

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

Source: Google Analytics, Jan-Mar 2022

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

Source: Google Analytics, Feb 2022; Comscore Media Matrix, July 2021

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



161M



26M



19M



16M



11M



7M



3M

Sources: Google Analytics, Feb 2022; Comscore Media Matrix Multiplatform, Feb 2022; Insider Inc. Platform Data, Feb 2022; Crowdtangle, Feb 2022

Recognition



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

Data & Insights

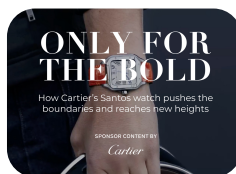
First-party data that fuels creative effectiveness and drives performance through scale and targeting

Partnership Opportunities



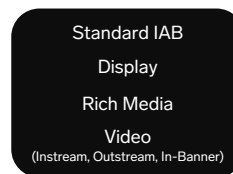
Editorial Sponsorship

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



We can't wait to help you reach our audience.
Email: inbounds@insider.com to inquire