2022 Editorial Programming

Notes in this document:

- Business categories are on slides 2-7
- Lifestyle categories are on slides 8-10
- Virtual Events are on slides 11-13
- Original Video are on slides 14-15
- 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.

November 2021
Technology

Ongoing Series

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

Innovation Inc.
Every company is a tech company. Insider examines how the world’s biggest companies have adopted digital innovations through partnerships, acquisition, hiring, training, and more.

Innovation at Work
Technology innovation has been changing the workplace for decades, and global events has only accelerated the changes taking place. Insider’s editors delve into workplace transformation, from productivity to hiring, to reskilling and upskilling, to culture and office life.

Enterprise Tech Blueprint
Technology innovation happens more quickly than many non-tech business executives are able to digest, much less assimilate into their operations. Insider’s special report explains to tech- and non-tech executives alike everything they need to know about important technology innovation for businesses, including cloud, AI, quantum, and more.

Specials

The Year In Cloud
Cloud technology is changing every industry, enabling companies to transform processes, innovate products and services, and manage information. In this special report, Insider’s editors explain the latest trends in cloud technology, and what they mean for every business.

Key Moments & Events

- CES (January)
- MWC (February)
- SXSW (March)
- Apple Launch Event (September)
## Finance & Investing

### Ongoing Series

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

**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.

**Future of Finance**
Insider investigates how technology and innovation is changing finance for companies and consumers alike.

### Specials

**Crypto Decoded**
No investor could avoid 2021’s crypto boom and crash. Insider’s new guide to crypto helps investors understand the broader cryptocurrency landscape and answers their burning questions about how to get started.

### Strategy

### Ongoing Series

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

**Careers 2.0**
Call it the Great Resignation, or a new awareness of how flexible working life can be — whatever it is, there’s a change taking place in how people are conceptualizing their career path. This series follows the new trends in professional ambition and the workplace.

**HR Insider**
A fresh take on the best ways for professionals to build a successful career, and for companies to find, foster, and retain top talent. HR Insider routinely features top talent professionals offering advice and insights on how to navigate your career, as well as how to manage the talent needs of your organization.

### Specials

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

### Customs

**Rising Stars of Wall Street**
Insider’s annual list of the top up-and-coming NYC-based Wall Streeters across investment banking, deal-making, asset management, and trading.

**Most Promising Fintech Startups**
This recurring special report reveals impressive fintech startups across sectors, including investing, consumer, payments, trading, insurance, and more.

**Key Moments & Events**
- Money 20/20 (October)
### Small Business

#### Ongoing Series

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

**Small Business Ingenuity**
Driving success at a small business takes ingenuity, intelligence, and grit. This ongoing series profiles individuals and teams who work for companies across verticals with fewer than 1,000 employees and revenue between $1-40 million, covering a range of topics that will inform and inspire other small business leaders.

**The Young Entrepreneurs**
Young people are approaching entrepreneurship differently than generations prior. This series explores success stories, niche business opportunities, newfangled growth strategies, and more – all through the unique lens of Gen Z.

#### Specials

**Going Big For Small Business**
In order to succeed, small businesses need their own playbook, which focuses practical and inspirational examples of companies breaking out, adapting to new challenges, and driving innovation. This platform will help today’s SBOs and leaders with tools and strategies for growth and profitability — created only for them.

#### Key Moments & Events

- National Small Business Week (May)

### Retail

#### Ongoing Series

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

#### Specials

**Future Of Retail**
The global retail picture has changed enormously over the past few years, with consumers demanding more purchasing options and more sustainable practices. Our editors take a look ahead at what retailers need to know about trends driving consumers in 2022 and beyond.

#### Key Moments & Events

- National Retail Federation (January)
Personal Finance

Ongoing Series

Master Your Money
Now in its third year, this series is dedicated to helping millennials take charge of their financial future. In 2022, Master Your Money will extend its purview to GenZ, who are entering the workforce with their own unique financial opportunities and challenges.

Women of Means
A roadmap for women to build stable wealth over time, in spite of the unique obstacles they face at every stage of life, from the gender pay gap to career breaks to long life expectancy. The series will explore trends, offer practical advice, and aim to share stories and resources that encourage and inspire women to build wealth over time.

Better, smarter, faster
This series reveals impactful choices you can make with your money to set yourself up for personal and professional success. Insider’s editors talk to people who retired early, bought their dream home, started their own business, or achieved other major life ambitions. Readers will also learn from a host of financial professionals, about how to know when it’s time to stop saving and start doing.

Specials

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.

Key Moments & Events
- Tax season (Q1-Q2)
- Financial Literacy Month (April)
- Benefits enrollment (Q4-Q1)

Media / Advertising

Ongoing Series

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

Specials

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.

Key Moments & Events
- Cannes Lions (June)
- ANA Masters of Marketing (TBD)
- UpFronts & NewFronts
Sustainability

Ongoing Series

Everyday Sustainability
This series helps Insider readers make sustainable changes and better decisions in their everyday lives such as shopping, traveling, dining, and parenting. It aims to help people become part of the solution and stop contributing to the problem.

Partners for a Sustainable Future
This series profiles innovative alliances that are driving real progress in sustainability, from alliances forged between corporations and activist groups, to cooperation in manufacturing and sharing resources, to big brands working with sustainable startups.

Advancing Cities
Metropolitan areas are critical ecosystems for innovation and growth across entire regions, within and beyond the US. This ongoing series looks at how great cities of all sizes are managing ambitions like innovation, sustainability, and growth, all told from the perspectives of people who live, work, and invest there.

Specials

Insider’s Climate Action 25
In 2022, Insider will launch its inaugural Climate Action 25 list, which will showcase the most impactful and influential global leaders, organizations, companies, activists, and government officials who are driving positive change. The list will be judged by an illustrious panel of climate change experts, and in the lead up to its publication Insider will publish a series of articles detailing the most urgent perils facing the globe now, and what is being done to combat them.

Sustainability Inc
Taking its lead from Insider’s Innovation Inc series, this special report looks at the companies and organizations at the forefront of innovation on sustainability and combating climate change.

Key Moments & Events

• World Economic Forum (January)
• Earth Day (April)
• UNGA (September)
• Climate Week (September)
• COP26 (November)

Healthcare

Ongoing Series

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

Future of Healthcare
This series will examine the rapidly changing industry landscape with focus on how technology is driving innovation in the development of healthcare products, business systems, and management.

Specials

30 Under 40 Healthcare Innovators
Meet 30 Silicon Valley VCs under 40 who are investing in technology to shape the future of pharmaceuticals, biotechnology, diagnostics and imaging, and the overall improvement of outcome for patients.

Key Moments & Events

• JP Morgan Health Care Conference (January)
• World Health Care Congress (June)
Purpose & Leadership

Ongoing Series

Better Capitalism
Insider’s long-running platform puts a spotlight on the companies and leaders working to create value for all stakeholders, to foster equity and inclusion, and to create business models that are sustainable and innovative.

The Equity Talk
This recurring, senior-level conversation features prominent CEOs and executives across a variety of industries, speaking about important topics within diversity, equity, and inclusion.

What’s Next: The CEO Project
This series comprises interviews with a select group of CEOs from across industries, who share their challenges, plans, and strategies in context of timely topics. Recent installments have covered issues like remote work, crisis leadership, and prioritizing DEI.

Insider At
Insider’s editors are present at the world’s biggest global events, such as The World Economic Forum, where important conversations are taking place about business transformation, leadership, and corporate responsibility. Coverage of these events focuses on spot interviews with the most senior professionals across industries, activists, and government officials.

Specials

100 People Transforming Business
Insider’s most important tentpole each year identifies the individuals who are driving business transformation that transcends their own companies, across 10 timely verticals or themes.

The Cost of Inequity
Explores the root causes of inequity across a range of topics, the financial and economic implications of inequitable policies and practices, and current-day roadblocks that must be overcome to ensure a more just and equitable future.

DEI Trailblazers
Insider highlights the leaders who are integral in driving impactful diversity and inclusion reform at companies, government agencies, and nonprofit organizations. The feature includes details of how these leaders have catalyzed change, and set new standards for equity and inclusion.

Key Moments & Events

- World Economic Forum (January)
- International Women’s Day (March)
- UNGA (September)
- COP26 (November)
Entertainment

Ongoing Series

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 you 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.

Specials

The Next Generation Of...
A new tentpole from the Insider Life team will celebrate the generation of role models who are giving us hope for a brighter future. To celebrate these new players, we will publish four digital “issues” over the course of 2022, each one featuring a “digital cover” story that features an exclusive profile and original photography.

Rising Stars of the Entertainment Industry
An inside look at the people who are driving change in the entertainment industry, from producers and creators, to talent representatives and marketers, to business leaders running some of the most innovative companies in the world.

Key Moments
• Grammy’s (January)
• Super Bowl (February)
• Oscars (March)
• US Open / Wimbledon (June)
• 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.

Key Moments
• Fashion Week (September)
• Met Gala (May)
Culture

Ongoing Series

Voices of Color
A video-first editorial platform that delves into topics that are important to communities of color, from social justice and politics, to education and entertainment.

Out Insider
A video-first platform explores the issues that matter to LGBTQ+ communities from social justice, and politics to education and entertainment.

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

Specials

The Doers
The Doers are individuals who strive to make their communities, and the world, more just and positive through tangible action and outcomes, The stories of these dedicated optimists will inspire Insider’s audience to get active in their own communities.

How To Holiday
Insider helps our audience prep, style, entertain and choose the perfect gifts through interviewing experts and delivering content, which makes the busiest shopping season simple.

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.

Parenting Around The World
Customs and practices of parenting vary around the world. Insider’s reporters are out to find out what child-rearing practices and attitudes are prevalent in a broad range of countries and cultures.

Special

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 is rebounding in many parts of the world, and wanderlust seekers are raring to travel safely in 2022. We ask our audience’s FAQs in an interview format with certified travel experts, to help them get ready to go.

Insider Travel
Insider’s dedicated travel vertical is a must-visit digital resource providing a true utility that helps our audience of active travelers plan their next trip. The vertical will feature a new hero destination positioned at the top of the main page along with a series of curated content.

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.

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.

Special

Me, First
Insider’s new platform showcases stories of women across professions and personal situations who have navigated complex and challenging decisions and situations, from parent and child caregiving, to health and wellness changes, to demanding professional lives.

Key Moments

- Mental Health Month (May)
2022 Virtual Event Products

Insider Events can extend the focuses of our newsroom with engaging, impactful virtual event products designed to connect brands to their target audiences in meaningful ways.

Please see next slide for an overview of our product suite.
Insider will select from four editorial virtual event formats to deliver on your brand objectives

- **Conference**
  - Thought-leadership focused. Multi-speaker, multi-session format, offering diverse perspectives.

- **Insider At**
  - Thought-leadership focused. One theme, single-session format aligned with the agendas of the world’s biggest global events

- **Boot Camp**
  - Educational and tactical in nature. Learn skills or strategies in a particular area

- **Roundtable**
  - Curated and targeted audience. Intimate format for peer-to-peer conversation and networking.
# Virtual event packages

<table>
<thead>
<tr>
<th>Insider Virtual Events</th>
<th>Conference</th>
<th>Insider At</th>
<th>Boot Camp</th>
<th>Round Table</th>
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</thead>
<tbody>
<tr>
<td><strong>Description</strong></td>
<td>Thought leadership focused, multi-speaker, multi-session</td>
<td>Thought-leadership focused, one theme, single-session</td>
<td>Learn skills or strategies. Educational, tactical.</td>
<td>Curated audience of c-suite &amp; senior execs. Intimate peer-to-peer format.</td>
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<td><strong>Duration of event</strong></td>
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<td>Up to 60 mins</td>
<td>Up to 60 mins</td>
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<td><strong>Content</strong></td>
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<tr>
<td>Article announcing event</td>
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<td>1x</td>
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<tr>
<td>Exclusive content takeaway for registrants</td>
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<tr>
<td>Article post-event</td>
<td>1x per session (min 3x)</td>
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<td>Custom co-branded banner ads (onsite media powered by SAGA)</td>
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<td>Social promotion</td>
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<td>Email Campaign</td>
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<td>Homepage takeover w/ livestream on day of event</td>
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<td>Livestream on Insider’s YouTube, Facebook and/or LinkedIn channels</td>
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<tr>
<td><strong>Branding</strong></td>
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<tr>
<td>Logo placement (promotion, event, follow-up)</td>
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<td>Speaking role for sponsor executive</td>
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<td>Attendee gift</td>
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<td><strong>Lead Gen</strong></td>
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<td>Guaranteed registrations*</td>
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*10 week lead time required for all events; Higher guarantees available with incremental investment
# Insider at programming calendar

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<thead>
<tr>
<th>January</th>
<th>February</th>
<th>March</th>
<th>April</th>
<th>May</th>
<th>June</th>
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<tbody>
<tr>
<td>World Economic Forum</td>
<td>MWC Barcelona</td>
<td>SXSW</td>
<td>National Small Business</td>
<td>Cannes Lions</td>
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<tr>
<td>CES</td>
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<td>Oscars</td>
<td>Week</td>
<td>Met Gala</td>
<td>World Health Care Congress</td>
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<td>NRF</td>
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<td>Shoptalk</td>
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<td>J.P. Morgan Health Care Conference</td>
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<td>Grammy’s</td>
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<tr>
<td>World Economic Forum</td>
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<td>UNGA General</td>
<td>Money 20/20</td>
<td>COP26 – UN Climate Change</td>
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<tr>
<td>Comic Con</td>
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<td>Debate</td>
<td>Advertising Week</td>
<td>Conference</td>
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<td>Climate Week</td>
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<td>Emmy’s</td>
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<td>Fashion Week</td>
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<td>Advertising</td>
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<td>Week</td>
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