



PITCH FORK

The logo is a vertical white line with a small circle at the top. A flag with three horizontal stripes is attached to the line. Below the flag, the words "PITCH FORK" are written in a bold, sans-serif font. Underneath the text is a horizontal white rectangle containing the words "MUSIC FESTIVAL" in a smaller, bold, sans-serif font. Below the rectangle, the word "CHICAGO" is written in a bold, sans-serif font. At the bottom of the line is a circular icon with three diagonal stripes, and a small arrowhead points downwards from the bottom of the line.

MUSIC FESTIVAL

CHICAGO

July 15–17, 2011

40 artists on three stages

All 54,000 single-day and three-day tickets
sold out

32,000 individuals attended

“As the sun went down Sunday evening at Union Park, the seventh annual Pitchfork Music Festival came to a close after a long, hot day packed with music that was, nearly without exception, exceptional.”

—Huffington Post



“Heat stroke, dehydration and life-threatening sunburns be damned, Pitchfork brought its A-game and delivered once again in 2011.”

—Exclaim!



Community

This year's festival was about more than music. Fans were able to shop at the CHIRP Record Fair, enjoy works of art at the Coterie Craft Fair, check out some of the world's best Gigposter artists at Flatstock, and park their bikes along with 1,500 others at the Chicago Reader's Biker Village.







Attendees

43% female
57% male

15% <20
24% 21-24
17% 25-27
21% 28-32
22% 32+

90% were College educated
25% have a Graduate degree or PhD

51% make more than \$35K/year

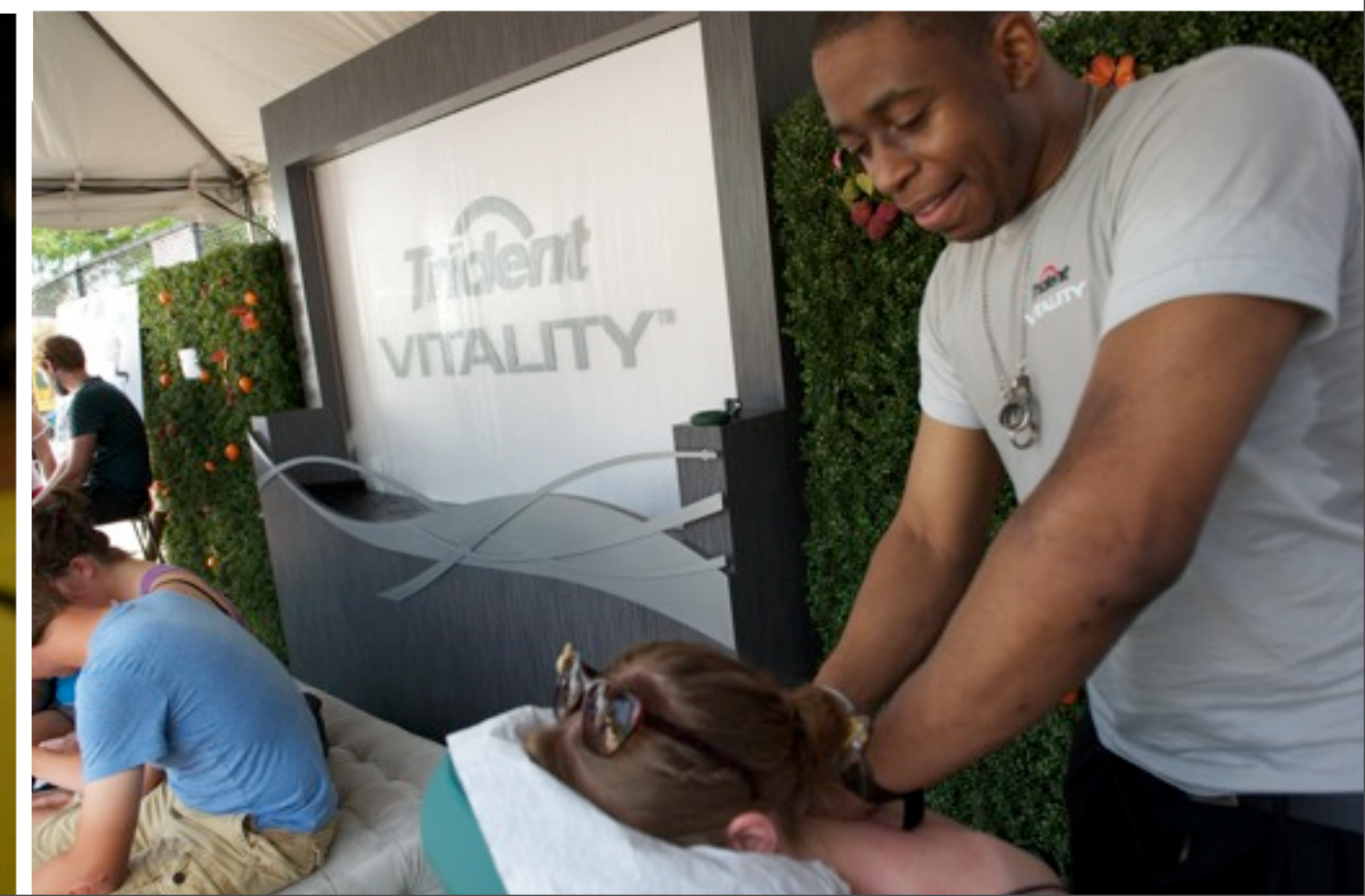
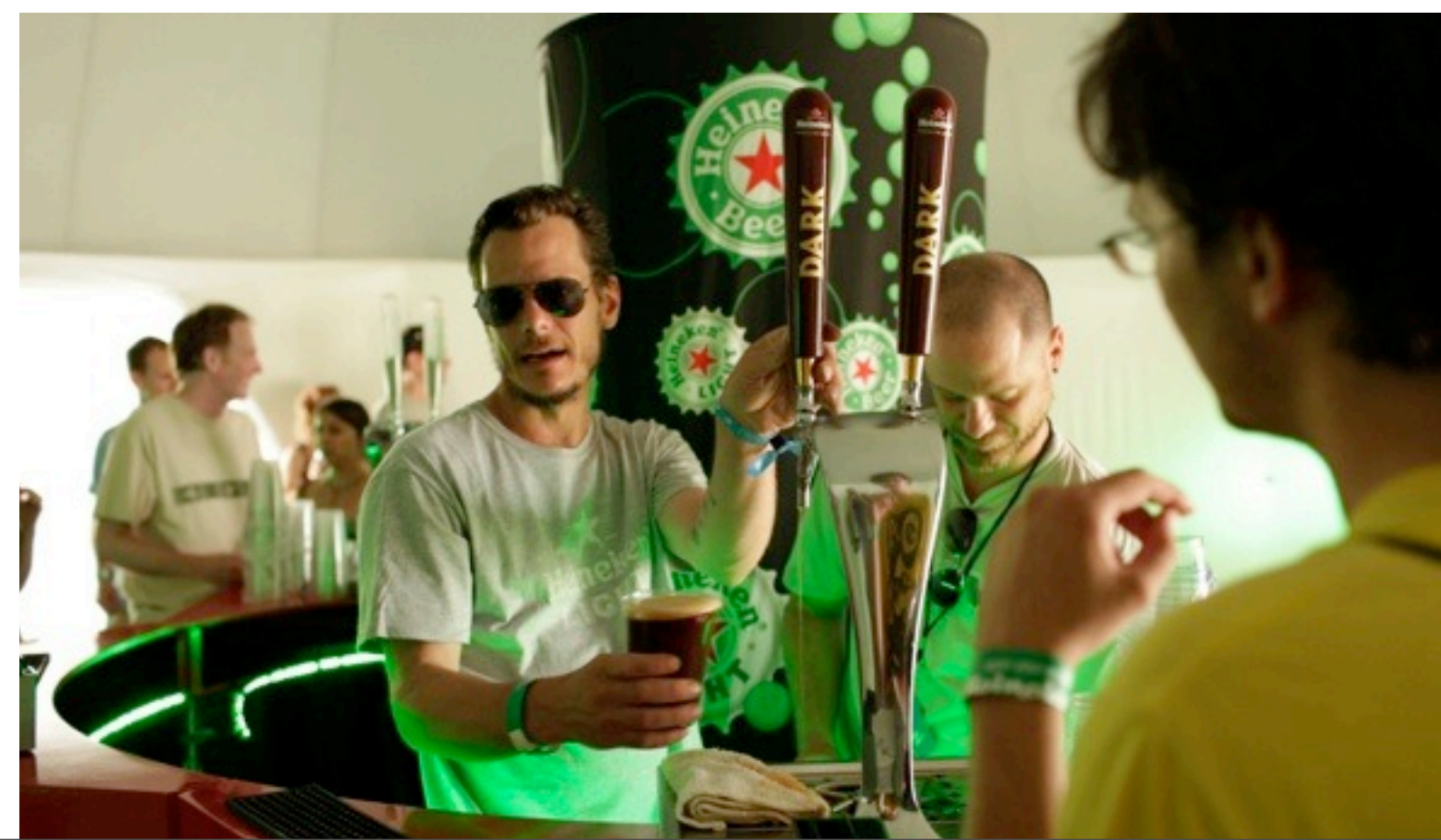
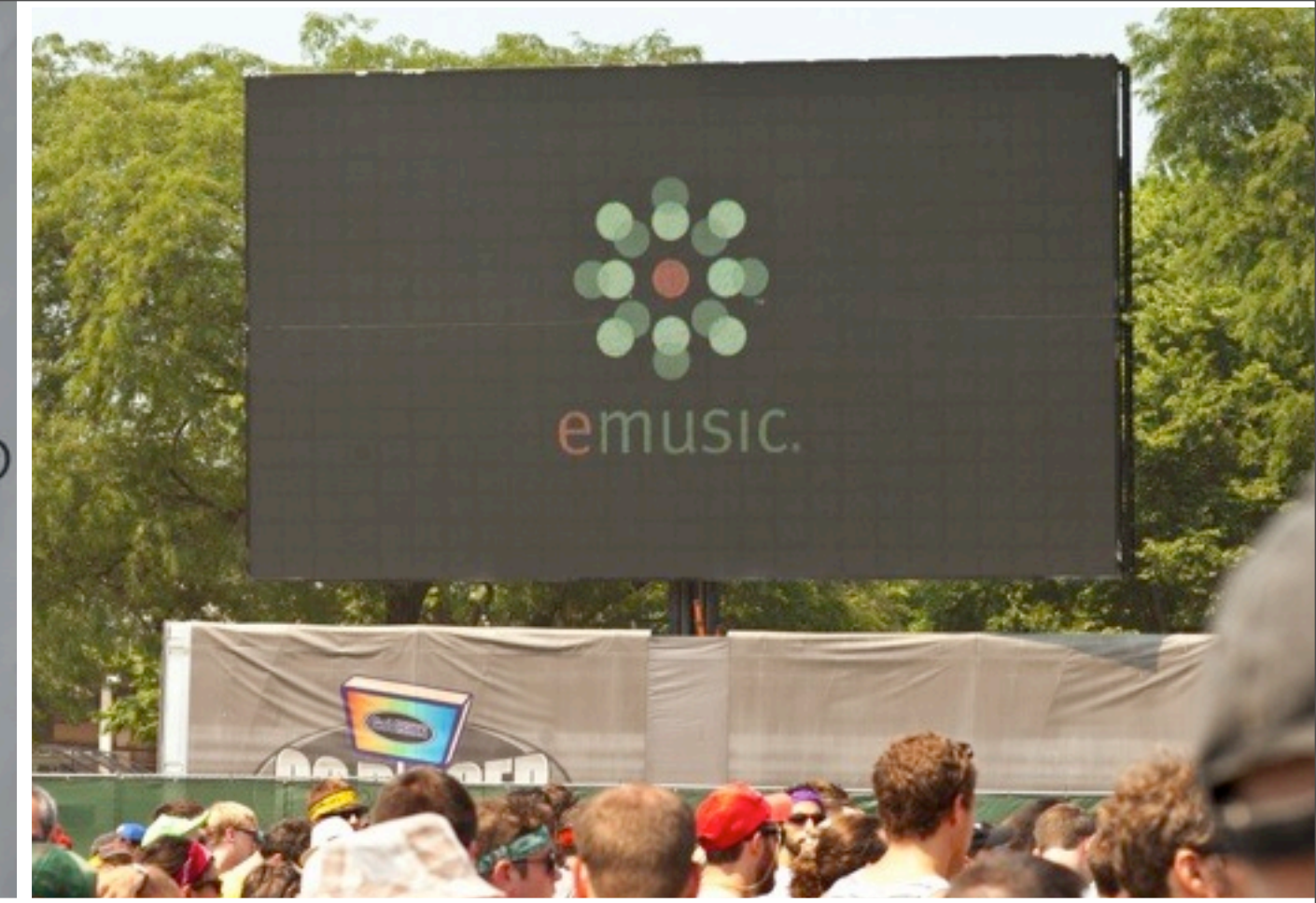
55% were new attendees

61% read mobile content

Partnerships

2011 Partners included:

- Heineken
- Whole Foods
- XRT
- Rock for Kids
- TimeOut Chicago
- WBEZ
- Trident
- Lifeway Kefir
- ZipCar
- Axe
- Incase
- Diacarta
- eMusic
- Toasted Head
- Freelancers Union
- Urban Outfitters
- Chicago Reader



Media coverage

The 2011 Pitchfork Music Festival was covered in an extensive range of media outlets, reaching a larger worldwide audience than ever before. Coverage included countless news items, features, onsite interviews, daily recaps, post-festival photo galleries, video features and much more from the likes of:

ABC News • ALARM • The Atlantic • Billboard • Black Book • Brooklyn Vegan • CBS • Chicago Sun-Times & Tribune • CNN.com • Daily Candy • Details • Ebony • Entertainment Weekly • FILTER • Flavorwire • Funny or Die • Huffington Post • IFC.com • LA Weekly • Magnet • Men's Health • MSN • MTV • NBC • New York Magazine • The New York Times • NPR • The Onion A.V. Club • Rolling Stone • SHAPE • Sirius XM • SPIN • Stereogum • Time Out Chicago • VIBE • VH1 • Vogue • Washington Post • W Magazine • WBEZ • WGN's Midday News
+ hundreds more...

“The festival's relatively small lineup of roughly 45 groups operates in stark contrast to other stateside mega-festivals like Coachella and Bonnaroo.”

—CNN.com, from “The world's best music festivals”



MYLAN CANNON/THE NEW YORK TIMES

The rapper Hodgy Beats of Odd Future Wolf Gang Kill Them All performing at the Pitchfork Music Festival in Union Park in Chicago on Sunday, the final day of the three-day event.

Back to the '90s, Tootling a Flute

CHICAGO — I just want to say one word to you. Just one word. Are you listening?

JON CARAMANICA
CRITIC'S NOTEBOOK

Flute. That's poppycock, you're probably thinking. There's no way that forward-thinking bands of the sort that played the Pitchfork Music Festival would ever consider introducing an instrument so prim, so saccharine, so shrill into their music. Didn't New Age kill off the flute? Or Jethro Tull?

And yet there it was, twice, during performances

by the purposefully and precisely schlocky soft-rock revivalists Destroyer and the angelically pleasant and soulless Fleet Foxes. It wasn't much more than an accent piece, but possibly it augured things to come. In an era of voracious music makers everything old or tacky or obscure will be made new again.

These life cycles are played out in real time on Pitchfork, the music news and criticism Web site that, since it was established in 1995, has been a committed outlet for indie rock and its many tributaries, real and imagined. The Pitchfork Music Festival,

which has been held in Union Park here each summer since 2006, is part of the site's continuing quest to document and capitalize on artists looking for the next history to reclaim, and also a decent roundup of those acts from generations past: sometimes influencer and influenced perform just hours apart.

The 45 acts spread over Friday, Saturday and Sunday only partly encapsulated the Web site's taste, or the movements more broadly in the music world. But several individual acts told bigger stories. Animal Collective, the Friday night headlin-

er, performed on a stage decorated like a huge Etsy sale, with cloudlike stalactites and crustaceanlike cutouts hanging from the sky.

Its show was alternately psychedelic and straightforward, and sometimes majestic, a wonder of accrued small details filling up the air. Whether it wants it or not, Animal Collective could have a long afterlife on the jam band circuit; same goes for the festival performers Battles and Gang Gang Dance, acts that stretch their songs out past

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Media Impressions

7 million digital ad impressions

287 thousand unique users watched the Festival live stream on Pitchfork

Average live stream view time: 17 minutes

465 thousand page views for the Festival site

80 thousand page views for the Festival site per day during the event

1.2 million page views for Festival coverage on Pitchfork.com

Extensive print campaign in Time Out Chicago and the Chicago Reader, with more than eleven full-page and half-page four-color ads and 1.1 million print impressions

A photograph of a diverse crowd of people at an outdoor music festival. The scene is captured during the golden hour of late afternoon or early evening, with a warm, hazy light. In the foreground, a young man with glasses and a dark t-shirt is smiling broadly, looking towards the right. Next to him, a young woman with glasses and a black t-shirt has her mouth wide open in an enthusiastic shout. To the right, another young man with glasses and a white towel draped over his shoulders looks off to the side. In the background, many other festival-goers are visible, some with their arms raised in the air, suggesting a lively atmosphere. The overall mood is one of joy and excitement.

Save the Date
July 13-15

Pitchfork Music Festival
2012

28–29 October, 2011



La Grande Halle de Villette

Aphex Twin, Bon Iver, Jens Lekman, Wild Beasts, Cut Copy,
Kathleen Edwards, Pantha du Prince, Washed Out, Iceage, Erol Alkan,
Stornoway, Mondkopf, and more to be announced soon.