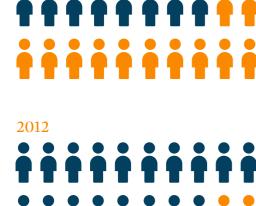


## 2012 BY THE NUMBERS

Vox Media

**Number of Employees** 

2011







Number of Verticals





Accolades & Awards





AdWeek's 50















1,619,074





24,647

Forum Posts

advertisers and the public

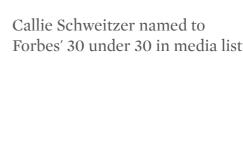












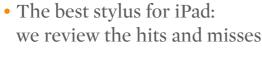


By the Numbers









• iPhone 5 Review

- tablets announced, powered by Windows 8
- Google Nexus 4 Review



Accolades & Awards



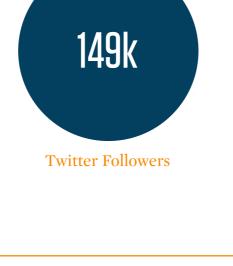
Joshua Topolsky named

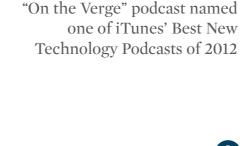






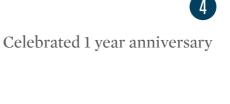
FB Likes





"Rock Center with Brian Williams,"

"Late Night With Jimmy Fallon,"



Staff appearances on

CNN, NBC, ABC, BBC,

Bloomberg, Reuters



Named to Time's 50

Best Websites of 2012



**SB** Nation By the numbers

Social



Pieces of Content

Top 5 most viewed stories









Accolades & Awards







320 blogs



Social



fight highlights

Bradley Live Blog • Updated bowl projections: NIU could wreck everything, Alabama-Notre

• The Tragedy of Allen Iverson

• Pacquiao vs. Marquez 4

Dame title set

• 2012 NFL Mock Drafts: Andrew Luck

And Robert Griffin III Highlight Crop

1.3m

**Twitter Followers** 



Ariel Helwani nominated Journalist

World MMA Awards

website Brand New

Celebrated year 9 with a responsive

and adaptive redesign, which was

of the Year at Fighters Only 2012

called the "most awe-inspiring identity of the year" by design



Accolades & Awards

Staff appearances on ESPN, Fox Business, NBC Sports Network, **CBS Sports Network** 



Pieces of content

Top 5 most viewed stories

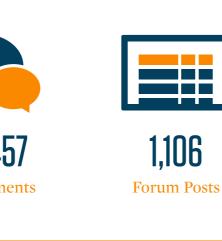
485k

FB Likes



unveiled

• Halo 4 ViDoc -



Pokemon Gold and Silver recreated

• 'Just Dance 4' full track list

• 'DOTA 2' will be free-to-play 'with a twist,' says Gabe Newell

Making Halo 4: First Look

8-player versus mode

in first-person 3D by indie developer



Creation of the site chronicled

Launched in October

in a 13-part original

"Press Reset"

documentary series called







• 'Call of Duty: Black Ops 2' Zombies grows with story-driven campaign,

31k

**Twitter Followers** 

Top 25 Responsive Designs of the Year

> Named to PC Mag's Top 100 Websites of 2012

Named one of .net magazine's



Number of videos produced

31mm

The Verge

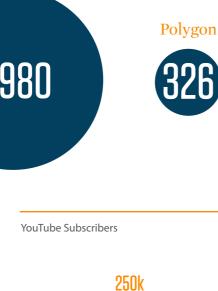
**Vox Advertising** 

**Vox Studios** 

The Verge 1,381



**SB** Nation



110k

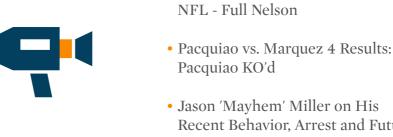
The Verge

SB Nation

Polygon



Videos of the year



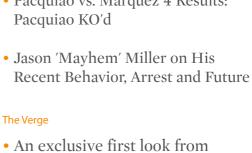
**SB Nation** 

The Verge

inside Google HQ

• iPhone 5 Review

'badass' meme



• Wade Davis on Being Gay in the

• The Evolution of PC Games

Polygon

• Wii U - Review Sales • Vernon Davis "It Smells Like

Gunpowder" - Core of Sports

• On The Verge: Neil deGrasse Tyson on being a living

Loyal and Engaged Readers 820MM + minutes of content consumed

**Educated Decision Makers** 83% attended college

26% work in





executive/managerial roles





30%





national brands

Vox's Premium Advertisers

SAMSUNG



3mm

Polygon

**SB** Nation

Microsoft

of all sales direct









820 million +



Unilever

& business purchase decisions

