

# VOX MEDIA

## 2012 BY THE NUMBERS

### Vox Media

Number of Employees

**2011**  
85 Employees

**2012**  
185 Employees

Number of Verticals

**2011**  
2

**2012**  
3

### Accolades & Awards

- Trei Brundrett named to AdWeek's 50
- Held more than 10 major events open to friends of Vox, advertisers and the public
- Callie Schweitzer named to Forbes' 30 under 30 in media list
- Named Chorus, Vox's industry leading proprietary modern media stack
- Launched Vox Product blog

### The Verge

By the Numbers

**19,581** Pieces of Content

**1,619,074** Comments

**24,647** Forum Posts

Top 5 most viewed stories

**5**

- Live from Apple's iPhone 5 event!
- iPhone 5 Review
- The best stylus for iPad: we review the hits and misses
- 10.6-inch Microsoft Surface tablets announced, powered by Windows 8
- Google Nexus 4 Review

Accolades & Awards

- Joshua Topolsky named Digital Editor of the Year
- "On the Verge" podcast named one of iTunes' Best New Technology Podcasts of 2012
- Staff appearances on "Rock Center with Brian Williams," "Late Night With Jimmy Fallon," CNN, NBC, ABC, BBC, Bloomberg, Reuters
- Celebrated 1 year anniversary
- Named to Time's 50 Best Websites of 2012

### Social

**70k** FB Likes

**149k** Twitter Followers

### SB Nation

By the numbers

**362,632** Pieces of Content

**33,715,949** Comments

**191,958** FanPosts/FanShots

Top 5 most viewed stories

**5**

- The Tragedy of Allen Iverson
- Pacquiao vs. Marquez 4 fight highlights
- 2012 NFL Mock Drafts: Andrew Luck And Robert Griffin III Highlight Crop Of Players
- Manny Pacquiao vs. Timothy Bradley Live Blog
- Updated bowl projections: NIU could wreck everything, Alabama-Notre Dame title set

Accolades & Awards

- 320 blogs
- 800 Contributors
- Celebrated year 9 with a responsive and adaptive redesign, which was called the "most awe-inspiring identity of the year" by design website Brand New
- Ariel Helwani nominated Journalist of the Year at Fighters Only 2012 World MMA Awards
- Staff appearances on ESPN, Fox Business, NBC Sports Network, CBS Sports Network

### Social

**485k** FB Likes

**1.3m** Twitter Followers

### Polygon

By the numbers

**7,479** Pieces of content

**77,457** Comments

**1,106** Forum Posts

Top 5 most viewed stories

**5**

- Pokemon Gold and Silver recreated in first-person 3D by indie developer
- 'Just Dance 4' full track list unveiled
- 'DOTA 2' will be free-to-play 'with a twist,' says Gabe Newell
- Halo 4 ViDoc - Making Halo 4: First Look
- 'Call of Duty: Black Ops 2' Zombies grows with story-driven campaign, 8-player versus mode

Accolades & Awards

- Launched in October
- Creation of the site chronicled in a 13-part original documentary series called "Press Reset"
- Named one of .net magazine's Top 25 Responsive Designs of the Year
- Named to PC Mag's Top 100 Websites of 2012

### Social

**16k** FB Likes

**31k** Twitter Followers

### Vox Studios

Number of videos produced

**The Verge**: 1,381

**SB Nation**: 5,980

**Polygon**: 326

Overall views on YouTube

**The Verge**: 31mm

**SB Nation**: 94mm

**Polygon**: 3mm

YouTube Subscribers

**The Verge**: 110k

**SB Nation**: 250k

**Polygon**: 12k

Videos of the year

**SB Nation**

- Wade Davis on Being Gay in the NFL - Full Nelson
- Pacquiao vs. Marquez 4 Results: Pacquiao KO'd
- Jason 'Mayhem' Miller on His Recent Behavior, Arrest and Future

**The Verge**

- An exclusive first look from inside Google HQ
- iPhone 5 Review
- On The Verge: Tyson on being a living 'badass' meme

**Polygon**

- The Evolution of PC Games
- Wii U - Review

**Sales**

- Vernon Davis "It Smells Like Gunpowder" - Core of Sports

### Vox Advertising

Working with

**115** national brands

**90%** of all sales direct

Vox's Premium Advertisers

Samsung, Microsoft, Ford, Mercedes, at&t, P&G, Marines, BMW, Unilever

**820 million+** Loyal and Engaged Readers

820MM+ minutes of content consumed

Educated Decision Makers

83% attended college

26% work in executive/managerial roles

**83%** Ready to Spend

30% of Vox readers make over \$100k HH Income each year

**30%** Highly Influential

Vox Media visitors frequently provide advice on electronics & business purchase decisions