One Insider, three divisions

Delivering everything you want to know, from journalists who care as much as you do.

**BUSINESS**

358M average monthly page views
The people, companies and ideas transforming business

**LIFE**

403M average monthly page views
Stories, trends and passions that give purpose and make everyday life better

**NEWS**

573M average monthly page views
Current events and up-to-the minute news shaping our world

Audience
From affluent decision makers to young, ambitious achievers, we offer access to a massive global audience to build brand awareness and favorability.

70% of this audience cannot be reached on WSJ, Bloomberg and Forbes

Demographic Info:
46% Male 54% Female
65% under 55 1 in 5 are age 25-34
48% HHI $100K+
87% mobile 11% desktop 2% tablet

Reach
8.5M monthly social interactions

We publish 17 global editions in 8 languages
221M global monthly uniques
123M US monthly uniques

243M social followers

Facebook: 161M
Twitter: 26M
LinkedIn: 19M
Instagram: 16M

Recognition

Data & Insights
First-party data that fuels creative effectiveness and drives performance through scale and targeting

Audience & Distribution
Access to a massive, engaged global audience at scale across our social and digital platforms

Ideas & Execution
Brave ideas, flawlessly executed to ensure time with content, from turnkey projects to multiyear engagements, is time well spent

Partnership Opportunities

Editorial Sponsorship
On-site & Premium unlock

Custom Content
Featured articles let us tell your story visually

High-Impact & High Performance Media
Engage with your audience where they are

Events
Curate events tailored to your brand messaging

Our brand safety partners include

Source: Google Analytics, Feb 2022; Comscore Media Metrix, Feb 2022; Insider Inc. Platform Data, Feb 2022; Crowdtangle, Feb 2022

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