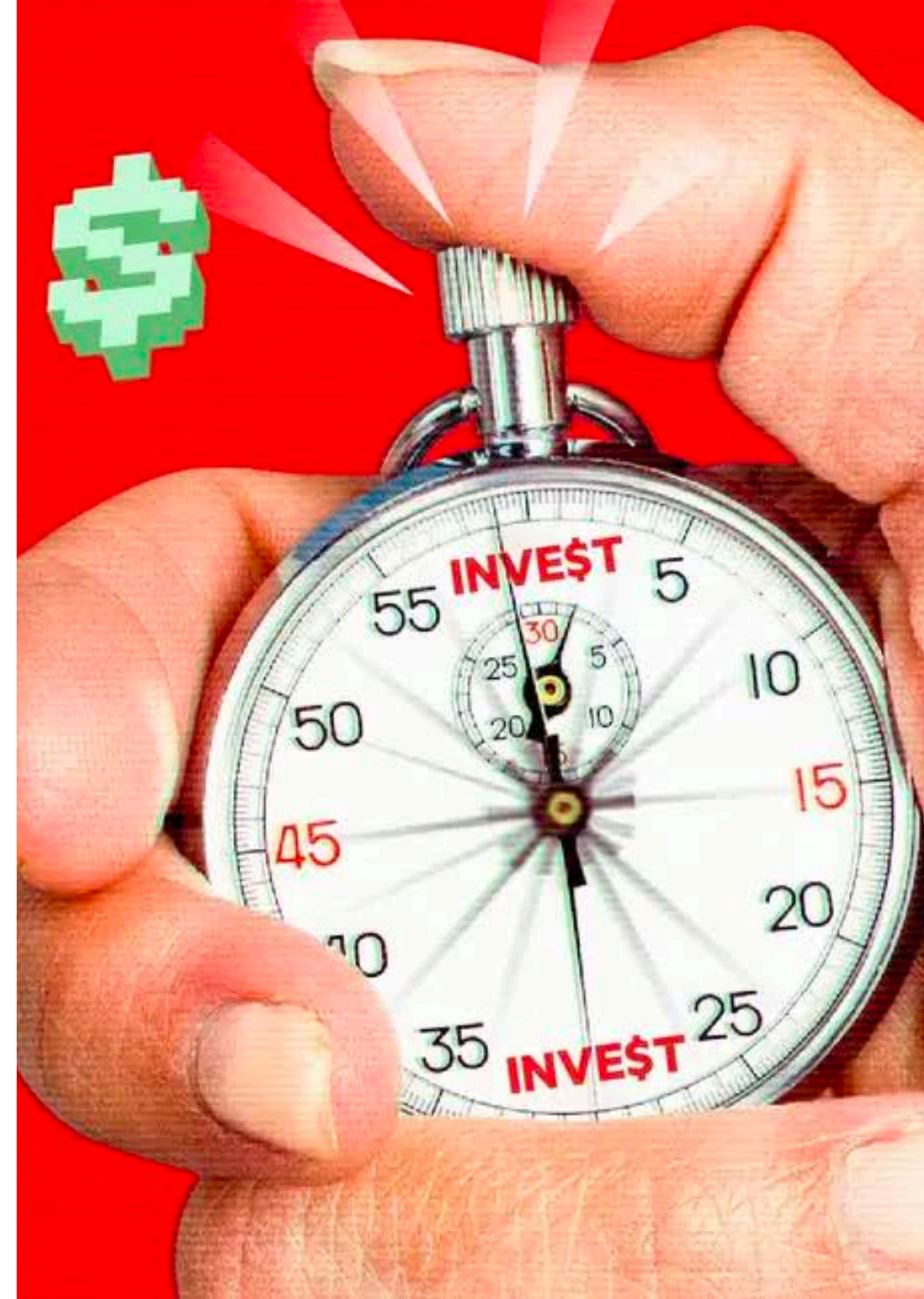


INSIDER

# Media Kit

Q3 2021







**Insider is a global digital media organization.**



# One digital news brand, three divisions

## BUSINESS

[57 promising fintechs aiming to be the next Stripe or Plaid with their behind-the-scenes tech](#)



*The people, companies, and ideas transforming business*

## LIFE

[What it's like to be a 'zillennial,' part of the lost generation between millennials and Gen Z](#)



*Stories, trends, and passions that give purpose and make everyday life better*

## NEWS

[Olympic athletes are being more open than ever about mental health and the pressures of competing](#)



*Current events and up-to-the-minute news shaping our world*



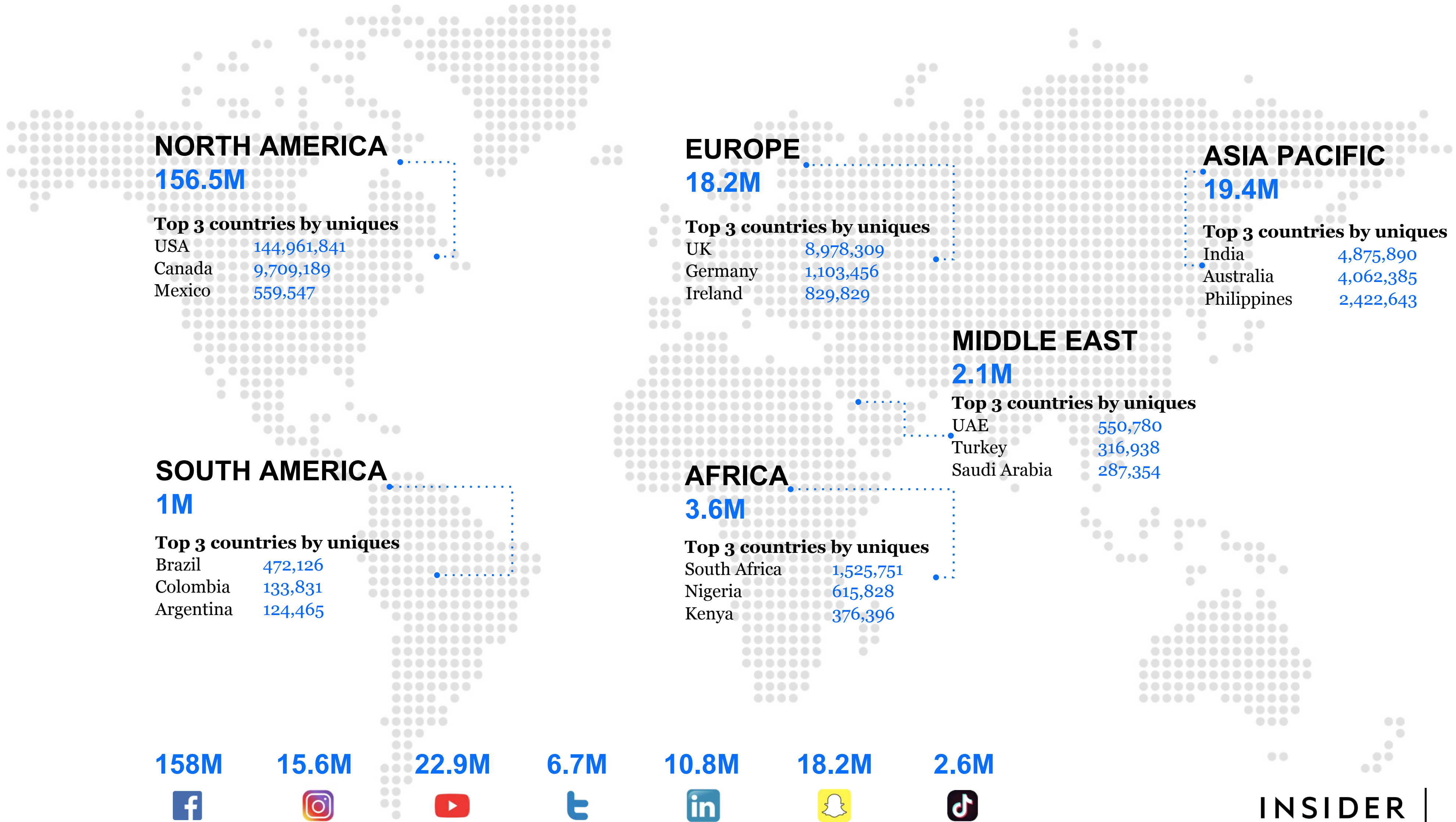
# A global platform for global brands

200M

Global Monthly  
Uniques

235M

Social Followers



# Our Audience



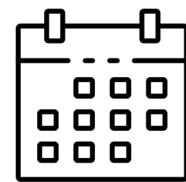
# Our audience: the modern news consumer

## DEMOGRAPHIC PROFILE



**56%**  
Male

**44%**  
Female

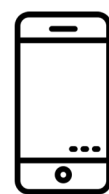


**58%**  
under 45

**1 in 4** are age 25-34



**48%**  
HHI \$100K+



**83%**  
Mobile

**14%**  
Desktop

**3%**  
Tablet

## TOP SECTIONS

**BUSINESS** | **118M** monthly uniques

Top 3 sections by PVs / Last 30 days

Tech	32,249,225
Retail	14,837,769
Transportation	13,530,063

**LIFE & NEWS** | **77.7M** monthly uniques

Top 3 sections by PVs / Last 30 days

Entertainment	30,662,113
Sports	24,485,165
Health	13,210,238

**MARKETS** | **9.5M** monthly uniques

Top 3 sections by PVs / Last 30 days

Indices	1,516,611
Commodities	831,205
Futures	767,701



Premium TECH Aug 3, 2021, 12:02 AM

**Google wants its new chip to totally transform the smartphone. Its hardware chief tells us how.**

Google's new Tensor processor will arrive in the Pixel 6 and Pixel 6 Pro this fall and bring advances in AR.



Premium TECH 23 hours ago

**DeepMind's cofounder was placed on leave after employees complained about bullying and humiliation for years. Then Google made him a VP.**

During his tenure at DeepMind, Mustafá Suleyman was an executive who drove his team to great heights and, sometimes, great despair.



Premium TECH 16 hours ago

**This chart suggests Uber is starting to fix its driver-supply problem**

Uber has struggled to attract enough drivers recently. New data suggests the company is fixing this problem.

Premium TECH 10 minutes ago

**Exclusive: Ramp, a PayPal for crypto, becomes only the 8th crypto firm to win approval from the UK's financial regulator**

Ramp, which enables users to pay for products and services online using crypto, has been listed as a registered cryptoasset firm in the UK.



TECH 17 minutes ago

**Elon Musk's Starlink satellite internet boosts its subscriber base by nearly 30% in a single month, nearing the 100,000-user milestone**

Elon Musk said in June that Starlink had 70,000 internet users — a month later, it had about 90,000, SpaceX told the FCC in a call, per CNBC.



Premium TECH 42 minutes ago

**Cashew Camembert and fake filet mignon: Europe's alt-protein startups raise a record \$545 million as the world pivots from meat**

Venture capital firm Blue Horizon, which invests in 'Food 4.0 businesses', predicts 11% of all meat, dairy and eggs will be alternative by 2035.



Premium TECH 1 hour ago

**Meet the Uber Eats power network: These 12 former employees are raising millions for their own startups**

Some of these startups are now worth millions of dollars, while others are in their early stages.



**Let there be change**

accenture [Create Value](#)

THE BEST OFFERS FROM INSIDER COUPONS



Discounted Virtual Reality can be your reality when you shop using these offers at Oculus. Explore the latest offers on PCs, printers, and business solutions at HP.





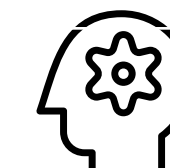
## OUR AUDIENCE

# Influential decision makers that transform businesses and industries



### *Audience composition*

- **26.4%** are business decision makers
- **6.3%** are C-level executives



### *Key characteristics*

- Next-gen C-level Executives [age 21-44] – **308** index
- CEOs of large companies [5000+ employees] – **342** index



### *Their content behaviors & affinities across Insider:*

- Business as Unusual series reader - **432** index
- The CEO Project - **382** index
- Success Insider readers - **330** index
- Better Capitalism readers - **294** index
- Premium content readers [paywall] - **276** index
- Innovation content readers - **233** index
- Insider Investing Newsletter – **229** index





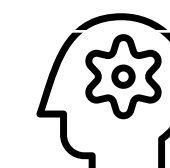
## OUR AUDIENCE

# Ambitious entrepreneurs and business owners that are driven by success



### *Audience composition*

- **15.6%** work for micro- and small businesses [0-25 employees]



### *Key characteristics*

- Consider myself an entrepreneur - **178** index
- Enjoy it when people see how successful I am - **213** index



### *Their content behaviors & affinities across Insider:*

- Revolutionizing Retail - **526** index
- Insider Reviews – **331** index
- Success Insider readers - **328** index
- 10 Things in Tech - **314** index
- Readers of Tax content – **283** index
- Economy news - **278** index
- Real Money series - **264** index
- 100 People Transforming Business – **238** index





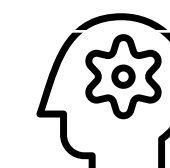
## OUR AUDIENCE

# Affluent, purpose-driven consumers with a zest for life and experiences



### *Audience composition*

- **24%** would pay more for a product made by a company they trust
- **97%** like trying new and different experiences



### *Key characteristics*

- Would pay more for environmentally friendly products – **162** index
- Spent \$10K+ on luxury watches in the last 12 months – **291** index



### *Their content behaviors & affinities across Insider:*

- Alternative Proteins content- **978** index
- Gaming Reviews – **926** index
- Mental Health content – **924** index
- Smart devices or smart homes – **918** index
- Travel content – **794** index
- Cars and Auto content - **632** index
- Fashion news – **616** index





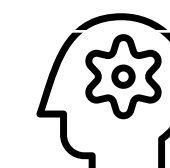
## OUR AUDIENCE

# Next-gen, digitally savvy investors with a sustainable mindset



### *Audience composition*

- **6%** are high net worth individuals with \$1M+ in investments



### *Key characteristics*

- Always looking for new ways to invest - **192** index
- Investigate a company's ESG record - **221** index



### *Their content behaviors & affinities across Insider:*

- The CEO Project readers – **577** index
- 10 Things in Tech – **465** index
- Fintech content – **416** index
- Better Capitalism series – **412** index
- Healthcare Trends – **409** index
- ESG Investing – **343** index
- Venture capital and investing – **338** index



# Our Capabilities



# Our brand partnerships are:

- Informed by data

*Delivering measurable ROI*

- Infused with creativity

*Driving authentic engagement)*

- Delivered at scale

*Reaching your intended target*

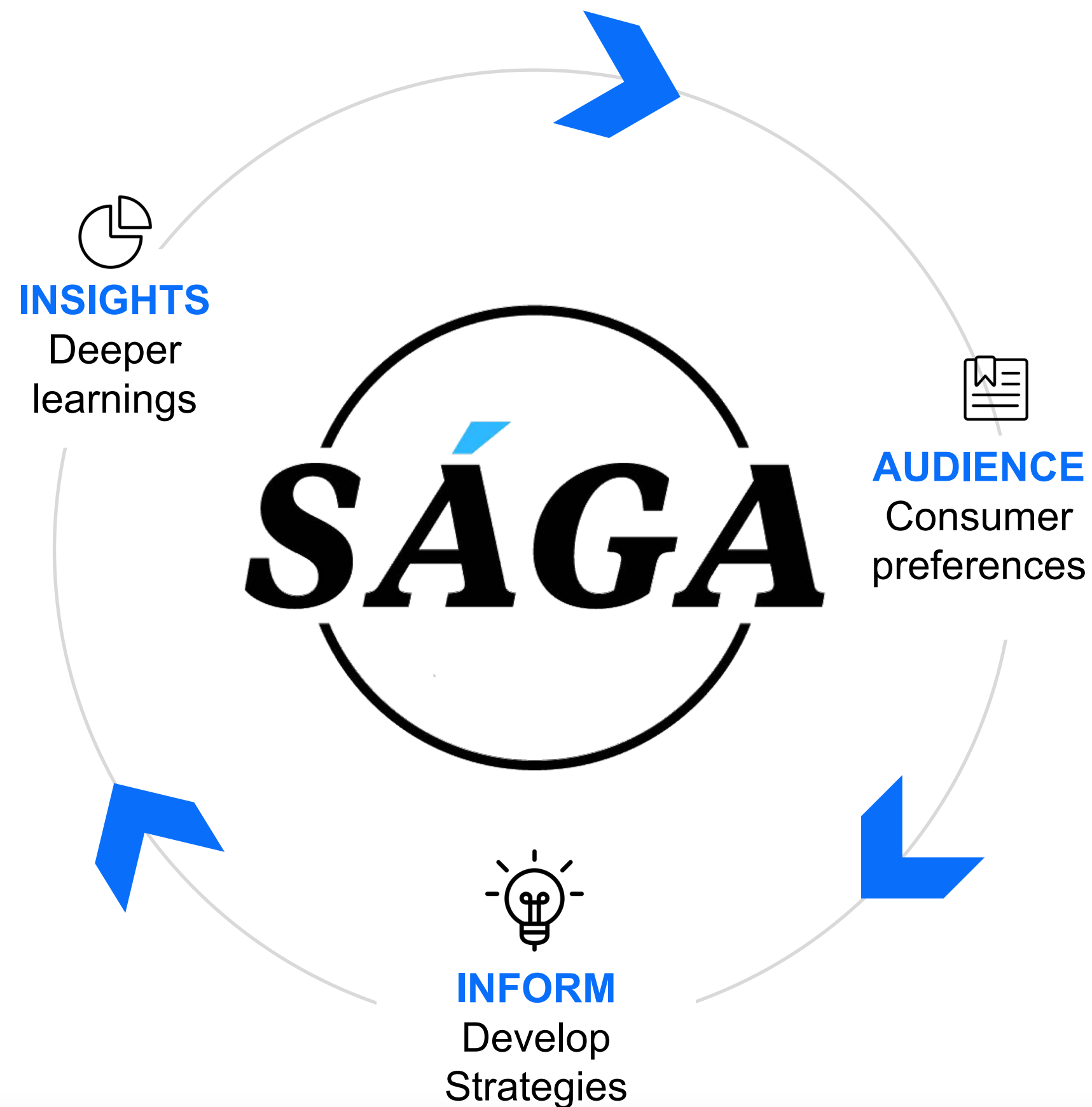




# Our 1<sup>st</sup>-party data platform, SÁGA, delivers strategic, audience-first solutions

## WHAT SAGA DOES

- Analyzes and stores user data, while prioritizing consumer privacy and eliminating the need for cookies
- Tracks **100%** of our visitors across browsers in real time
- Collects **5.2 billion+** data points each month
- Keeps robust first-party data that doesn't expire
- Utilizes machine learning to understand audience behaviors



## WHAT SAGA DELIVERS

- Access to maximum net audience that cannot be reached by third party cookies
- Advanced data targeting products to connect your brand messaging to audience interests
- Enhanced campaign performance through intelligent alignment with audience behaviors
- Smart optimization in real-time and retargeting

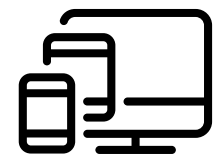
**+35%**

*Saga first-party audiences are more likely to take action versus those targeted with third-party data*

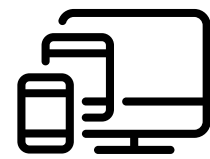


# High-impact formats deliver your brand messaging in contextually relevant environments

From programmatic opportunities, to high-impact custom formats produced by our Ad Solutions team of creative technologists, we offer a suite of bespoke ad formats to reach your audience through our SAGA advanced targeting solutions in brand safe contexts.



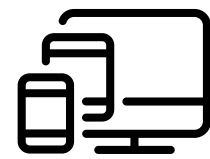
MARQUEE VIDEO



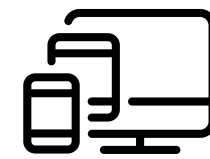
MARQUEE CONTENT



INTERLUDE VIDEO



INTERLUDE QUIZ



INTERLUDE QUICK READ



## STRATEGY



Premium STRATEGY 1 hour ago

**Zoom just announced it's building a fully hybrid workplace — and won't open any office until social distancing and PPE aren't necessary**

Zoom said that it wouldn't rush office reopenings and that its hybrid workplace would be built on trust between management and employees.



Premium CAREERS Aug 2, 2021, 12:20 PM

**Half of Gen Z employees say they'll quit if they can't work flexibly. Here's how BCG recommends companies make hybrid work.**

The Boston-based consultancy has created a framework that any company can use to determine how often people should come into the office.



SCIENCE 5 hours ago

**How to build positive, long-lasting habits, according to psychologists**

You'll need to tap into your brain's habit-learning mechanisms and give yourself "immediate" rewards, says social psychologist Wendy Wood.

TECH 6 hours ago

**AI 101: How learning computers are becoming smarter**

Insider Intelligence describes how AI works and looks at its present and potential future applications.



Premium TECH 21 hours ago

**As a Black woman in tech, I'm never going back to an office again. Here's how remote work saved me from racism and microaggressions.**

"I can live somewhere I actually feel safe," Sigourney Norman writes, adding that remote work can help tech companies reach their DEI goals.



Premium STRATEGY 22 hours ago

**Cisco's HR chief shares how the tech giant is training managers to lead effectively in the hybrid-work era**

Cisco is transitioning to a fully hybrid workplace, Fran Katsoudas said. Teams must figure out what form of hybrid works best for them.



STRATEGY 23 hours ago

**Navy SEALs share how being a good leadership is all about balance**



VIDEOS YOU MAY LIKE

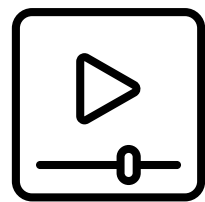
by Taboola





# Our **branded content** conveys the values and voice of your brand through engaging, multimedia formats

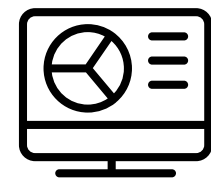
Big ideas, smart storytelling, interactive formats & unique experiences from Insider Studios drive brand engagement and consideration at scale.



ORIGINAL VIDEO



VISUAL FEATURES



INTERACTIVES



ARTICLES

**Changemakers' Playbook**

## The future of energy

Long synonymous with oil and gas, the energy industry is on a mission to expand its focus and explore new technologies. Here's a look at what's ahead.

SPONSOR CONTENT BY **ING**

It's hard to predict the future, but you can be sure that the energy sector will look significantly different 20 years from now than it does today.

While companies will still produce fossil fuels in 2040, renewables could account for almost 70% of the world's energy mix, while nearly 80% less carbon will be emitted into the air, according to [a report](#) from global financial institution ING. Global energy demands will rise by about 28% between now and 2040, but our air should be cleaner and our planet healthier.

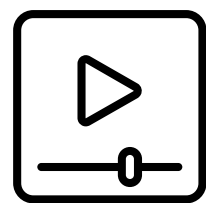


# Editorial sponsorships connect your brand to our award-winning journalism.

A turnkey way to maximize brand visibility and impact through exclusive alignment with high-profile features, special reports, and editorial innovations.



SPECIAL REPORTS



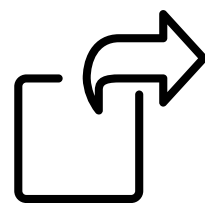
VIDEO SERIES



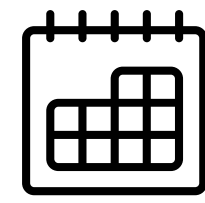
SOCIAL



NEWSLETTERS



PREMIUM UNLOCKED



EVENTS

Receipt Stories Credits

## The Cost of Inequity

Inequity, not to be confused with inequality, is the result of injustice and cultural exclusion. Cost of Inequity explores how and why inequity persists in the institutions that govern daily life in America while illustrating the real economic cost to society.

From education to the workplace, banks, healthcare and more, this series examines the historical causes, current policies and societal norms that perpetuate unfair, avoidable differences for marginalized groups.

Insider also conducted a survey of over 1100 American workers to examine the challenges businesses face in fulfilling DEI programs. [Click here for a full analysis of the survey.](#)

GENDER DISABILITY LGBTQ RACE AGE ALL

LEGAL



Women and tenants of color grapple with higher rates of eviction. Access to a lawyer can boost success rates in housing court by 70%.

HEALTHCARE



Men fill more than 9 in 10 biopharma CEO positions, an inequity that costs women more than \$500 million in pay each year

STRATEGY



Women make up a dismal percentage of all American CEOs. That's a huge financial problem — but there's a way to fix it.

FINANCE



Banks earn billions of dollars charging overdrafts fees, and the burden falls on those least able to afford it

EDUCATION



Women are the majority in education, yet still find themselves overlooked for promotions and making less than their male peers

FINANCE



AI can help reduce inequity in credit access, but banks will have to trade off fairness for accuracy, for now

INVESTING



5 ESG experts break down the business case for gender equality in the workplace, and explain why companies could suffer for decades

RETAIL



Women control most consumer purchasing decisions, but hold few top roles at the companies making these products



**INSIDER**

**Thank you**

Markets

Stocks

Indices

Commodities

Cryptocurrencies

Currencies

ETFs

**BUSINESS**

Tech

Finance

Markets

Strategy

Retail

Advertising

Healthcare

Intelligence

**LIFE**

Entertainment

Culture

Travel

Food

Health

Parenting

Beauty

Style

**NEWS**

Politics

Military & Defense

Sports

Opinion