


VOX MEDIA

NEW YORK **Intelligencer** THE **CUT** **VULTURE** the **Strategist** **CULBED** **GRUB STREET** **THE VERGE** **Vox** **recode** **SB NATION**  **Polygon** **ENTER**

WE'RE AMPLIFYING THE VOICES OF THIS MOMENT



THE CUT

Because, in an era that demands everything of them, the Cut is showing the world what women are made of.



the Strategist

Because U.S. ecommerce grew +30% in 2020—and The Strategist's revenue generated increased +104% YoY.



VULTURE

Because the average household has access to 100,000 hours (11 years) worth of streaming content.



CURBED

Because since March 2020, Americans have spent an average of 2 extra hours a day sitting on their sofas.



EATER

Because 90% of the Eater audience believes everyone could get along better if they could have a good meal together.

WE'RE AMPLIFYING THE VOICES OF THIS MOMENT



Vox

Because someone has to explain everything from the GameStop saga to what the heck Clubhouse is.



THE VERGE

Because technology infuses every aspect of our lives, and The Verge ensures we get the most out of it.



NEW YORK

Because the recovery of our cities—restaurants, live entertainment, Wall Street, and more—will be the big story of 2021.



SB NATION

Because SB Nation's 280+ communities give voice to millions of sports fans (including Stanford's "Rule of Tree").



Polygon

Because 60% of Americans play video games daily, and the gaming industry is expected to reach \$180B in revenue in 2021.

WE'RE AMPLIFYING THE VOICES OF THIS MOMENT



Intelligencer

Because 96% of the Vox Media audience believes journalism should help identify social issues.



recode

Because 70% of Vox readers read tech content weekly, compared to 30% of non-Vox readers.



GRUB STREET

Because someone had to hold Big Pasta accountable and get bucatini back on grocery store shelves.



**VOXMEDIA
PODCAST
NETWORK**

Because 74% of people say podcasts provide content they can't get anywhere else (and we have more than 200).



**VOXMEDIA
STUDIOS**

Because we have more than 20 projects in development for premium networks, Hollywood & streaming services.

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
<p>THE VERGE CES</p> <p>SB NATION NFL Playoffs</p> <p>SB NATION College Football Championship</p> <p>CROSS-NETWORK Sundance</p> <p>VULTURE Grammys</p>	<p>CROSS-NETWORK Black History Month</p> <p>THE CUT Fashion Month</p> <p>SB NATION Super Bowl</p> <p>VULTURE The Golden Globes</p>	<p>THE VERGE March Apple Event Coverage</p> <p>VOX MEDIA SXSW</p> <p>THE CUT International Women's Day</p> <p>SB NATION March Madness</p> <p>EATER One Year In: How COVID-19 Changed the Food World</p> <p>EATER Sustainability Package</p>	<p>CROSS-NETWORK Earth Day</p> <p>RECODE Pivot Schooled</p> <p>EATER Plateworthy Video Series</p> <p>VULTURE Movies in New York</p> <p>VULTURE, VOX, AND POLYGON Oscars Coverage</p> <p>VOX Summer Movie Coverage Begins</p> <p>POLYGON Seasonal Entertainment + Gaming Guide</p> <p>EATER California Barbacoa Trail</p> <p>SB NATION NFL Draft</p>	<p>EATER New Guard Winners Coverage</p> <p>NEW YORK MAG Frieze NY</p> <p>NEW YORK MAG NYCxDDesign</p> <p>THE VERGE + THE STRATEGIST Mother's Day</p> <p>THE CUT Met Gala</p> <p>THE VERGE Google IO + Microsoft Build</p> <p>THE VERGE + THE STRATEGIST Graduation Gift Guides</p> <p>VOX Cannes Film Festival</p> <p>THE CUT How I Get It Done</p>	<p>CROSS-NETWORK Pride Month</p> <p>EATER + RECODE <i>Land of the Giants</i> Podcast Launch</p> <p>SB NATION Euro 2020</p> <p>CROSS-NETWORK Tribeca Film Festival</p> <p>THE VERGE Father's Day Gift Guide</p> <p>THE VERGE VidCon</p> <p>POLYGON + THE VERGE E3 Coverage</p> <p>VULTURE Emmys FYC</p>

JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
<p>EATER Eater Cooking Launch</p> <p>THE VERGE Mobile World Congress</p> <p>CROSS-NETWORK Prime Day</p> <p>EATER Road Trip Week</p> <p>EATER Retro Week</p> <p>POLYGON + THE VERGE Game Developers Conference</p> <p>POLYGON + THE VERGE San Diego Comic Con</p> <p>SB NATION Tokyo Olympic Opening Ceremony</p>	<p>THE VERGE Back to School Gift Guide</p> <p>EATER Sweaty Sexy Summer Package</p> <p>THE VERGE Unpacked Event</p> <p>POLYGON Summer Camp</p> <p>SB Nation College Football Kick Off</p> <p>EATER The Great Eater Campout</p>	<p>RECODE Code Conference</p> <p>VOX Fall Preview (Books & Movies)</p> <p>THE VERGE Apple Event</p> <p>EATER Cookbook Preview</p> <p>VULTURE Fall Preview</p> <p>EATER Design Week</p> <p>SB NATION NFL Kick Off</p> <p>THE VERGE Amazon Hardware Event</p> <p>VOX + VULTURE Emmy Awards Coverage</p>	<p>THE VERGE Verge Fest</p> <p>VOX National Book Awards</p> <p>THE VERGE Apple Event</p> <p>THE VERGE 10 Year Anniversary</p> <p>POLYGON NY ComicCon</p> <p>EATER Comfort Week</p> <p>VULTURE Comedians You Should Know</p> <p>SB NATION MLB World Series</p> <p>SB NATION NBA Season Kickoff</p>	<p>CROSS-NETWORK Holiday Gift Guides</p> <p>POLYGON BlizzCon</p> <p>POLYGON + THE VERGE The Eternals Marvel Release</p> <p>VULTURE Vulture Festival</p> <p>RECODE Code Media</p> <p>CROSS-NETWORK Black Friday + Cyber Monday</p> <p>CROSS-NETWORK DOC NYC</p> <p>CROSS-NETWORK Architecture & Design Film Festival</p>	<p>EATER Eater Awards</p> <p>POLYGON Game of the Year + Year in Review</p> <p>THE VERGE + POLYGON The Game Awards</p> <p>EATER Fantasy Food Trips</p>

EATER

The Most Trusted Voice in the
Food & Dining World.

12MM

Avg. Monthly uniques

24.5MM

Monthly Page Views

52% | 48%

Female | Male

8.9MM

Social Followers

72K

Monthly Podcast
Downloads

COVERAGE AREAS

Industry News | Maps | Eater @ Home |
Travel | 25 Cities





PARTNER WITH EATER

EATER MAPS

[Eater's signature maps](#) guide readers through the best dining and drinking experiences in the most important food cities in the U.S. and abroad.

25 LOCAL SITES

Give your brand local authority through Eater's extensive network of local experts in 25 unique cities.

EATER VIDEO

Every day, Eater's video team takes audiences (including 2.58M [YouTube](#) subscribers) on journeys to the best restaurants, cultural experiences, and unique food adventures.

EATER NEW GUARD

The [Eater New Guard](#) will celebrate the most talented changemakers in restaurants: people using food to challenge conventions, remake old systems, and better their communities.

EATER WINE CLUB

In addition to a monthly selection of wine curated by Eater's favorite sommeliers, [Eater Wine Club](#) offers exclusive, intimate events for members.

EATER COOKING LAUNCH

With the launch of a brand-new cooking channel on YouTube and a new subsection within Eater filled with recipe content, Eater Cooking will bring our signature restaurant expertise and influence to the home.

Find [Eater](#) on [YouTube](#), [Instagram](#), [Facebook](#), [Twitter](#), [podcasts](#), [newsletters](#), [Hulu](#), [PBS](#), and [Roku](#)

THE VERGE

The Technology Brand
for the Next Generation.

32MM

Avg. Monthly uniques

69.2MM

Monthly Page Views

42% | 58%

Female | Male

9.3MM

Social Followers

1.7MM

Monthly Podcast
Downloads

COVERAGE AREAS

Tech | Policy | Reviews | Science | Creators |
Entertainment





PARTNER WITH THE VERGE

VERGE REVIEWS

The go-to resource for what to buy, what you shouldn't, and how to use it all. The Verge's [reviews](#) team are the most authoritative and trusted voices in tech.

VERGE SCIENCE

[Verge Science](#) works with some of the best science reporters and minds in the world to craft thought-provoking, ambitious video journalism that educates and inspires The Verge's loyal, engaged, and curious audience.

DECODER PODCAST

[Verge Editor in Chief Nilay Patel talks to](#) a diverse cast of innovators and policymakers at the frontiers of business and tech to reveal how they're navigating an ever-changing landscape, what keeps them up at night, and what it all means for our shared future.

CREATORS COVERAGE

The Verge [Creators](#) coverage gives audiences the utility, context, and inspiration they crave to understand how technology and creativity collide. Creators aren't just defining what's "now." They're defining what's "next."

VERGEFEST

VergeFest is the festival for the next generation. Through the lens of technology, VergeFest goes behind the scenes to learn from the creators and visionaries behind the games we play, the movies we watch, and the gear and gadgets we buy.

GIFT GUIDES

No matter how well you know someone, it can still be difficult to find the right tech gift. That's where The Verge [Gift Guides](#) come in. Our expert team knows how to spot the perfect gift across hobbies, passion points, and budgets.

Find [The Verge](#) on [YouTube](#), [Twitter](#), [Instagram](#), [Facebook](#), [podcasts](#), and [newsletters](#).

VULTURE

Mind of a Critic,
Heart of a Fan.

20.4MM

Avg. Monthly uniques

30.6MM

Monthly Page Views

57% | 43%

Female | Male

1.5MM

Social Followers

710K

Monthly Podcast
Downloads

COVERAGE AREAS

TV | Movies | Comedy | Music | Books |
What to Stream | Pop Culture |
Entertainment





PARTNER WITH VULTURE

WHAT TO STREAM

[What To Stream](#) is Vulture's most-read editorial feature: an easily navigated hub of the best-of-the-best across all of the top streaming services—updated monthly by our knowledgeable editors.

GOOD ONE PODCAST

[Good One: A Podcast About Jokes](#) is a podcast about, well, jokes, and the people who tell them. Each week, a comedian will play one of their jokes and then break it down with Vulture Senior Editor Jesse David Fox.

SWITCHED ON POP PODCAST

[Switched on Pop](#) is Vulture's hit podcast all about the making and meaning of popular music. Tune in every Tuesday as our hosts, musicologist Nate Sloan and songwriter Charlie Harding, explain the art and science that makes a song a hit.

VULTURE SPOT

You'll find Vulture's exclusive media studio, Vulture Spot, at festivals throughout the year as our editors interview, photograph, and film top talent from the most anticipated film and TV projects.

AWARD SHOW COVERAGE

[The Gold Rush](#) is Vulture's central destination for all awards show coverage. From predictions and reviews to interviews with A-list talent, fans can find it all here.

VULTURE FESTIVAL

Curated with the mind of a critic and the heart of a fan, this pop culture extravaganza brings Vulture to life through a weekend of events, podcasts, cast reunions, and unforgettable conversations with the most influential names in entertainment.

Find [Vulture](#) on [Twitter](#), [Instagram](#), [Facebook](#), [podcasts](#), and newsletters.

THE CUT

Showing The World
What Women Are Made Of.

10.4MM
Avg. Monthly uniques

14.2MM

Monthly Page Views

64% | 36%

Female | Male

3.6MM

Social Followers

400K

Monthly Podcast
Downloads

COVERAGE AREAS

Fashion | Beauty | Wellness | Relationships |
Entertainment | Feminism | Work | Money |
Politics | News





PARTNER WITH THE CUT

HOW I GET IT DONE

Across [events](#), [videos](#), and [articles](#), How I Get It Done profiles a range of interesting, successful, and diverse women with notable careers ranging from Kamala Harris and Katie Couric to Melinda Gates and Mara Brock Akil.

THE CUT PODCAST

[The Cut Podcast](#) is a weekly audio magazine exploring culture, style, sex, politics and more. Each week, an ensemble of voices, led by host Avery Trufelman, engage in the conversations that matter most in our current moment.

THEME WEEKS

From wellness motivation to skincare questions to inspirational personal essay collections, The Cut's Theme Weeks let your brand surround the topics most important to your audience.

FASHION WEEKS

With a unique perspective and insider access, The Cut follows the [world's top fashion weeks](#) with a fresh and inspirational voice.

THE CUT VIDEOS

Across series like [The Creative Class](#) and [Next Level](#), The Cut videos highlight inspiring, trailblazing women across industries.

THE CUT SOCIAL

Tap into a loyal and engaged audience through creative partnership opportunities across Instagram, Snapchat, and Facebook. Opportunities include celebrity/influencer takeovers, live streaming events, and more.

Find [The Cut](#) on [Instagram](#), [Twitter](#), [Facebook](#), [YouTube](#), [podcasts](#), print, and newsletters.



Vox

Taking Audiences from
Curiosity to Understanding.

34.7MM
Avg. Monthly uniques

59MM

Monthly Page Views

52% | 48%

Female | Male

9.7MM

Social Followers

13.7MM

Monthly Podcast
Downloads

COVERAGE AREAS

Tech | Health & Wellness | Personal Finance
| Science & Climate | Politics & Policy |
Entertainment & Culture

PARTNER WITH VOX



EXPLAINER VIDEOS

Vox's hallmark [explainer videos](#) are famous for their eye-catching, gorgeous design and fascinating research. This approach has paid off in hundreds of millions of views and millions of devoted fans.

TODAY, EXPLAINED

The all killer, no filler daily news [explainer podcast](#) from Vox. News comes at you fast. Join Vox at the end of your day to understand it.

VOX TECHNOLOGY

[Vox Technology](#) is a new sub-brand dedicated to explaining how new technology is transforming cities and societies, from the latest apps to advances in renewable energy, computing, transportation, and more.

VOX PODCASTS

With world-class producers and host talent, Vox has built a loyal audience across curiosity-driven shows including [Vox Conversations](#), [Unexplainable](#), [The Weeds](#), [Worldly](#), and [Quick Hits](#).

MISSING CHAPTER

This award-winning video series revisits underreported and often overlooked moments from the past to give context to the present. [Missing Chapter](#) centers marginalized and underrepresented voices to create an experiment in retelling history.

SCIENCE + CLIMATE COVERAGE

From exploring vanishing biodiversity to highlighting climate change solutions, Vox's science & climate coverage goes deeper to help readers understand the state of our planet and help shape its future.

Find [Vox](#) on [YouTube](#), [Twitter](#), [Instagram](#), [Facebook](#), [podcasts](#), [Netflix](#), and [newsletters](#).

recode

Uncovering and Explaining How
our Digital World is Changing —
and Changing Us.

INDUSTRY-LEADING EXPERTS

Nilay Patel

**Scott
Galloway**

Peter Kafka

**Jason
Del Rey**

2

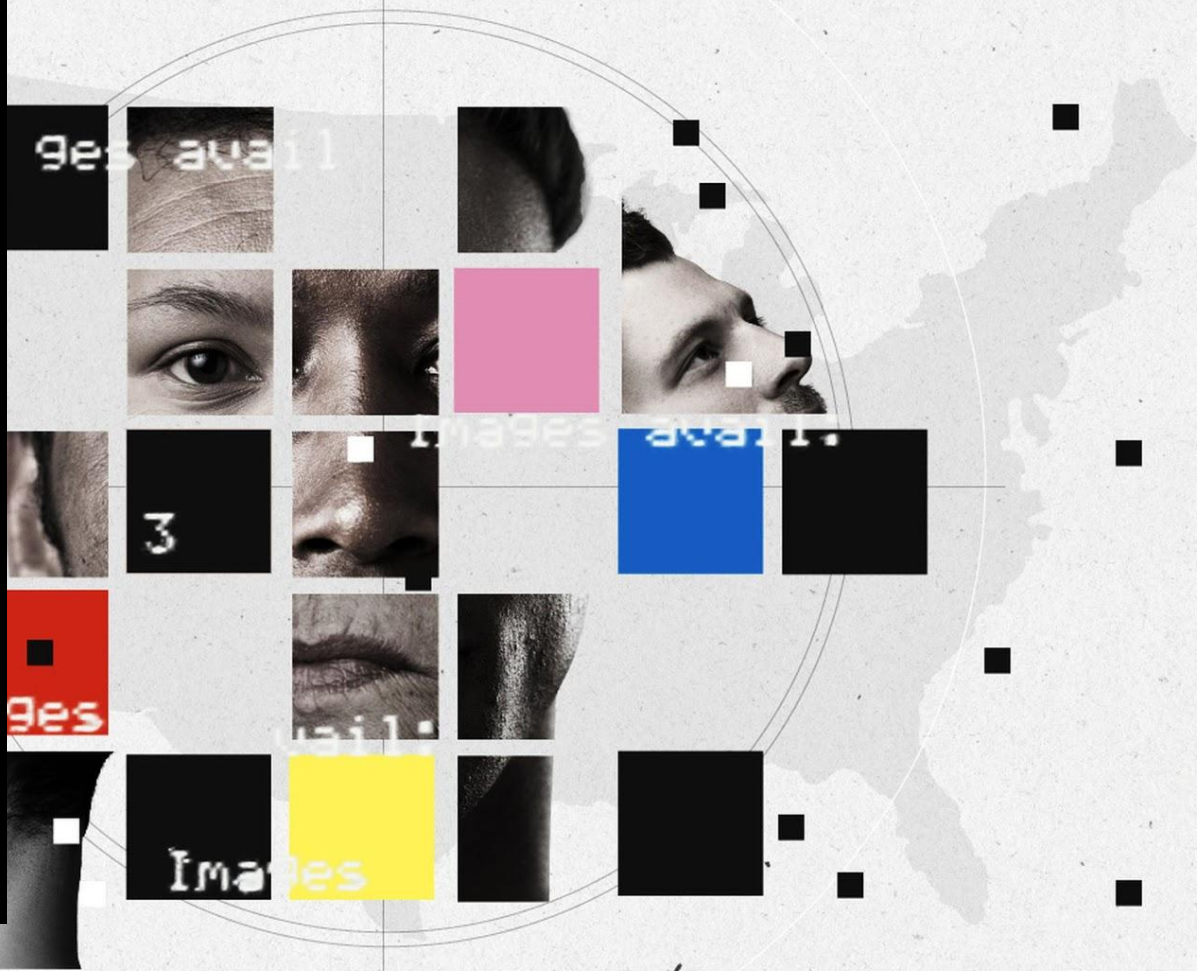
Marquee
conferences

4

Podcasts

COVERAGE AREAS

Tech Industry | Commerce | Future of Work
| Media | Policy



PARTNER WITH RECODE



CODE MEDIA

Recode senior correspondent Peter Kafka hosts unscripted conversations with top media executives on industry trends, evolving consumption habits, and how the current upheaval in media may bring about lasting change.

CODE CONFERENCE

Code Conference is the world's premier tech conference. Every year, the invitation-only event convenes the titans of tech — the founders, investors, and visionaries — for networking and in-depth conversations.

CODE COMMERCE

Hosted by Jason Del Rey, this series offers a behind-the-scenes look into how the leaders of retail and commerce are navigated a post-COVID world and identifying new opportunities and business models.

OPEN SOURCED

In collaboration with Vox journalists, this article and video [series](#) reveals the hidden consequences of tech.

RECODE DAILY NEWSLETTER

Reaching the inboxes of the tech industry's most influential players, the [Recode Daily newsletter](#) is the one-stop guide to the best tech and business news of the day.

PODCASTS

Recode is the birthplace of live tech journalism, and Recode's popular [podcasts](#) continue to deliver on the promise of cutting-edge storytelling surrounding the world's leading innovators and the biggest questions surrounding them.

Find [Recode](#) on [Twitter](#), [Facebook](#), [podcasts](#), [events](#), and newsletters.

SBNATION

Come Fan With Us.

27.8^{MM}

Avg. Monthly uniques

164MM

Monthly Page Views

22% | 78%

Female | Male

24.1MM

Social Followers

2.8MM

Monthly Podcast
Downloads

COVERAGE AREAS

NFL | NBA | Combat | MLB | NCAA | Soccer | NHL
| Outsports | DraftKings Nation | Secret Base |
Banner Society | ANWN



PARTNER WITH SB NATION

PREVIEW AND SEASON GUIDES

With in-depth, team-centric, and localized coverage, SB Nation delivers everything fans need to know prior to and during the biggest sports moments of the year.

SECRET BASE VIDEOS

[Secret Base](#) is dedicated to celebrating the infinite narratives of sport. We do this by surfacing captivating, entertaining and weird stories and tell them in unconventional ways through engaging videos.

SB NATION TEAM PODCASTS

SB Nation offers over [170 team-centric podcasts](#) covering the NFL, NBA, and NCAA football and basketball, offering fans the most comprehensive, authoritative, and entertaining sports audio programming available.

~300 TEAM SITES

Get local relevance on a massive scale. Tap into the full potential of the fan community through SB Nation's impressive [roster of beloved fan sites](#) across all of the biggest sports.

SB NATION REACTS

[SB Nation Reacts](#) is a prestige polling operation that surfaces real-time fan sentiment to create some of the most compelling sports journalism out there.

OUTSPORTS

Since starting in 1999, [Outsports](#) has charted a new course for LGBTQ sports reporting. It has become the go-to source for news, features, and commentary relating to LGBTQ issues in local, college, and professional sports.

Find [SB Nation](#) on [YouTube](#), [Twitter](#), [Facebook](#), [Instagram](#), [Team Communities](#), [podcasts](#), and newsletters.



Entertainment, Redefined.

12.1MM

Avg. Monthly uniques

39.2MM

Monthly Page Views

37% | 63%

Female | Male

2.9MM

Social Followers

44K

Monthly Podcast
Downloads

COVERAGE AREAS

News | Politics | Lifestyle | Food | Tech |
Business | Culture | Entertainment | Sports |
Gaming





PARTNER WITH POLYGON

STREAMING + ENTERTAINMENT

Polygon provides the best way to navigate an overwhelming array of entertainment options. Polygon's Seasonal [Entertainment](#) Guides and streaming coverage elevate our diverse audience's entertainment experiences.

POLYGON VIDEOS

Embracing quirkiness, humor, and notable personalities, Polygon's [videos](#) connect deeply with an obsessive fanbase.

NEXT-GEN GAMES + COMMUNITY

In a rapidly changing world, Polygon is at the cutting edge of the passions emerging in the [next generation](#). From new games to TikTok trends to livestreaming communities, Polygon knows what's now and what's next.

GALAXY BRAIN PODCAST

In a world of endless scrolling and multiplying streaming services, Galaxy Brain is the way to make sense of it all and dive deeper into the best stories.

GAME GUIDES

Created by and for people who *really* love games, Polygon offers the [definitive destination](#) for what games to play now, and what upcoming games to get excited about.

THEME WEEKS

From blockbuster superhero franchises to livestreaming how-tos, Polygon Theme Weeks let your brand surround the topics most important to your audience.

Find [Polygon](#) on [Twitter](#), [Youtube](#), [Twitch](#), and [Facebook](#).



the Strategist

Shopping the
Internet Smartly.

11.7MM

Avg. Monthly uniques

20.7MM

Monthly Page Views

70% | 30%

Female | Male

378K

Social Followers

COVERAGE AREAS

Sales | Beauty | Home | Kitchen & Dining |
Fashion | Tech & Electronics | Travel | Kids &
Babies | Gift Guides



PARTNER WITH THE STRATEGIST

GIFT GUIDES

If The Strategist had a superpower, it would be gifting. From Father's Day to hyper-specific Christmas gift recommendations, The Strategist publishes the most comprehensive [gift guides](#) all year round for every occasion.

THEME WEEKS

From the best small business buys to sustainable shopping, The Strategist Theme Weeks let your brand surround the topics most important to your audience.

THE STRATEGIST 100

This [annual list](#) of the best-of-the-best is a greatest-hits collection of the most giftable things that have ever appeared on The Strategist.

LIVESTREAM / VIDEO SHOPPING

Recommendations from The Strategist come to life through inventive and dynamic virtual events.

WHAT [CELEBRITY] CAN'T LIVE WITHOUT

The most interesting celebrities, authors, influencers, actors, and more share their [must-have items](#).

STRATEGIST POP-UP

Welcome to The Strategist Pop-Up event, where your favorite journalists will talk about the items they just can't live without. By aligning with The Strategist, our partners can reach consumers in a purchase mindset.

Find [The Strategist](#) on [Instagram](#), [Facebook](#), [print](#), and [newsletters](#).

Intelligencer

Intelligence, In Every Sense
of the Word.

8.3_{MM}

Avg. Monthly uniques

15.2MM

Monthly Page Views

50% | 50%

Female | Male

79K

Social Followers

COVERAGE AREAS

Politics | Business | Technology | Climate |
Ideas





PARTNER WITH INTELLIGENCER

INTELLIGENCER LIVE

Join *New York Magazine* as we team up for important conversations about current events, led by our editors and featuring professionals in their fields of interest and expertise.

THEME WEEKS

From cyber security and unconventional investments to remote work and life after malls, Intelligencer's Theme Weeks provide opportunities to align with the content that is most important to your audience.

POLITICS COVERAGE

Intelligencer is a one-stop source for the latest and breaking political news stories from around the globe. Intelligencer brings readers detailed, daily coverage on the White House, state and local elections, foreign policy and more, remaining readers' first choice for well rounded updates.

SCIENCE + CLIMATE COVERAGE

With award-winning editors who are thought leaders in the field of climate change, Intelligencer brings readers some of the most useful reporting and commentary in the field

EDUCATION COVERAGE

In a world where the context of education is constantly changing, from schools moving online to the crisis in academia about the value of college, Intelligencer's coverage stays current and relevant for brands and readers alike.

BUSINESS & TECH COVERAGE

Intelligencer provides the latest in business and tech updates, including news, videos, photos, interviews and much more.

Find [Intelligencer](#) on [Twitter](#).

CURBED

Curbed—a site for city people.

3.5^{MM}

Avg. Monthly uniques

7.3MM

Monthly Page Views

54% | 46%

Female | Male

1.1MM

Social Followers

18.7K

Monthly Newsletter
Opens

COVERAGE AREAS

Cityscape | Design | Real Estate |
Architecture | Shopping



PARTNER WITH CURBED

DESIGN HUNTING

Through luscious photography and intimate interviews, [Design Hunting](#) coverage surfaces the personal stories behind stunning spaces.

CORNER SHOP

Turning aspirational design into actionable purchases, Curbed's [shopping coverage](#) will round up the most unique and beautiful home items.

REAL ESTATE

Curbed is poised to become a powerhouse in the space with expanded NYC listings and cutting-edge [real estate stories](#), along with profiles of the best homes on the market.

CITYSCAPE

Covering architecture, urbanism, sustainability, transportation, and more, Curbed's [Cityscape](#) will dive into the most interesting and cutting-edge stories that reveal how cities work.

THEME WEEKS

From home tech to gardening tips, Curbed Theme Weeks let your brand surround the topics most important to your audience.

INTERIOR LIVES VIDEO

In [Interior Lives](#), *New York* Magazine's award-winning Design Editor, Wendy Goodman, guides readers through some of the most interesting, extravagant and captivating spaces in New York City.

Find [Curbed](#) on [Instagram](#), [Twitter](#), [Facebook](#), print, and [newsletters](#).

GRUB STREET

Where (and What) to
Eat Right Now.

1.4_{MM}

Avg. Monthly uniques

1.7MM

Monthly Page Views

54% | 46%

Female | Male

977K

Social Followers

COVERAGE AREAS

NYC Restaurants | NYC Bars | Industry &
Community News | Delivery & Takeout



PARTNER WITH GRUB STREET



GRUB STREET DIET

For over 13 years, the Grub Street Diet has covered everything the most interesting celebrities, writers, restaurateurs, and other notables eat in a given week.

BEST OF NEW YORK

With our thumb on the city's culinary scene, Grub Street's editors are charged with serving readers a manual for dining in and dining out par excellence.

THEME WEEKS

From the best vegan eats to learning how to cook like NY's favorite chefs, Grub Street Theme Weeks let your brand surround the topics most important to your audience.

NEW YORK TASTE

New York Taste is *New York* Magazine's perpetually sold out (21 years and counting!), signature culinary event that features more than 40 celebrated chefs, mixologists, and rising stars on the NYC drinking and dining scene.

UNDERGROUND GOURMET

Longtime Grub Street editors Rob Patronite and Robin Raisfeld, aka the Underground Gourmet, serve hungry New Yorkers everything they need to know about notable dishes and exciting new restaurants around town.

Find [Grub Street](#) on [Twitter](#), [Instagram](#), [Facebook](#), and newsletters.

NEW YORK

The News, Culture, and Personalities
that Drive the World Forward.

150_k
Rate base

52 years

In establishment

69% | 29% | 2%

Female | Male |
Non-binary

Bi-weekly

26 issues per year

BRANDS

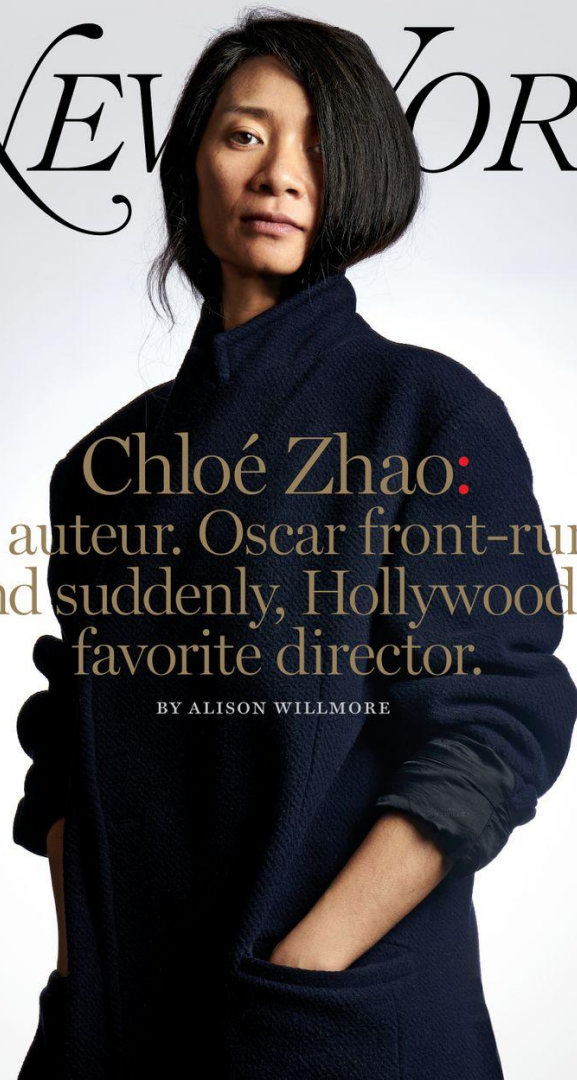
Vulture | The Cut | Curbed | The Strategist
Intelligencer | Grub Street



NEW YORK

Chloé Zhao:
Indie auteur. Oscar front-runner.
And suddenly, Hollywood's
favorite director.

BY ALISON WILLMORE





PARTNER WITH NEW YORK MAGAZINE

PIVOT PODCAST

Every [Tuesday and Friday](#), Recode co-founder Kara Swisher and NYU Professor Scott Galloway offer sharp, unfiltered insights into the way technology is shaping business and culture across media, advertising, politics, and more.

PIVOT SCHOOLED

Hosted by Kara Swisher and Scott Galloway, the [Pivot Schooled](#) event series focuses on the state of America in 2021. Discussions with leading CEOs, analysts, and academics will cover what business leaders can expect in the months and years ahead.

PRINT ADS

Print works. The magazine experience has always created a space for a physical and emotional connection between content and audience. Every issue of *New York Magazine* encapsulates the most thoughtfully curated, carefully edited, and defining work of the past two weeks.

SUBSCRIBER EVENTS + INITIATIVES

New York Magazine offers digital & print subscribers exclusive event access and behind-the-scenes conversations with their favorite writers and editors.

MARKETING PARTNERSHIPS

We work with 30+ organizations annually on mutually beneficial, in-kind partnerships including event programming, promotional support, content creation, sponsor integration, brand elevation, market growth, and more.

EVENTS

New York Magazine events give loyal, passionate audiences the chance to connect with one another and the talent they love. From Vulture Festival to New York Taste to How I Get it Done Day and custom activations, NYMag knows how to throw an iconic event.

Find [New York Magazine](#) on [Instagram](#), [Twitter](#), [Facebook](#), [YouTube](#), newsletters, and [print](#)

VOXCREATIVE

Connecting brands and people through the things that really matter to them.

100+

Content Programs
per Year

150

Explainer Videos and
counting

+56%

increase in brand
affinity from our
content vs industry
norm

2x

avg of social actions
vs the industry norm





PARTNER WITH VOX CREATIVE

EPIC DIGITAL

This branded entertainment arm of Epic combines its signature Story Hunting expertise with the content production might of Vox Creative.

VOXMEDIAIQ

Vox Media's mission-driven practice that helps purposeful brands achieve measurable real-world impact

THE EXPLAINER STUDIO

The Explainer Studio leverages Vox's unique approach to explanatory journalism to help unpack what fascinating brands do and why it matters.

CUSTOM VIDEO

Documentary Films
Explainers
Custom Video
Social-First Video

CUSTOM WRITTEN CONTENT

Articles
Maps
Guides

CUSTOM AUDIO

Brand-inspired podcast series
Branded segments
Produced reads
Host reads

VOX MEDIA PODCAST NETWORK

Less Talk, More Conversation

200+

Active Shows

23MM+

Monthly Downloads

89%

Listen to our podcasts
weekly

42%

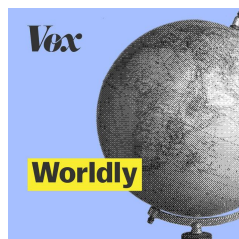
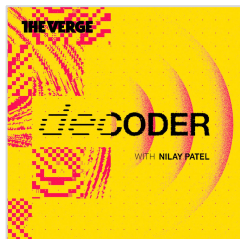
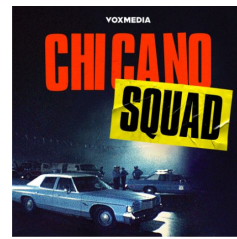
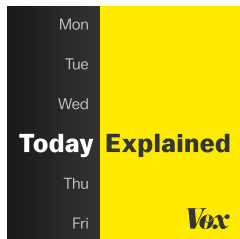
purchased a product
that was advertised
on our podcasts

ADWEEK

Podcast Network
of the Year, 2020



VOX MEDIA PODCAST NETWORK FRANCHISES





PARTNER WITH VOX MEDIA PODCAST NETWORK

HOST / PRODUCED READS

Leverage the trusted voices of our network to recite the benefits of a brand, product, or service to our audience. Or work with our in-house studio to create produced reads that mirror the organic sound of our shows.

BRANDED SEGMENTS

A long-form, highly-produced experience that tells a memorable story about your brand across a series of custom produced segments.

ROTATIONAL MEDIA

Run your existing audio creative across one of the largest, most topically diverse podcast networks in the world — with massive scale across: tech, entertainment, culture, lifestyle, business, innovation, sports & gaming.

BRANDED PODCASTS

Partner with our full-service podcast studio, promotional network, and platform relationships to create your very own podcast that cuts through the noise. Created with the same rigor and expertise as our editorial shows.

SHOW LAUNCH SPONSORSHIPS

First-to-market opportunity to have your brand be the presenting launch sponsor of one of Vox Media Podcast Network's new shows. Logo integration on show art and organic social promotions.

EDITORIAL MINISERIES SPONSORSHIPS

100% SOV during your flight, across 2-4 episodes. Tailored alignment of your brand's message while surrounding one of our established shows. On-site promotion with episode player embedded in articles.

Find [Vox Media Podcast Network](#) on all of your favorite podcast platforms.



The Centralized Entry Point to the
Premium Open Web

230_{MM}
Unique Users

85%
of the US digital
population

160%
Better performance
when using our
Athena dynamic
creative
optimization tools



PARTNER WITH CONCERT

MARKETPLACE

The most premium scale across the open web, in one place. Concert currently reaches 230MM+ unique users and 85% of the US digital population. Only partnering with trusted and high quality content that is always brand safe.

HEADLINERS

Your brand as the main act. Pick a day to put your brand in the spotlight across Concert's prestigious portfolio of brands. Own all available inventory across our entire portfolio to maximize impact on your big day.

CREATIVE EXPERIENCE

Our ad experience is called the Athena ad and can range from turnkey to fully custom, with capabilities including video, engagement, and standard assets. The Athena has proven performance to generate awareness and impact.

CONTEXTUAL CHANNELS

Concert inventory is organized into contextually aligned channels, providing scalable relevance in trusted properties around key areas of interest, packaged together and ready to buy.

PUBLISHER LED

Concert has a direct connection to audiences and editorial. Polite and user-forward experience with ads that never slow down the page or obscure content — as well as access to high-fidelity first party publisher data to power campaigns.

CONCERT AD MANAGER

A seamless experience for marketers who want a hands-on experience with activating on Concert. Creating, flighting, targeting, and seeing delivery all within our platform and an easy-to-use experience for you and your team.

EXPERIENTIAL

Sparkling connections, building communities, and transform our editorial brands into unforgettable experiences.

43k

Attendees per year

100+

Editorial, custom, and
sponsor events
produced per year

2021 Events at a Glance

Pivot Schooled
How I Get It Done
Eater New Guard
Code Conference
Vergefest
Vulture Festival
Code Media





PARTNER WITH EXPERIENTIAL

MARKETING PARTNERSHIPS

Marketing partnerships are strategic relationships with external organizations that bring value to our audience, such as:

Sundance Film Festival
Frieze New York and Los Angeles
Tribeca Film Festival

LIVE PODCASTS

Live Podcast Events transform our popular audio shows into an engaging experience that allows listeners to get up close and personal with their favorites.

EDITORIAL EVENTS

Editorial Events align your brand with the editorial halo of Vox Media's trusted journalists, valued network & enthusiastic audiences.

Examples include:
The Cut's How I Get it Done Day
Eater New Guard
Code Media

CUSTOM EVENTS

Custom Events amplify your brand and get your message in front of your target audience by way of truly unique, bespoke activations created exclusively for our partners and infused with the DNA and audiences of our editorial networks.

TENTPOLE EVENTS

Tentpole Events bring Vox Media's unique editorial perspective to life through multi-day festivals and global conferences.

Vulture Festival
Code Conference
VergeFest

VIRTUAL EVENTS

We're keeping our audiences engaged by providing meaningful virtual experiences that go beyond the standard panel and lean into interactivity, community-building, premium gifting, and translating the magic of live events into the virtual world.

Thank You

Questions? Email advertising@voxmedia.com

NEW YORK **Intelligencer** THE **CUT** **VULTURE** the **Strategist** **CUBED** **GRUB STREET** **THE VERGE** **Vox** **recode** **SB NATION**  **Polygon** **EATER**