WE’RE AMPLIFYING THE VOICES OF THIS MOMENT

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Because we have more than 20 projects in development for premium networks, Hollywood & streaming services.
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<th>FEBRUARY</th>
<th>MARCH</th>
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| THE VERGE | CES SB NATION | NFL Playoffs<br>SB NATION | College Football Championship<br>CROSS-NETWORK | Sundance<br>VULTURE | Grammys<br>CROSS-NETWORK | Earth Day<br>RECODE | Pivot Schooled<br>EATER | Plateworthy Video Series<br>VULTURE | Movies in New York<br>VULTURE, Vox, AND<br>POLYGON | Oscars Coverage<br>POLYGON | Seasonal Entertainment + Gaming Guide<br>EATER | California Barbacoa Trail<br>SB NATION | NFL Draft<br>EATER | New Guard Winners Coverage<br>NEW YORK MAG | Frieze NY<br>NEW YORK MAG | NYCxDesign<br>THE VERGE | THE STRATEGIST | Mother's Day<br>THE CUT | Met Gala<br>THE VERGE | Father's Day Gift Guide<br>THE VERGE | VidCon<br>POLYGON | THE VERGE | E3 Coverage<br>VULTURE | Emmys FYC
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<td>Mobile World Congress</td>
<td>EATER</td>
<td>Sweaty Sexy Summer Package</td>
<td>VOX</td>
<td>Fall Preview (Books &amp; Movies)</td>
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<td>EATER</td>
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<td>POLYGON</td>
<td>Summer Camp</td>
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<td>College Football Kick Off</td>
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<td>The Great Eater Campout</td>
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<td>POLYGON + THE VERGE</td>
<td>San Diego Comic Con</td>
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<td>Tokyo Olympic Opening Ceremony</td>
<td>SB NATION</td>
<td>Amazon Hardware Event</td>
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<tr>
<td>SB NATION</td>
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<td>VULTURE</td>
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<tr>
<td>SB NATION</td>
<td>Tokyo Olympic Opening Ceremony</td>
<td>THE VERGE</td>
<td>Amazon Hardware Event</td>
<td>THE VERGE</td>
<td>10 Year Anniversary</td>
</tr>
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</table>
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

Uniques Source: Comscore MediaKantar Multiplatform, Q4 2020; Audience Source: Comscore PlanMetrix Multiplatform, September 2020; Monthly Podcast Q4 2020
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 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.

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.

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.”

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.
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.
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.
Taking Audiences from Curiosity to Understanding.

34.7 MM
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

Unique Source: Comscore MediaMetrix Multi-platform, Q4 2020; Audience Source: Comscore PlanMetrix Multi-platform, September 2020; Vox Media Network Survey, October 2019, Megaphone Q4 2020
### 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.
Uncovering and Explaining How our Digital World is Changing — and Changing Us.

INDUSTRY-LEADING EXPERTS

Nilay Patel
Scott Galloway
Peter Kafka
Jason Del Rey

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.

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<thead>
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<th>27.8 MM</th>
<th>Avg. Monthly uniques</th>
</tr>
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<tbody>
<tr>
<td>164MM</td>
<td>Monthly Page Views</td>
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<tr>
<td>22%</td>
<td>78%</td>
</tr>
<tr>
<td>24.1MM</td>
<td>Social Followers</td>
</tr>
<tr>
<td>2.8MM</td>
<td>Monthly Podcast Downloads</td>
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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.

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.

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.

POLYGON VIDEOS
Embracing quirkiness, humor, and notable personalities, Polygon’s videos connect deeply with an obsessive fanbase.

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.

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.

20.7MM
Monthly Page Views

70% | 30%
Female | Male

378K
Social Followers

11.7MM
Avg. Monthly uniques

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

15.2 MM
Monthly Page Views

50% | 50%
Female | Male

79K
Social Followers

COVERAGE AREAS
Politics | Business | Technology | Climate | Ideas
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—a site for city people.

3.5MM
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.
Where (and What) to Eat Right Now.

1.7MM
Monthly Page Views

54% | 46%
Female | Male

977K
Social Followers

1.4MM
Avg. Monthly uniques

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.

150,000
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

Chloé Zhao:

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
**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.

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<th>CUSTOM VIDEO</th>
<th>CUSTOM WRITTEN CONTENT</th>
<th>CUSTOM AUDIO</th>
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<td>Documentary Films</td>
<td>Articles</td>
<td>Brand-inspired podcast series</td>
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<td>Explainers</td>
<td>Maps</td>
<td>Branded segments</td>
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<tr>
<td>Custom Video</td>
<td>Guides</td>
<td>Produced reads</td>
</tr>
<tr>
<td>Social-First Video</td>
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<td>Host reads</td>
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</table>
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
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.
CONCERT

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

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

100+
Editorial, custom, and sponsor events produced per year

43k
Attendees per year

2021 Events at a Glance

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