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

**LIFE**

What it’s like to be a ‘zillennial,’ part of the lost generation between millennials and Gen Z

**NEWS**

Olympic athletes are being more open than ever about mental health and the pressures of competing

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The people, companies, and ideas transforming business

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

Current events and up-to-the-minute news shaping our world
A global platform for global brands

Global Monthly Uniques

NORTH AMERICA

156.5M

Top 3 countries by uniques
USA 144,961,841
Canada 9,799,889
Mexico 5,595,547

EUROPE

18.2M

Top 3 countries by uniques
UK 8,978,309
Germany 1,103,456
Ireland 829,829

AFRICA

3.6M

Top 3 countries by uniques
South Africa 4,525,751
Nigeria 615,828
Kenya 376,396

SOUTH AMERICA

1M

Top 3 countries by uniques
Brazil 472,126
Colombia 133,831
Argentina 124,465

ASIA PACIFIC

19.4M

Top 3 countries by uniques
India 4,875,890
Australia 4,062,385
Philippines 2,422,643

MIDDLE EAST

2.1M

Top 3 countries by uniques
UAE 550,780
Turkey 316,938
Saudi Arabia 287,354

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

**OUR AUDIENCE**

**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
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
- Infused with creativity
- Delivered at scale

- Delivering measurable ROI
- Driving authentic engagement
- Reaching your intended target
Our 1\textsuperscript{st}-party data platform, SÁGA, delivers strategic, audience-first solutions

WHAT SÁGA DOES

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

WHAT SÁGA 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

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.
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.
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.
Thank you