



Insider Inc.

US Media Kit

2019



Insider Inc. is a new type of media company,

with a collection of news and lifestyle brands purpose-built for dreamers, builders, and doers who are long on inspiration but short on time. Regardless of what you're into — from the habits of successful people, Bitcoin futures, and futuristic technology to melty cheese dishes, amazing travel destinations and the latest yoga craze — one of Insider Inc.'s brands can help you get in.

Insider Inc.

BUSINESS
INSIDER

INSIDER

MARKETS
INSIDER

TECH
INSIDER

BUSINESS
INSIDER
INTELLIGENCE

Insider Studios

Attention is a precious commodity in today's world. That's where we come in.



375M+

MONTHLY
AUDIENCE
FOOTPRINT



198M

SOCIAL
FOLLOWING



2.3B

MONTHLY
VIDEO VIEWS



9M

SOCIAL
INTERACTIONS
EACH WEEK

BUSINESS INSIDER

Business Insider gives today's business leaders an authoritative, energetic, and optimistic look at the people, companies, and ideas transforming the world.



67M+
Uniques



65M+
Social Following



210M+
Video Views

1 IN 4

BUSINESS LEADERS
ARE ON SITE



46%

HHI \$100K+²



INSIDER

INSIDER helps our audience follow its passions and get the most out of every day. We take readers inside the most amazing and inspiring experiences in the world – from restaurants and travel destinations to fashion and products – inviting them along for the journey instead of merely being spectators.



31M+
Uniques



133M+
Social Following



2.2B+
Video Views

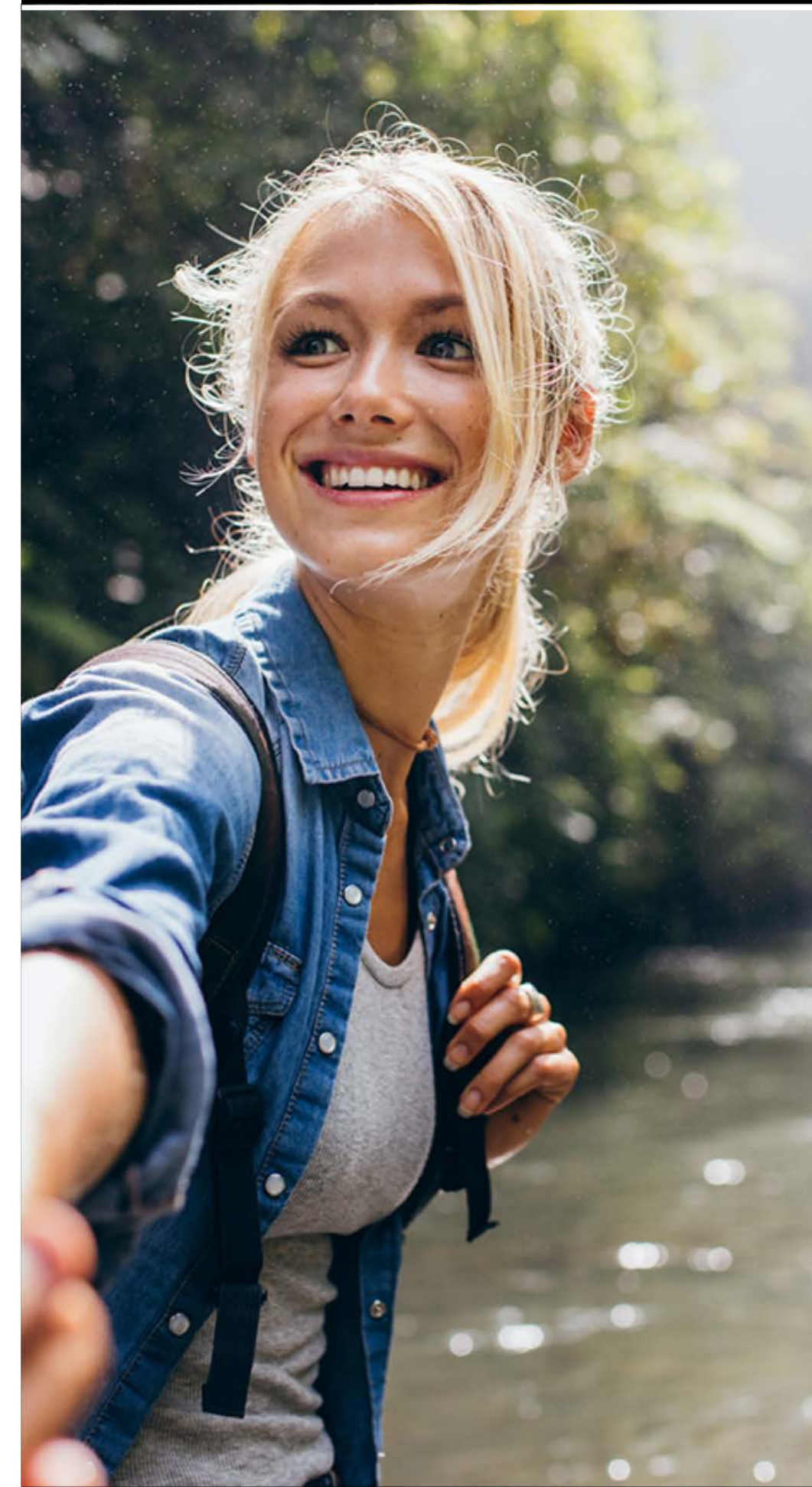
59%

USE SOCIAL MEDIA
TO KEEP US WITH
CURRENT EVENTS



48%

HHI \$100K+



Get in front of people who are curious about the world.

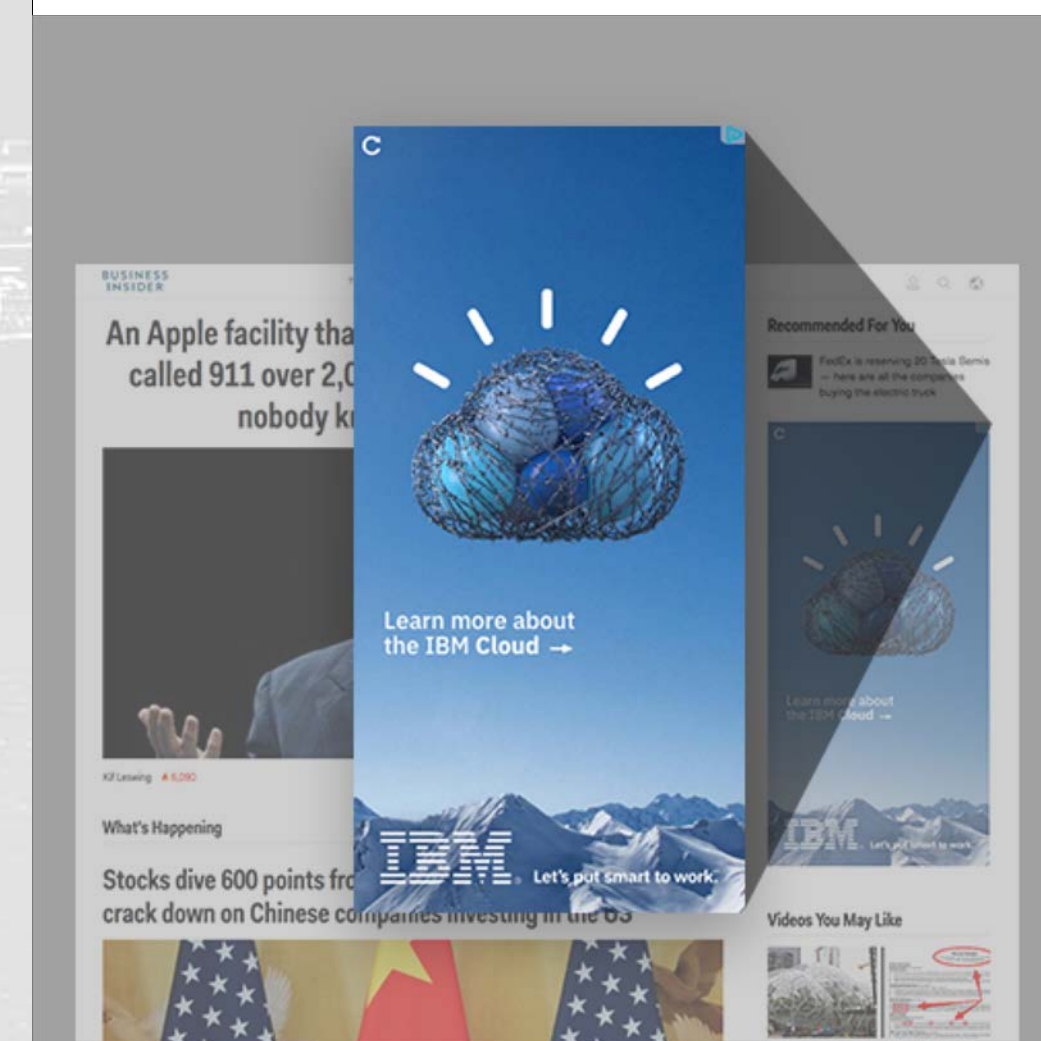
BRANDED
CONTENT



EDITORIAL
SPONSORSHIP



BRAND SAFE
ADVERTISING

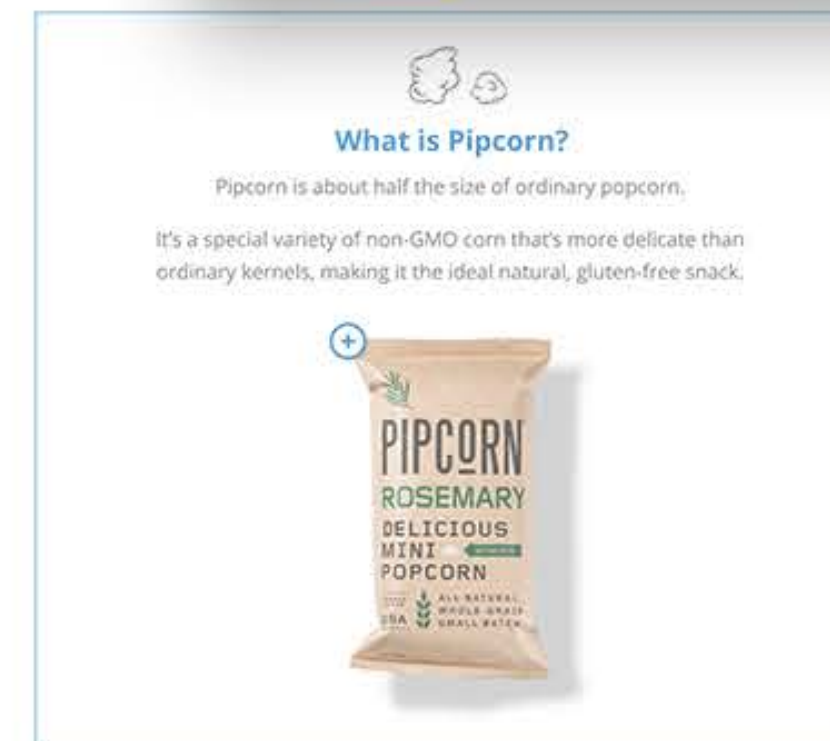


EVENTS



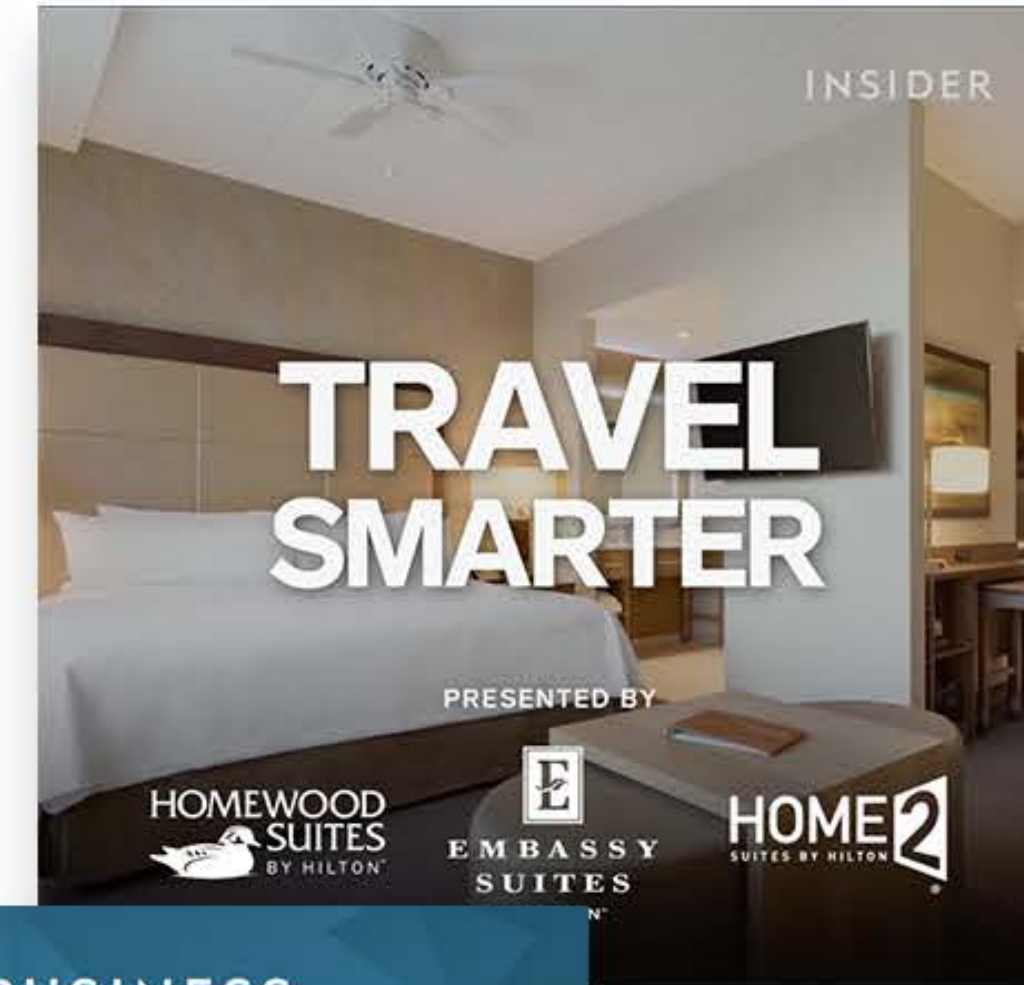
Insider Studios

Insider Studios creates content for brands with an approach that's conversational, smart, and social. We're addicted to storytelling. We're allergic to jargon. We're drawn to amazing people, places, and things. Our goal is to align your brand messaging with great stories that will engage our audiences, wherever and whenever they are.



Editorial Sponsorships

By sponsoring editorial stories and high-profile series, brands have the opportunity to align with premium content produced by our newsroom of acclaimed journalists and producers.



EMPLOYEES
15 major companies that are investing their tax savings in employees, jobs, and communities



FUTURE IMPACT
The economist Joseph Stiglitz explains why he thinks the late Milton Friedman's ideas have contributed to rising inequality in the US



Brand Safe Advertising

Whether buying inventory directly from our team or programmatically, Insider Inc. offers a wide array of brand-safe, high-impact display and video advertising opportunities.

The image displays a collage of digital advertising content. On the left, a Business Insider article snippet is visible with the headline "An Apple facility that repaired... called 911 over 2,000 times... nobody knows..." and a photo of Tim Cook. In the center, a large blue advertisement for IBM Cloud features a wireframe globe with sun rays and the text "Learn more about the IBM Cloud →" and "IBM Let's put smart to work." On the right, a "Videos You May Like" section shows a video thumbnail with a wireframe globe and a line graph, with captions "A Wharton professor" and "A former HR exec".

Events

Insider Inc. offers experiential events that reach our audience in a tangible, personal way — from Business Insider’s annual flagship event, IGNITION, to an array of custom opportunities.



Our Team



**HENRY
BLODGET**
CEO



**PETE
SPANDE**
CRO and Publisher



**NICHOLAS
CARLSON**
Chief Content Officer



**JENIFER
BERMAN**
CMO

Our Team



**ALYSON
SHONTELL**

US Editor-in-Chief
Business Insider



**JULIE
ZEVELOFF
WEST**

US Editor-in-Chief
INSIDER



**THADDEUS
KROMELIS**

VP, Insider Studios



**BARBARA
PENG**

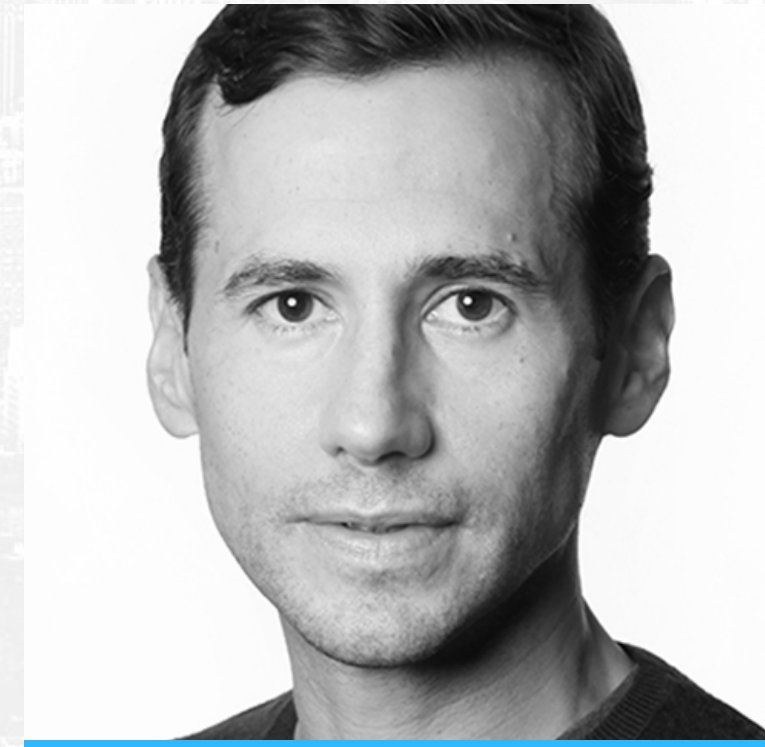
President,
Business Insider Intelligence

Our Team



**JANA
MERON**

SVP, Programmatic
& Data Strategy



**MARIO
RUIZ**

SVP, Communications



**RICH
KENNEDY**

SVP, Business
& Audience Development



**BRETON
FISCHETTI**

VP, Commerce

Ready to get started?

We can't wait to help you get in to our audience.
Reach out and let's get the conversation going.

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Insider Inc.