VOX MEDIA

Content IRL

Vanessa Fontanez

Executive Director, Brand Marketing

We build brands with depth.

Brand Marketing

We go deeper into our audience's passion points and obsessions to create memorable, deeply engaging experiences.

We believe in the power of deep, amazing, impactful experiences

MISSION

Find the hook in editorial voices

and run with it

(the audience will follow)

The Vergecast LIVE @ CES

Great personalities and content drive surprise & delight.

7.6 MILLION views across three episodes of the *Vergecast LIVE at CES on Twitter*

2,000

Branded VR headsets on 16 jetBlue flights +

5M

Social impressions

1.5M

People watched our seatback sizzle

THE VOICE Kara Swisher OF SILICON VALLEY

INDUCTED INTO THE
2017 SXSW INTERACTIVE HALL OF FAME

FIND OUT MORE HERE

VOX MEDIA recode

LIVE Podcasts @ SXSW

12K

Attendees over the course of 5 days

6 live podcasts at the NatGeo Further Basecamp & SXSW HQ

500K

Podcast listens

352% more

downloads than the weekly average

5X

Average weekly listens

Vox
The Weeds LIVE in partnership with
Live Nation

1000+

Attendees

Premium tickets sold for a VIP meet-and-greet with Ezra Klein, Matt Yglesias, and Sarah Kliff

272K

Downloads

40% more

downloads than the weekly average

3

Hours of content

MISSION

Build big, beautiful experiences

(for the brand, audience & the advertiser)

MOFAD
MUSEUM OF FOOD AND DRINK
+
EATER
MOFAD City
Stories behind the way America eats today
INFINITI

MISSION

Leverage a passion point to create more impact

(fans fan across brands)

Curbed and The Verge Present A Real Home of The Future