine Blockas" [ft. Gucci Mane]

tuesday, november 10

## Of Montreal, Hold Steady Auction Insound Mixtape Shirts for Charity



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### top story



### Magnetic Fields Announce New Album

[headlines](#)
[tours](#)



# the **REAL** office

### top story



#### Listen to the New Yeasayer Single

The schizophrenic "Ambling Alp".

headlines tours

- DMG: A Cake Shaped Like Lil Wayne's Head
- Hear New Dirty Projectors: "Ascending Melody"
- The xx Cancel Shows Due to Exhaustion
- 5-10-15-20: Fuck Buttons' Andrew Hung
- Beck, Beasties, Santigold to Remix Norah Jones
- Molina & Johnson Plan U.S. Tour
- Hear Daft Punk, Justice, Gorillaz in Q Hero
- Richard Hawley Working With Lisa Marie Presley
- Google Makes Searching for Music Super Easy

### record reviews



#### Devendra Banhart What Will We Be

The preminent songwriter and personality of New Weird America moves to Reprise without losing any of his eclecticism or quirk. [Grayson Curin]

### pitchfork.tv



#### DON'T LOOK DOWN: Yo La Tengo

With a blazing sun dipping below the New York City skyline behind them, the Garden State indie stalwarts take to a Brooklyn rooftop and perform four tracks from their recent LP, Popular Songs.

> VIEW MORE

### track reviews

- Think About Life  
"Havin' My Baby"
- 3 Weezer  
"Can't Stop Partying" (ft. Lil Wayne)
- 7 Wild Nothing  
"Confirmation"
- Sleigh Bells  
"Crown on the Ground"
- 7 Atlas Sound  
"Kid Klimax (acoustic)"
- 7 Forest Creature  
"Edit 6"

### features

columns interviews guest lists



#### Resonant Frequency #64

In a time when artists no longer control the context of their work, it can be exciting for listeners, but does it marginalize those doing ...



#### Poptimist #24

Getting sentimental over the 20th anniversary of the Stone Roses/Happy Mondays breakthrough, and the death of Flowered Up's Liam Maher.

### lists

- 1960s Songs
- 1970s Albums
- 1980s Albums
- 1990s Albums
- 2000-04 Albums | Singles
- 2000 Albums
- 2001 Albums
- 2002 Albums
- 2003 Albums | Singles
- 2004 Albums | Singles

### forecast

- Deerhunter: "Famous Last Words" (fan video)
- Ramona Falls: "I Say Fever"
- Glass Ghost: "Mechanical Life"
- No Age: "Losing Feeling"
- Florence and the Machine: "You've Got the Love (Jamie xx Rework)" (ft. the xx)
- Zola Jesus: "Clay Bodies"
- Avi Buffalo: "What's in It For?"
- Dâm-Funk: Beautiful Music 4 Beautiful People mixtape
- St. Vincent: Various Songs (Live on "Austin City Limits")

## tonight at midnight on





## Custom Video Programs

Pitchfork can develop custom video programs for advertisers, filmed, directed, produced and edited by the Pitchfork.tv team and featuring some of the most exciting artists working today in independent music and beyond.

Custom video programs can include subtle brand integrations, presenting-sponsor billing and custom supporting media. Custom video programs can also be executed at brand events or used to extend existing brand marketing efforts.

Custom videos are streamed on Pitchfork.tv and can be pushed to brand social media pages, hubsites and other media efforts. Most custom video programs include usage rights for the brand, and Pitchfork handles all music / artist rights issues.



Adult Audience

## DISCUS Compliant 21-Plus Audience

Pitchfork's audience is consistently compliant with DISCUS and all other liquor marketing audience and content guidelines.

- **Quantcast** - 85% 21-plus
- **ComScore** - 80% 21-plus
- **Pitchfork Reader Survey** - 80% 21-plus







***“The coolest festival in America.”***

***—Wayne Coyne, The Flaming Lips***

**← PITCHFORK  
← MUSIC  
← FESTIVAL  
09**



“The only truly news-making festival of the entire summer”

*Sound Opinions*

“The country’s most significant annual showcase for the rock underground.”

*Chicago Sun-Times*



**Matthew H Frampton**

Sales Director

[mattf@pitchfork.com](mailto:mattf@pitchfork.com)