In The Year 2021
We grew to new heights

1. We published 77,073 stories

2. We reached 257M monthly global unique readers

3. We launched a new sustainability vertical

4. We launched an LA bureau and greatly expanded our entertainment coverage

5. We relaunched our award-winning travel section

6. We expanded our Voices of Color vertical

7. We launched our Singapore bureau

8. We welcomed 179 new hires & 117 fellows

9. Insider published in 14 editions around the world and in seven languages
We reached 241M social followers & received 1.9B monthly video views

Top posts per platform

160M Likes
Why Japanese Eel Is So Expensive

24M Subscribers
How One Man In Egypt Is Keeping This 200-Year-Old Tile Tradition Alive | Still Standing

19M Subscribers
How AirPods are deep cleaned

16M Subscribers
David Beasley, the director of the UN’s World Food Programme, issued a recent plea to billionaires and Elon Musk has responded

11M Followers
Spotify says it’s letting employees work from anywhere, while still paying San Francisco and New York Salaries

7M Followers
The disappearance of Gabby Petito in Wyoming has caused a national outcry

3M Followers
Did you know human remains could be used to make artificial reefs?
We shared impactful stories that…

Recognized up & coming leaders

100 People Transforming Business

16 DEI trailblazers transforming the workplace

30 young leaders forging a new future for the healthcare industry
We shared impactful stories that...

Investigated company culture & held powerful people accountable

HOME > REAL ESTATE
Skyscraper queen Darcy Stacom is the country’s top real-estate broker. But staffers say she threw things at them, berated underlings, and made employees’ lives miserable.

HOME > RETAIL
Brandy Melville employees describe racism, Hitler memes, and sexual exploitation at the ‘evil’ cult teen brand

HOME > RETAIL
Mutiny at Great Jones: How a cofounder war led every employee to quit Instagram’s trendiest cookware company

HOME > RETAIL
Grubhub’s founder Matt Maloney is stepping down. Employees reveal how the once-dominant food delivery company nearly lost it all to DoorDash and UberEats.

HOME > NEWS
Why Mark Zuckerberg’s 1,380-acre oceanfront Kaua’i estate has reignited anger over two centuries of Native Hawaiians being forced off their land
We shared impactful stories that...

Shed light on issues that matter

The Cost of Inequity feature explored how and why inequity persists in America

The Equity Talk series focuses on how executives are advancing racial & social justice

Comic-style retellings of the storming of the Capitol on January 6 & the plot to kidnap the governor of Michigan

Conflicted Congress project revealed the depths of lawmakers’ conflicts of interest. We rated every member of Congress on their financial conflicts and transparency.