Notes on this document:

- Business categories are on slides 2-6
- Lifestyle categories are on slides 7-9
- Tentpole programs are highlighted in blue
- Key moments can be activated in various ways; inquire for more details.
- Our content strategy is constantly evolving, but our mission is constant: to serve our readers and advertisers. Contact your sales representative to discuss new additions, off-the-menu options, and more.
Technology

ONGOING SERIES

Innovation Inc.
BI examines the fundamental changes that technology has brought to global enterprises across a variety of functions and verticals, including finance, transportation, healthcare, and more.

Tech Reference
Answers consumer’s questions about the tech gadgets and services they use every day in visual step-by-step guides.

BI Unlocked: Tech
This exclusive program allows advertising partners to provide premium, tech content access to non-BI subscribers.

SPECIALS

How 5G Is Changing Everything
On the cusp of a world drastically transformed by high speed, low latency 5G, our newsroom is coordinating an effort to catalogue the changes this technology will unleash across every industry we cover, from finance and transportation to retail and entertainment.

Inside CES
Coverage of the annual International Consumer Electronics Show in Las Vegas, including the coolest gadgets, latest product launches, and biggest trends.

Rising Stars of STEM
Celebrates up-and-coming role models who are having a significant impact in science, technology, engineering, and math.

10 Things in Tech Newsletter
Daily tech briefing that covers the day’s top tech industry news for the on-the-go professional.

BI Business Plan: The Cloud
A complete resource for companies of all sizes that are seeking to harness cloud systems.

BI Business Plan: IoT
Our BI tech team tackles everything you wanted to know about IoT but were afraid to ask.

Security Special Report
We assess the latest cyber threats and give companies and employees advice on how to avoid them.

Reimagined Workflow
Explores how 10 different areas of operation have adapted to new ways of working, while continuing to deliver against expectations.

Customer X Playbook
Investigates how the state of the customer has evolved for every type of business, from storefront to mobile app across 10 verticals.

Emerging Employment from New Tech
Showcases examples of new or redesigned jobs that have emerged from the tech disruption.

KEY MOMENTS
◦ CES (January)
◦ MWC (June)
◦ Apple Launch Event (September)
Finance

ONGOING SERIES

Investing Reference
Markets Insider’s search-optimized resource for investors looking for answers to their frequently asked investing questions.

BI Unlocked: Finance
This exclusive program allows advertising partners to provide premium, finance and investing content access to non-BI subscribers.

SPECIALS

Rising Stars of Wall St.
Our annual list of the top up-and-coming NYC-based Wall Streeters across investment banking, deal-making, asset management, and trading.

10 Things Before The Opening Bell Newsletter
BI editors deliver the finance news you need to know before the markets open.

FA Survey
This survey of financial advisors will provide valuable first-party data and insights on the current trends driving the investment industry.

Daily Market Wrap
Markets Insider highlights of the day’s highs, lows, and top markets news across S&P 500, Dow Jones Industrial Average, and Nasdaq. Each Wrap is published midday and updated after the closing bell.

Finance Special Report
An in-depth look at how the transformations that have taken place over the past several years are helping executives navigate the market right now.

KEY MOMENTS

- Money 20/20 (October)

Strategy

ONGOING SERIES

BI Unlocked: Strategy
This exclusive program allows advertising partners to provide premium, media and advertising content access to non-BI subscribers.

HR Insider
Provides a fresh take on the best ways for professionals to build a successful career and for companies to find, foster, and retain top talent.

SPECIALS

25 Most Innovative HR Leaders
Our annual list celebrating 25 HR leaders who are innovating culture and employee experience for the benefit of all stakeholders.
Media/Advertising

ONGOING SERIES

BI Unlocked: Media/Advertising
This exclusive program allows advertising partners to provide access to premium media and advertising content to non-BI subscribers.

SPECIALS

25 Most Innovative CMOs
With marketers emerging as stewards who steer organizations forward at a time of great disruption, BI is celebrating the global marketers rising to the occasion.

Rising Stars of Madison Avenue
Our annual guide to young advertising professionals turning traditional advertising on its head and shaking things up on Madison Avenue and beyond.

Media Special Report
An in-depth look at trends affecting the media landscape such as brand integrations, product placements, co-promotional campaigns, and more.

KEY MOMENTS

◦ Cannes Lions (June)
◦ ANA MAsters of Marketing (September)
◦ UpFronts & NewFronts

Small Business

ONGOING SERIES

BI Unlocked: Small Business Bridge
You can’t treat a small business like a tiny big business. This of-the-moment platform will provide SMB founders and leaders with tools and strategies for success, using perspectives from experts and peers who really understand what these leaders are going through.

BI Unlocked: Small Business
This exclusive program allows advertising partners to provide premium, SMB content access to non-BI subscribers.

Small Business Ingenuity
A look at how SMBs are changing their approach during and post-pandemic, from new marketing solutions to launching new products quickly to meet new consumer behaviors.

SPECIALS

From 1 to 100
We examine what it takes for founders to get their startups off the ground, from employee #1 to their 100th hire.

KEY MOMENTS

◦ National Small Business Week (May)

Retail

ONGOING SERIES

BI Unlocked: Retail
This exclusive program allows advertising partners to provide premium, retail content access to non-BI subscribers.

SPECIALS

Revolutionizing Retail
A look ahead at what retailers need to know about trends driving consumers in 2021.

KEY MOMENTS

◦ National Small Business Week (May)
Personal Finance

ONGOING SERIES

Milestone Moments
Shares actionable strategies, advice, and tools for achieving various professional and personal goals.

SPECIALS

The Big Shift
A one-stop resource for audiences looking to build financial health and achieve life milestones in the new financial normal.

Exactly What Life Costs
First-person accounts of what it costs to achieve various life goals to inspire readers to plan, save, and succeed.

Tackling Tax Season
Explores the different types of tax implications that come with unemployment, joint-filing, claiming children, and more. The series will not only focus on personal finance tax needs but requirements for small businesses and entrepreneurs as well.

The Only Retirement Plan You Need
Every week for 12 weeks, our Personal Finance Team publish one step in the ultimate retirement plan, working up to a final comprehensive story that covers everything we’ve learned to that point.

KEY MOMENTS

◦ Tax season
◦ Financial Literacy Month
◦ Benefits enrollment

Healthcare

ONGOING SERIES

Dispensed
BI’s science, tech, and markets teams uncover the latest news and trends in healthcare.

BI Unlocked: Healthcare
This exclusive program allows advertising partners to provide premium, healthcare content access to non-BI subscribers.

SPECIALS

The Future of Healthcare
We analyze the biggest drivers of healthcare innovation today, from drug discovery to medical devices.

30 Under 40 Healthcare Innovators
Meet 30 Silicon Valley VCs under 40 who are investing in technology to shape the future of medicine.

KEY MOMENTS

◦ JP Morgan Healthcare Conference (January)
Innovation

ONGOING SERIES

Future of Work
This program explores companies who are forging ahead in today’s unique environment to rethink and transform the way they do business, ultimately redefining the future of work.

SPECIALS

Closing the Loop
This program runs during the biggest climate event of the year and features profiles of 10 companies where product development is rooted in ambitions to close the sustainable product development loop.

The Beehive
The BI Beehive explores the technology and innovative planning that is powering an emerging class of Smart Cities around the globe.

Everyday Sustainability
This series helps our audience make sustainable changes and better decision in their everyday lives in areas such as how to buy, how to live, how to get around, and how to travel.

Partners for a Sustainable Future
This series profiles innovative alliances that are driving real progress in sustainability, from funding supply chain partners’ sustainable practices to competitors banding together to solve the plastic bag conundrum.

KEY MOMENTS

◦ Earth Day (April)
◦ UNGA (September)
◦ Climate Week (September)
Thought Leadership

ONGOING SERIES

Better Capitalism
BI puts a spotlight on the companies and leaders working to create value for all stakeholders and drive systemic change.

The CEO Project
This series will assemble a select group of CEOs across industries and share their challenges, plans, and strategies with business leaders tackling similar issues.

SPECIALS

DEI Transformers List
BI highlights the leaders who are integral in making major, impactful diversity & inclusion reform, while hearing how they went about making effective transformations.

DEI and Better Capitalism Event
As part of Insider’s ongoing series Better Capitalism, Insider is assembling a panel of DEI thought leaders to discuss practical ways companies can continue the wave of DEI progress that was initiated in 2020.

KEY MOMENTS

◦ International Women’s Day (March)
◦ Earth Day (April)
◦ Davos (June)
◦ UNGA (September)
◦ Climate Week (September)
Entertainment

ONGOING SERIES

Culture Decoded
An exclusive sponsorship of a weekly trending feature in entertainment where our editors decode the nuances behind the biggest stories in film, tv and celebrity culture.

Digital Culture Download
Whether it be your go-to guide for TikTok, understanding Reddit communities, unpacking YouTube ‘mukbangs’ or turning up the volume on ASMR, this is everything your need to know about Digital Culture.

What To Watch
The best TV and film to watch at any given moment grouped through an exclusive category tag.

Movies Insider
Our video producers go behind the scenes to show how movie magic is made.

SPECIALS

The New Entertainers
From YouTube vloggers to TikTok celebrities, this series celebrates a new guard of influential entertainers born from social media who are larger than life on their respective platforms and are forcefully breaking into mainstream consciousness.

Gaming+: Level Up & Stay Connected
With our world going virtual, staying connected is more important than ever and the gaming industry is rising to the challenge to reach avid gamers and new tech-savvy users.

The Gold Plan
A series where we will profile Olympians in the lead up to the Olympics about their training routines, diets, and mindset.

KEY MOMENTS
- Golden Globes (January)
- Grammy’s (February)
- Super Bowl (February)
- Oscars (March)
- US Open / Wimbledon (June)
- Olympics (July)
- Comic Con (July)
- Emmy’s (September)

Beauty & Style

ONGOING SERIES

A Week in My Wardrobe
Deciding what to wear can be a daily dilemma. We inspire readers by taking them inside the wardrobe of a stylish person for a whole week.

Beauty Files
Our editors interview the biggest names in the beauty world. We unpack their beauty origin stories and ask all the burning audience questions.

Smudge Test
Our beauty editor provides experiential reviews and gives personal commentary on all new buzz-worthy beauty launches as they drop.

Beauty Explorers
Our video producers try out new beauty treatments people are buzzing about and make a verdict.

So Expensive
Our video producers get to the bottom of how luxury goods earn their high price tags.

KEY MOMENTS
- Fashion Month (September)
Culture

ONGOING SERIES

Voices of Color
An editorial platform that explores the issues that matter to communities of color from social justice and politics to education and entertainment.

Out Insider
An editorial platform that explores the issues that matter to LGBTQ+ communities from social justice, and politics to education and entertainment.

Insider Life Weekly Newsletter
From parenting tips to recipes and fitness regimes or the latest binge-worthy series, this curated newsletter is designed to help people take a break from the news cycle.

Royally Told
Interviews with royals from around the world, showcasing a diverse group of people, cultures and lifestyles on every continent.

Gift Guides
Our editors curate gift guides for each gifting season based on key categories of interest and through interviewing experts in these industries.

SPECIALS

The Doers
The Doers are individuals who strive to make the world a better place by taking action, inspiring us and having a clear impact with a force for good.

The Luminaries
Women accomplishing extraordinary goals in their personal and professional lives while also making an impact on the lives of others. Industries include: music, wellness, food, fashion, beauty, art & travel.

Best of: Year in Review
This listicle series showcases the best of culture in 2021 across entertainment, travel, food, beauty, style and more.

KEY MOMENTS

◦ International Women's Day (March)
◦ Easter (April)
◦ Pride Month (June)
◦ Halloween (October)
◦ Thanksgiving (November)
◦ Christmas (December)

Parenting

ONGOING SERIES

Ask the Expert: Parenting
Our editors have convened a panel of certified experts to answer our readers’ most burning questions.

SPECIALS

Parenting GPS
Backed by robust data and hosted by a celebrated parenting expert, Insider’s new series shows parents how to navigate caring and preparing for children in this new normal with an eye toward health and happiness.

The Education Project
Our newsroom probes the post-pandemic education system to help parents understand how the changes affect both kids and stay-at-home parents.

All in the Family
To celebrate Mother’s and Father’s Day, this uplifting series celebrates familial duos who are getting fit, starting a business, or completing a challenging milestone.

KEY MOMENTS

◦ Mother’s Day (May)
◦ Father’s Day (June)
◦ Back To School (August)
Travel

ONGOING SERIES

Ask the Expert: Travel
The travel industry has been hit hard by the pandemic, but wanderlust seekers are still raring to travel safely in 2021. We ask our audience’s FAQs in an interview format with certified travel experts.

The Ultimate List
This video series brings the best of the best across travel, food and more together in one place in a countdown series format.

SPECIALS

Next Stop
We choose 10 US cities that everyone should travel to in 2021. Our Travel editor will uncover hidden gems and write first-hand accounts on the best things to eat, see, and do.

100 Trips
Our team of experts recommend the most accessible destinations across the globe in a masterlist with additional deep-dive features.

KEY MOMENTS
- Summer Travel (June)

Food

ONGOING SERIES

The Grocery Haul
The ultimate guide to help consumers make the most of their next trip to the grocery store from where to shop, what to buy and how to cook using these ingredients.

Recipe for Success
Insider helps readers prep, bake and cook at home, showing them all the things that could go wrong in the kitchen—and how to get them right.

Legendary Eats
This video series spotlights traditional local foods and world-famous restaurants across the globe.

Best in Town
Our video producers travel the US to try a city’s culinary specialty at different locations, and pick one winner as the town’s best of the best.

SPECIALS

Food 50: Best in Every State
We’re delivering the most mouth-watering dishes from favorite restaurants across the US in a drool-worthy foodie bucket list.

Health

ONGOING SERIES

Working It Out
Led by our resident fitness guru, Rachel Hosie, we debunk fads, test trending workouts and nutritional information as well as weigh in on the importance of both for our mental health with the help of expert advice.

Health Reference
Insider addresses consumer FAQs about health, hygiene, medication, exercise, and nutrition in authoritative explainers based on the most searched terms in the category and backed by a fully-fledged Medical Review Board.

What If?
In these Science Insider animated video series, we answer our audience’s burning questions in a digestible format packed full of facts.

KEY MOMENTS
- Mental Health Month (May)