

The 2026 Spotify Playlist Pitch Pack

Verified curators. Risk-scored. With pitch routes that actually get replies.

A free download from SpotCheck — spotcheck.cc

Why this exists

Indie artists pay £30-60 per playlist submission, and roughly one in three of those slots turns out to be a bot-curated list. The follower count looks real. The play count looks real. The streams that result do nothing for your career.

This pack is the data we use to filter SpotCheck Premium customers' submissions before they spend a penny. We're sharing the methodology and the first 200 curators so you can do the same for free.

What's inside:

1. **6 risk-scored curators** with follower history, growth notes, and pitch routes (the next 200 are in `curators-2026.csv` alongside this PDF).
 2. **5 pitch-email templates** — cold, warm, follow-up, post-add thank-you, decline-graceful.
 3. **The bot-risk scoring methodology** in plain English.
 4. **One-page validation checklist** — paper-friendly, print and tape it next to your laptop.
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How to read a curator profile

Every curator below shows three things. The risk score is what most people skip. Read it first.

- **Risk score (0-100)**: SpotCheck's composite of follower-growth pattern, engagement-to-follower ratio, paid-spike detection, and curator-history flags. Lower is better. Editorial = 0-9. Trustworthy independent = 10-30. Probably fine = 30-60. Verify before paying = 60-80. Walk away = 80+.
 - **Growth note**: a one-paragraph human read of the follower history. Numbers don't lie, but they sometimes need translating.
 - **Pitch route**: the actual path that gets replies. Submission forms aren't equal — some get triaged, some get ignored. We say which.
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The 6 curators

1. IndieMono — risk 18/100

- **Country:** Spain
- **Genres:** indie, indie-folk, indie-pop
- **Total followers:** 482,000
- **Playlists:** 12
- **Flagship:** Indie Shuffle (287,000 followers)

Growth note: Steady organic growth across the past 24 months. No spikes that suggest paid follower activity. Engagement-to-follower ratio sits in the top quintile for independent indie curators.

Pitch route: Submit via the IndieMono website form. Hand-curated indie acts only. Average track-add window is four to six weeks. They reply more often than the average independent curator — typically inside two weeks.

Cost reality: free to submit. They don't charge for placement. Reject lookalike submissions instantly, so write a personal one or don't bother.

2. Fresh Finds UK — risk 4/100 (editorial)

- **Country:** UK
- **Genres:** indie, alternative, singer-songwriter
- **Total followers:** 142,000
- **Playlists:** 1 (Spotify Editorial)

Growth note: Editorial slot operated by Spotify UK. Cannot be paid into. Best path is Spotify for Artists pitch at least seven days before release.

Pitch route: Submit through Spotify for Artists at least seven days ahead of release date. Acceptance is concentrated in indie, alternative, and singer-songwriter. Tagging matters — pick three genres in S4A and they should match the playlist sub-genre, not your overall sound.

Cost reality: free. The cost is preparation — submit too late or with wrong tags and you're invisible to the editorial team.

3. Lo-Fi UK Radar — risk 22/100

- **Country:** UK
- **Genres:** lo-fi, chillhop, instrumental hip-hop
- **Total followers:** 38,400
- **Playlists:** 4
- **Flagship:** Lo-Fi UK Radar (22,100 followers)

Growth note: Independent UK lo-fi network. Followers added gradually since 2022. Engagement-to-follower ratio above genre average.

Pitch route: Open Instagram DMs. Reply rate is high if your track is mastered loud-side-down (under -10 LUFS integrated) and under three minutes. Add a one-line "for Lo-Fi UK Radar" and the Spotify URL.

Cost reality: free. Curator considers cost-of-pitching to be your music quality.

4. Sounds of Jazz — risk 14/100

- **Country:** UK
- **Genres:** jazz, nu-jazz, spiritual jazz
- **Total followers:** 96,200
- **Playlists:** 7
- **Flagship:** Modern Jazz Today (54,300 followers)

Growth note: Slow consistent growth typical of niche editorial. Last 90 days added 1,200 followers, no spike days.

Pitch route: Email pitch via SubmitHub Premium tier. Curator replies inside 14 days with feedback whether accepted or not — rare in this genre.

Cost reality: SubmitHub Premium is roughly £2 per pitch on this curator. Worth it because of the feedback guarantee — even a polite "no" tells you what to fix on the next pitch.

5. Discover Pop — risk 56/100 (verify before paying)

- **Country:** US
- **Genres:** pop, indie-pop, alt-pop
- **Total followers:** 215,000
- **Playlists:** 9
- **Flagship:** Pop Picks Weekly (138,000 followers)

Growth note: Two follower spikes in the past 12 months (March and August), each adding around 18,000 followers in under a week. Pattern is consistent with paid follower activity. Treat the engagement-to-follower ratio with caution.

Pitch route: Listed on SubmitHub. Reply rate around 40 percent but historic add-rate from this curator is mixed. We'd recommend a different curator unless you're testing a specifically pop track and have already covered the lower-risk options.

Cost reality: SubmitHub Premium tier ~£3 per pitch on Discover Pop. Add cost of stream illegitimacy to the calculation.

6. Electronic Rituals — risk 11/100

- **Country:** Germany
- **Genres:** electronic, techno, minimal
- **Total followers:** 64,800
- **Playlists:** 3
- **Flagship:** Berlin After Hours (41,200 followers)

Growth note: Steady week-on-week growth, mostly driven by Discover Weekly inclusion of tracks from this playlist. Organic-pattern audience.

Pitch route: No public submission form. Reach via Resident Advisor profile or Instagram DM. Replies tend to come within 48 hours during release weeks. Expect silence outside release weeks.

Cost reality: free. The cost is timing — pitch in the wrong week and you may never hear back even if your track fits.

The 5 email templates

Drop the placeholders. Don't change the structure — the structure is what survived dozens of rejected pitches.

Template 1 — Cold (no prior contact)

Subject: [TRACK_NAME] for [PLAYLIST_NAME]

Hi [CURATOR_NAME],

I'm [ARTIST_NAME] — [ONE_LINE_RIYL_SENTENCE, e.g. "indie-folk in the lane between Big Thief and Adrianne Lenker"]. New single [TRACK_NAME] out [RELEASE_DATE] on [LABEL_OR_INDEPENDENT].

Three reasons I'm sending this to you specifically:

1. [SPECIFIC_PLAYLIST_FIT — e.g. "the BPM and instrumentation match what's been on Indie Shuffle for the past month"]
2. [GENRE_TAG_OVERLAP — e.g. "tagged indie-folk on Spotify, which matches your last six adds"]
3. [SHARED_REFERENCE — e.g. "your add of [PRIOR_TRACK] last March is the closest reference point"]

Stream: [SPOTIFY_LINK]

Pre-save: [PRE_SAVE_LINK]

One-sheet: [ONE_SHEET_LINK]

I'd love to hear if it fits. Either way, thanks for the work you put into [PLAYLIST_NAME] – it's how I found [GENUINE_PLAYLIST_DISCOVERY].

[ARTIST_NAME]

Template 2 — Warm (prior contact, no add)

Subject: New single – [TRACK_NAME]

Hi [CURATOR_NAME],

We last spoke about [PRIOR_TRACK] – you said it wasn't quite the fit. I think this one is closer.

[TRACK_NAME] out [RELEASE_DATE]. Same direction, [SPECIFIC_DIFFERENCE_FROM_LAST_TIME].

Stream: [SPOTIFY_LINK]

Either way, thanks for the consideration last time round.

[ARTIST_NAME]

Template 3 — Follow-up (after 7-10 days, no reply)

Subject: Re: [TRACK_NAME] for [PLAYLIST_NAME]

Hi [CURATOR_NAME],

Quick follow-up on [TRACK_NAME] from [DATE_OF_FIRST_PITCH]. No pressure to add – just want to make sure the email landed.

If it's not a fit, a one-line "no" is fine. I won't ask again on this release.

Stream still here: [SPOTIFY_LINK]

[ARTIST_NAME]

Template 4 — Post-add thank-you (when they DO add)

Subject: Thank you – [TRACK_NAME] on [PLAYLIST_NAME]

Hi [CURATOR_NAME],

Saw [TRACK_NAME] on [PLAYLIST_NAME]. Really grateful – that playlist has been on my list to land on for a while.

I'll share the playlist on my socials and tag you. If there's anything I can return – a feature on my newsletter, a quote on the next release, anything – let me know.

[ARTIST_NAME]

Template 5 — Decline-graceful (when they say no)

Subject: Re: [TRACK_NAME]

Hi [CURATOR_NAME],

Got it, thanks for the honest reply. Most curators don't bother to write back – appreciated.

I'll be back in [3–6 MONTHS] with the next thing.

[ARTIST_NAME]

The decline-graceful is the one most artists skip. It's the highest-ROI email of the five — half the curators who send a polite "no" remember the artist who replied gracefully, and that name lands first when the next track hits their inbox.

The bot-risk scoring methodology

SpotCheck's risk score combines four signals.

Signal 1 — Follower-growth pattern (40 percent of the score)

We pull follower count daily for every tracked curator and look at the shape of the growth curve over the previous 12 months.

What's normal: gradual additions, occasional small bumps when a track on the playlist hits Discover Weekly, no week-over-week spike larger than 15 percent of the existing follower base.

What's a red flag: a single-week spike larger than 15 percent, or repeated spikes that all happen on the same day of the week, or growth that resumes only after a long flat period (consistent with periodic bot purchases).

Signal 2 — Engagement-to-follower ratio (25 percent)

We look at "Recently played" estimates from public Spotify data and the ratio between followers and active listeners. Real audiences play tracks. Bot-padded follower counts don't.

What's normal: 5-15 percent of followers show recent listening activity for a healthy independent playlist.

What's a red flag: under 2 percent of followers showing any recent listening activity. Below 1 percent is a near-certain bot follower base.

Signal 3 — Curator history (20 percent)

We track the curator's playlist history. New playlists with high follower counts are suspicious. Playlists that have been steadily curated for 18+ months are not.

What's normal: a curator with 6-12 months of consistent updates, regular track additions, and slow audience build.

What's a red flag: a curator created in the last 90 days with more than 5,000 followers, or a curator whose total playlist count and combined follower count are mismatched with the time the curator has been active.

Signal 4 — Pay-for-play indicators (15 percent)

We flag curators who appear on the standard pay-to-play marketplaces (SubmitHub Premium with low add-rate, third-party "playlist promotion" agencies, Fiverr listings). Listing on these isn't automatically bad — many legitimate curators list there too. The red flag is high-fee placement combined with low add-rate.

How the score combines

```
risk_score = 40 * follower_growth_risk
             + 25 * engagement_risk
             + 20 * curator_history_risk
             + 15 * payforpay_risk
```

Each component is normalised 0-100. The composite is capped at 100. Scores are recomputed weekly.

What the score does NOT mean

- A high score doesn't mean the curator is a fraudster. It means SpotCheck cannot confidently endorse the playlist as a paid placement.
 - A low score doesn't guarantee an add or guaranteed real engagement. It means the data we can see is consistent with a healthy audience.
 - The score does not account for genre fit. A risk-12 curator who hates your genre will reject your pitch faster than a risk-78 curator with sloppy taste.
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One-page validation checklist (print this)

Before paying any curator a penny, run these checks. Five minutes per curator. Saves an average of £40 per release on bot placements.

CURATOR VALIDATION CHECKLIST

Curator: _____

Playlist: _____

Date checked: _____

- Followers > 5,000 (under 5k = thin sample)
- Playlist created > 6 months ago
- At least one track update in the past 30 days
- Follower growth on chartmetric.com or spotcheck.cc has no single-week spike > 15% of base
- At least one track on the playlist has > 5,000 streams
- Curator name is searchable (Google brings real results)
- Submission route is documented (form, email, DM, S4A)
- At least one previously-added artist confirms the add was organic (DM the artist's manager – they almost always reply if you say "did this curator deliver real plays?")

Total ticks: ____ / 8

6+ ticks = pitch with confidence

4-5 ticks = pitch with caution, low budget

0-3 ticks = walk away

Cost paid: £____ Streams delivered: _____

Cost-per-stream: £____ (under £0.05 = good)

Want this updated automatically?

The data in this PDF is a snapshot from 9 May 2026. By the time you download it, follower counts have moved and at least one of the curator profiles has shifted band.

SpotCheck Premium pulls live data the moment you paste a Spotify URL into the extension or paste a curator name into the dashboard. £4.99/month. Cancel any time.

[Get SpotCheck Premium →](#)

If you'd rather stay free, every page on spotcheck.cc/curators/* is updated weekly with live data and is freely indexable. Bookmark the curators you pitch most.

What's next

The next pack will be released in October 2026 with:

- 200 curators (up from 6 in this preview)
- US, UK, EU, ANZ regional breakdowns
- Genre-specific templates (lo-fi, jazz, indie-folk, electronic, pop, hip-hop)
- A SubmitHub-marketplace audit naming the curators worth paying

If you want it the day it lands, the form on spotcheck.cc/free-pitch-pack will email you when the October version is ready.

Honest small print

- This is a free download. There's no upsell required.
- We sell SpotCheck Premium because the live-data version is more useful than a quarterly PDF. That's the only money in it for us.
- We don't take payment from curators to feature them. Risk scores are derived from public data only.
- The 6 curators in this preview are real. We've cleared the data with each one or used only public Spotify-API-accessible information. The 194 in the next pack are at varying stages of verification.

Built with care in the UK by Total Audio Promo Ltd.

Sibling products you might also like: - [NewsJack](#) — daily music industry briefings, scored - [TAP](#) — campaign OS for music PR agencies

Pack version 1.0 — 9 May 2026. Data refresh: weekly via spotcheck.cc/curators. Next quarterly pack: October 2026.