(Yeah, our fan base is pretty big. A lot of people attend our parties & festivals, we love our social media followers, our e-newsletter goes out to our subscribers every day, and millions of unique people visit our websites every year.)
107 MILLION MONTHLY PAGEVIEWS

11.1 MILLION MONTHLY SESSIONS

8 MILLION MONTHLY UNIQUES

50% MOBILE USERS

12 MINUTES ON SITE (AVERAGE)
Paste.com features 200+ writers crafting share-worthy content around the clock about the latest Music, Movies, Tech, TV, Games, Comedy, Books, Travel and more.

Balancing a whimsical sense of fun with an appetite for smart substance, Paste's Atlanta-based editorial team posts over 50 features, interviews, lists, galleries and news items each day. Our NYC-based music office broadcasts daily Facebook Live Sessions featuring artists like Matisyahu and Ani DiFranco, along with emerging talent. And our huge collection of more than 130,000 live audio/video performances keep our million of fans coming back for more.

www.paste.com
From its inception in 2002, Paste has reached beyond the bounds of music into movies, books, travel, craft beer and more. The editors and writers for each section are experts in their subjects, writing with passion, curiosity and original style.

### STORIES YOU’LL SAVOR.

<table>
<thead>
<tr>
<th>MONTH</th>
<th>STORIES AND EVENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANUARY</td>
<td>Sundance, Most Anticipated of 2017, 100 Best Superhero Movies of All Time</td>
</tr>
<tr>
<td>FEBRUARY</td>
<td>New York Fashion Week, Oscar’s Preview</td>
</tr>
<tr>
<td>MARCH</td>
<td>SXSW, GDC, Paris Fashion Week, 100 Best Comedies of All Time, Wrestlemania 32, Paste Quarterly Issue #1</td>
</tr>
<tr>
<td>APRIL</td>
<td>2017 Music Festival Preview, 100 Best LGBTQ Movies of All Time</td>
</tr>
<tr>
<td>MAY</td>
<td>James Beard Awards, 50 Best Soul Albums of All Time</td>
</tr>
<tr>
<td>JUNE</td>
<td>The Tony Awards, E3, 70 Best Movies of the ’70s, Paste Quarterly Issue #2</td>
</tr>
<tr>
<td>JULY</td>
<td>Best of 2017 (So Far), San Diego Comic Con, Television Critic’s Association Tour</td>
</tr>
<tr>
<td>AUGUST</td>
<td>100 Best War Movies of All Time</td>
</tr>
<tr>
<td>SEPTEMBER</td>
<td>Fall TV and games preview, Emmy Awards, 60 Best Movies of the ’60s, Paste Quarterly Issue #3</td>
</tr>
<tr>
<td>OCTOBER</td>
<td>New York Comic Con, 50 Best Jazz Albums of All Time</td>
</tr>
<tr>
<td>NOVEMBER</td>
<td>Sundance, 50 Best Movies of the ’50s, Holiday Gift Guides</td>
</tr>
<tr>
<td>DECEMBER</td>
<td>Best of 2017, Paste Quarterly Issue #4</td>
</tr>
</tbody>
</table>
Josh Jackson is co-founder and editor-in-chief of Paste. Under his editorial leadership, Paste has been named “Magazine of the Year” three times by the Plug Awards and two times years by the GAMMA Awards. It was also nominated for the National Magazine Award for General Excellence three years in a row and was twice listed among the 50 Best Magazines by The Chicago Tribune. Jackson has been named one of min magazine’s 21 Most Intriguing People in the Magazine Industry, one of Relevant magazine’s 12 Revolutionaries and one of the 40 Under 40 by both The University of Georgia and Georgia Trend magazine. He’s served as a regular music and film critic for CNN Headline News/HLN and Atlanta radio stations Dave-FM and WMLB.

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www.paste.com
PASTE
AUDIENCE

MEDIAN AGE
25-34

AVERAGE HHI
$88,499

MEDIAN HHI
$70,009

COLLEGE DEGREE+
80%

FEMALE
39%

MALE
61%
6.3X MORE INTERESTED IN ARTS & ENTERTAINMENT

5.7X MORE INTERESTED IN LEISURE & HOBBIES

5.0X MORE INTERESTED IN COMPUTERS & TECH

4.9X MORE INTERESTED IN FOOD & DRINK

3.3X MORE INTERESTED IN SHOPPING

3.2X MORE INTERESTED IN TRAVEL

2.5X MORE INTERESTED IN AUTOMOTIVE
Our studios in Davenport, Iowa and Rock Island, Illinois have produced more than 6,500 intimate sessions with over 5,900 unique recording artists. Daytrotter’s collection features over 32,000 songs.

Daytrotter live-to-tape songs by bands like Haim, Mumford & Sons and The National have been streamed over 700 million times.

www.daytrotter.com
Since Daytrotter has hosted 25+ bands each spring at our annual music festival, Daytrotter Downs. The Barnstormer Tours, a multi-state road tour, features another 15-20 of our favorite new artists and emerging bands.

Contact us for sponsorship opportunities.

www.daytrotter.com
NEW MUSIC DISCOVERY FROM THE BEST EMERGING BANDS

DAYTROTTER AUDIENCE

MEDIAN AGE
25-34

AVERAGE HHI
$50-100K

COLLEGE DEGREE+
75%

FEMALE
19%

MALE
81%
Wolfgang’s offers a wide assortment of music merchandise including apparel, vinyl and books — more than 115,000 products in stock.

Founded in 2003 with the purchase of the extensive archives of legendary music promoter Bill Graham, today Wolfgangs.com serves more than 50,000 customers every day.

www.wolfgangsvault.com
The Wall Street Journal called our storefront the most important one in the music business. That's because we have so many unique products including posters, books, magazines, handbills, apparel, more than 45,000 unique vinyls and over 160,000 audio tracks from the 1955 Newport Jazz Festival to today that people can stream and download.

www.wolfgang.com
WOLFGANG’S VAULT

AUDIENCE

THE WORLD’S BEST MUSIC MERCH + LIVE CONCERT RECORDINGS

MEDIAN AGE
35-44

AVERAGE HHI
$50-100K

COLLEGE DEGREE+
70%

FEMALE
28%

MALE
72%
Concert Vault is the world’s greatest collection of vintage concert recordings.

In 7 years, Concert Vault’s huge audio and video archive has been streamed more than 500 million times.

Our audience enjoys over 170,000 audio tracks, videos, interviews and comedy from the archives of King Biscuit, Ash Grove, Metropolitan, Silver Eagle, TRAMPS, Record Plant and more.

www.concertvault.com
From our Olympic coverage in Rio to our Art Basel Hong Kong coverage, from our in-depth coverage of the Balkans to our lighthearted series The Takeaway, there’s no where Paste doesn’t go.

Our audience visits us from around the globe. One of our most dedicated readers lives on the French island of Réunion in the Indian Ocean, east of the coast of Madagascar. Most Paste readers live in the United States, Europe and Asia, but we’ve seen our international audience explode with the addition of our Politics, Media and Business coverage.

Top 10 Visitor Countries: United States, United Kingdom, Canada, India, Australia, Germany, New Zealand, Philippines, Netherlands and France.

www.paste.com
INFLUENTIAL

Our editorial voices and tastemakers drive influence across 22 unique channels.

PASSIONATE

We socialize our content 24/7 bringing compelling viewpoints to the most valuable audiences.

AUTHORITATIVE

Award-winning journalism and exclusive content from shows and stages around the world.

INTEGRATED

Our properties support all IAB Rising Start units including Billboard, Film Strip & Pushdown.
CUSTOM CONTENT FOR TOP BRANDS

Paste has created custom content, events and ad programs designed for a variety of top-tier brands in Entertainment, Technology, Food & Beverage, Consumer Goods and Automotive verticals.

Contact us for more information.
CASE STUDY: COMEDY CENTRAL

Comedy Central and Paste Magazine partnered to create a program surrounding the promotion of their third season of Nathan For You! Paste composed 4 pieces of custom content focusing on the antics of business advisor, Nathan.

The content premiered along with the first four episodes of Nathan For You! and was road-blocked and promoted through social media avenues and superlist newsletter email sends, earning above average pageviews.
NATHAN FOR YOU! CONTENT PROMO

Paste Comedy Editors created a series of sponsored posts, which were promoted through Paste’s social media channels around the third season launch.
CASE STUDY: NETFLIX

When Netflix launched their hit animated comedy BoJack Horseman, they came to Paste for 4 million video ad impressions. The show is an outrageous and dark comedy full of cultural references and social commentary.

The target audience was very niche demographic with affinity for music, movies, video games and new technology.
CASE STUDY: NETFLIX

BOJACK HORSEMAN PREMIERE

Netflix was looking for an ad partner that could build awareness with video, drive impact with takeovers and sustain audiences with rich media, through both a national campaign and local extensions in highly geotargeted locations.
Since the Netflix campaign’s conclusion, our TV and Comedy Editors have continued to champion the award-winning show.

Paste’s TV Editor Matt Brennan calls it “The streaming network’s crowning achievement... BoJack has already secured itself a firm place in TV history.”
Aloft Hotels and Paste Magazine partnered to create a program surrounding the promotion of Aloft Hotels across America. Paste booked bands for and drove attendance to more than a dozen performances at locations around the country, shooting video for the website in conjunction with a massive media campaign across all Paste properties.
CASE STUDY: ALOFT HOTELS | A VISION OF W HOTELS

LIVE @ ALOFT HOTELS

From 2013 to 2015, Paste booked, hosted and filmed live music performances in more than 40 Aloft Hotels across the country.

Participating acts included Nathaniel Rateliff, Jukebox the Ghost, Drew Holcomb and The Districts.
CASE STUDY: ALOFT HOTELS | A VISION OF W HOTELS

LIVE @ ALOFT HOTELS

Paste also partnered with the hotel chain on Project: Aloft, a spotlight contest for musicians.

In 2015 alone, the partnership resulted in more than 48 million impressions.
CASE STUDY: JAMESON IRISH WHISKEY

Jameson and Paste partnered on a series of advertorial features to explore Jameson in a new light. Drinks Editor Graham Averill spent a week discovering the nuances of the brand, which has much more to offer than just being a shot ordered to accompany an Irish stout, and translated that new knowledge to Paste readers through a series of successful evergreen posts that continue to pay dividends for our readers and the brand years later.
While the nature of the campaign was intended to elevate the Jameson brand for Paste Drink readers, one of the most successful aspects of the project was our ability to blend traditional spirits coverage with a travel writing sensibility that helped the campaign transcend the limited “spirits coverage” category and reach new readers, transforming the brand from mere “whiskey” to “lifestyle.”
CASE STUDY: JAMESON IRISH WHISKEY

STRAIGHT FROM THE BARREL

The campaign showed the intersection of Jameson with Irish culture, giving Paste readers the opportunity to explore a single brand in depth, by riding along on a wild, hair-brained VW bug tour of a local bartender’s seaport hometown and visiting a gastro-pub owner who knows more about pairing craft beer and whiskey with food than any certified cicerone.

“I THINK IT’S ABOUT TIME TO OPEN ONE OR TWO OF THESE BARRELS UP.”
AMERICAN FAMILY INSURANCE

Paste booked shows in three cities, arranging for bands to interact with students of The School of Rock. We shot video at the school, concerts and in-depth interviews for ads on both Paste and AFI websites.

SENNHEISER

Paste and Sennheiser hosted an interview lounge at SXSW where attendees could listen in to interviews with Fred Armisen, Adrien Grenier, Amanda Palmer and more.

WARBY PARKER

Paste booked bands for rooftop performances in NYC featuring band members wearing their new Warby Parker sunglasses. We shot high-quality video of the performances for ads on Paste and WP websites.

HGTV

Paste hosted a contest to find the “Sound of HGTV” from hundreds of song entries. The winner played our HGTV co-branded party at SXSW and had music featured on HGTV promos.

SQUARESPACE

Paste created events at CMJ, Sasquatch and the HOW Design Conference, booked bands and captured video performances & interviews for ads delivered on both Paste and Squarespace websites.

GLASSESUSA.COM

Paste Magazine and GlassesUSA.com partnered to create a custom video and sponsored posts centered around our editors’ shopping experiences. The content was then shared socially.