2023 Editorial Programming

Notes in this document:

• Business categories slides 2-7
• Lifestyle categories slides 8-10
• Virtual events slides 11-14
• Video programming slides 15-17
• Tentpole programs are highlighted in blue
• ‘Turnkey series’ can be activated throughout the year and have multiple sponsors; ‘Specials’ only occur once a year and have a sole sponsor. All editorial series sponsorships are first-come, first-serve.
• 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.
• Insider’s editorial is at the discretion of the newsroom and standard editorial production lead time is 8-weeks, please inquire for more details.
Technology

Turnkey Series

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.

C-Suite Tech Briefing
Innovation happens more quickly than many non-tech business executives can digest, much less assimilate into their operations. Insider’s special report explains everything executives need to know about emerging tech trends and applications for businesses, including cloud, AI, quantum, and more.

The Problem-Solvers
This series aims to highlight leaders across a range of verticals who excel at turning problems into opportunities and have the results to prove it. Whether it’s pivoting the focus of a crucial part of the business, testing a new concept, reaching out to customers in new and creative ways, etc... these leaders have done some of their best work against seemingly insurmountable challenges in their industries.

Applied Innovation
This series bridges the gap between tech innovation and real-world business solutions that drive growth. Each installment will explore exceptional examples of emerging technologies and a roadmap for leaders looking to adopt, evolve, and exploit their business strategies.

The New Customer Playbook
The last few years have accelerated digital transformation, and consumer adoption of new ways of engaging with and buying from brands. This series looks at the technologies and strategies driving successful consumer engagement today.

Invest in Energy
An inside look at the cutting-edge innovations like carbon capture, biofuels and metal-organic frameworks that are tackling the greatest, global challenge of our time and making smarter energy solutions.

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

Key Moments & Events
- CES (January)
- MWC (February)
- SXSW (March)
- Apple Launch Event (September)

Specials

Innovation Planet
Insider’s editorial franchise Innovation, Inc. will return with a renewed vantage point: Innovation Planet turns its attention to the world’s biggest areas of change, conflict, and opportunity. This exploration will dig into four key topics that world leaders and individuals alike are trying to solve: future of work, supply and transportation, medical breakthroughs, and financial technology.

Teaming Up for Innovation
Insider’s new platform focuses on the intricacies of building multifunctional, tech-forward teams that are optimized to innovate. The series will leverage multi channel storytelling to convey the complexity of everything from retaining the right talent, to working with external vendors.

Build IT
Digital innovation is not one-size fits all. Insider will launch a first-to-market cross-newsroom effort rooted in digital transformation that bridges the gap between Small, Mid-Market and Enterprise businesses to explore how this urgency around tech is disrupting companies across industries.
Finance & Investing

Turnkey Series

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

Good Investment
Increasingly investors are concerned about more than building wealth and looking for ways to use their investing power to benefit causes they care about – from ESGs and SRIs to impact investing. The series will be a primer and even help experienced investors make informed choices.

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 editors will examine the rapidly changing industry landscape with forward-looking features focused on how technology is driving innovation in the development of financial products, business systems, and management. Topics could span AI, 5G, IoT and Cloud technology.

Founders Finances
Financial decisions can be some of the most difficult for founders to make, which is why this Insider series will detail exactly how successful small business owners manage their money.

Specials

The 5 Big Trends In FinTech
Insider explores what’s next for fintech, including global payments, cryptocurrency, and digital wallets, throughout 2023.

The Business of Crypto
Companies are increasingly using digital assets for everything from investments to transactions, what should today’s businesses consider when determining whether to use crypto? We’ll explore both the challenges and benefits that enterprises can expect when entering this new frontier.

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.

Retail

Turnkey 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 look ahead at what retailers need to know about trends driving consumers in 2023 and beyond.

Key Moments & Events
• National Retail Federation (January)
Small Business

Turnkey Series

SMB IQ
Driving success at a small business takes intelligence, courage, and grit. This series profiles leaders and teams running 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.

Focus On Founders
Insider will profile BIPOC, LGBTQ+, female and age-diverse founders at various stages of business growth — from the newest startup to the most mature business. Insider will tap into the entrepreneurial mindset of what it takes to go the distance as a private company founder including the obstacles and opportunities they face along the way.

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

Mobile Small Business
Insider will spotlight small businesses from different verticals who don’t have traditional brick-and-mortar to learn more about how they maneuver the travel life, take advantage of a flexible business model, and how these experiences are essential to the growing success of their work.

Specials

Small Business Lab
Insider will provide owners and business leaders an interactive dashboard featuring innovations that real companies have tested and brought to their businesses, organized around specific challenges like managing customer data, payment technology, marketing online, and managing supply chain.

Key Moments & Events
- National Small Business Week (May)

Strategy

Turnkey Series

The New Suite
To meet the needs of the new workplace, the C-suite has expanded to include new roles. The intention of this series is to demystify the C-suite’s new responsibilities and clarify what’s changed in existing ones.

Careers Reimagined
Call it the Great Resignation, or a new awareness of how flexible working life can be — people are changing and conceptualizing their career path. This series follows the new trends in professional ambition and the workplace.

Workflow 2.0
Explores how 10 different areas of operation have adapted to new ways of working, while continuing to deliver against expectations.

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.

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.
Personal Finance

Turnkey Series

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.

The Finish Line
People spend decades planning for and dreaming of retirement. But it’s not as simple as going to work one day and staying home the next. Insider unpacks all the burning questions to prep retirees for their next chapter.

Debt Free for Good
There are many types of debt people can take on: credit card, federal student loan, private student loan, auto loan, payday loan, home loan, or personal loan. Insider’s readers want to know how to pay off their debt and this series will aim to provide helpful, non-judgmental information on how to handle debt payoff strategies including human stories.

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.

The Road to Home
A wide-ranging special focused on helping first-time buyers navigate the daunting and exhilarating process of purchasing a home including educational and actionable stories to guide in-market buyers through every step. Building on its successful first year, the series will focus on stories of next-phase home ownership.

Financial Firsts
Inspired by our successful Master Your Money series, Insider will pivot to the unique financial opportunities and challenges millennials and Gen Z face as they build wealth and make plans to live out their dreams

Media / Advertising

Turnkey 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
• Tax season (Q1-Q2)
• Financial Literacy Month (April)
• Benefits enrollment (Q4-Q1)
Sustainability

Turnkey Series

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.

Sustainable Luxury
Explores how people can infuse sustainability into their lives while preserving a luxury lifestyle — introducing impactful consumer choices that align with individual values.

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.

Specials

One Planet
The optimists destination for climate action. In 2023, Insider’s most ambitious newsroom initiative ever will inform our audience on how climate change will affect them personally and how to make an impact.

The Business of Sustainability
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)
- COP28 (November)

Healthcare

Turnkey 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

Turnkey 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.

Innovation for Good
Insider’s newsroom celebrates a collection of individuals who believe that innovation should serve a better purpose with The Future Innovators List, and a further series of articles will highlight the technologies, people, and/or companies who are powering positive change in the world.

Culture of Innovation
For business leaders today, innovation for growth is not merely a consideration it’s an expectation. From encouraging a culture of open-mindedness, creativity and questioning to integrating innovation into strategic business goals, Insider’s new series Culture of Innovation explores how leaders across industries are setting the stage for innovation, transformation and growth.

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.

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.

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.

The Five Big Trends
A new series that will help executives across verticals stay up to date on the latest trends shaping their industries. Insider’s The 5 Big Trends in [select industry] will provide decision makers with all they need to know to stay competitive, remain relevant and make smart decisions when it comes to their business.

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.

Key Moments & Events

- World Economic Forum (January)
- International Women’s Day (March)
- UNGA (September)
- COP27 (November)
Entertainment

Turnkey Series

Digital Culture Download
Whether it be your go-to guide for TikTok trends, understanding Reddit communities or unpacking viral YouTube moments, this series is everything you need to know about Digital Culture.

Culture Decoded
A regular feature where Insider editors decode the nuances behind the biggest stories in film, tv and celebrity culture. Wonder what the hidden meaning is behind a surprising celebrity sighting, or an opaque Instagram post? This is where to find all the info.

The Director’s Chair
A series highlighting the creatives and leaders at the helm of the biggest projects in TV and movies.

Name Dropped
A series that delves deeper into how celebrities feel when they’ve been mentioned in the hit songs our readers love.

The Gaming Brief
Gaming trends emerge quickly and can have an outsized impact on culture beyond the controller. This regular feature will offer the latest intel on gaming influencers and news, explaining what it all means to gamers and non-gamers alike.

Specials

Insider Digital Issue
We will publish four digital "issues" over the course of 2023, each one featuring a “digital cover” story, an exclusive profile, original photography and thematically aligned content to key moments.

Entertainment Power List
An inside look at the people who are moving the needle 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.

Creators in a Web3 World
Insider explores how creators, business leaders, and their platforms are taking advantage of new opportunities in the Web3 era.

Key Moments

- Grammy’s (January)
- Super Bowl (February)
- Oscars (March)
- US Open / Wimbledon (June)
- Comic Con (July)
- Emmy’s (September)

Beauty & Style

Turnkey 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.

Specials

Essential Makeovers
Insider will team up with a diverse group of beauty influencers to give a makeover to deserving individuals, nominated by Insider readers, who are giving back to their communities and society.

Key Moments

- Fashion Week (September)
- Met Gala (May)
2023 EDITORIAL PROGRAMMING | BUSINESS

Culture

Turnkey Series

Voices Of Color
An editorial platform that delves into topics that are important to communities of color, 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.

Person of Means
Once a person starts to make a little disposable income, money, they want to know how to spend it in style. This series helps those new to having money figure out how to do all those fun things that rich people do.

Best Self Forward
This new series will our newsroom to combat obsessive hustle culture with first-person articles that place a bigger importance on going the extra mile for personal successes over professional milestones.

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.

How To Valentine
We speak to experts and round up thoughtful, quality recommendations to help our readers treat their loved ones - friends, family and/or significant others - to something special.

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)
- Pride Month (June)
- Halloween (October)
- Thanksgiving (November)
- Christmas (December)

Parenting

Turnkey 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.

Specials

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.

School Supplies
Prepping parents with an Insider’ special report unpacking all the info they need to make the back-to-school transition easy, and even fun, as kids get out of the house. This series will focus on all kinds of families in all kinds of unique living and learning situations.

Key Moments

- Mother's Day (May)
- Father’s Day (June)
- Back To School (August)
Travel

Turnkey 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 2023. 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.

Green Getaway
We break down the ways in which the travel industry — and its destinations — are integrating sustainable practices into their experiences, and how tourists can better tap into these eco-conscious decisions for their next getaway.

The Bleisure Travel Report
Insider will outline the new frontier of business travel, which is blended with the benefits of leisure adventures and will lead to a more fulfilling life and career.

Key Moments

• Summer Travel (June)

Food

Turnkey Series

Happy Hour
In each installment, a reporter will participate in entertaining mixology sessions and give our audience an inside look at the buzziest bar and restaurant spots known for their cocktail artistry.

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

Turnkey 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.

Better Me
Better Me, a lifestyle companion to Insider’s ‘Better Capitalism’ platform, focuses on how people can improve their health and wellbeing while also contributing to a more sustainable world.

Special

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

Key Moments

• Mental Health Month (May)
2023 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.
2023 EVENT PROGRAMMING

Insider virtual events deliver on your brand objectives

<table>
<thead>
<tr>
<th>Mass</th>
<th>Intimate</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Conference</strong></td>
<td><strong>Boot Camp</strong></td>
</tr>
<tr>
<td>Thought-leadership focused. Multi-speaker, multi-session format, offering diverse perspectives.</td>
<td>Educational and tactical in nature. Learn skills or strategies in a particular area.</td>
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# 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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<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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<tr>
<td><strong>Duration of event</strong></td>
<td>90 mins</td>
<td>Up to 60 mins</td>
<td>Up to 60 mins</td>
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<td></td>
<td>Article post-event</td>
<td>1x per session (min 3x)</td>
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<td></td>
<td>Social promotion</td>
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<tr>
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<td>Email Campaign</td>
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<tr>
<td></td>
<td>Homepage takeover w/ livestream on day of event</td>
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<tr>
<td></td>
<td>Livestream on Insider’s YouTube, Facebook and/or LinkedIn channels</td>
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<tr>
<td><strong>Branding</strong></td>
<td>Logo placement (promotion, event, follow-up)</td>
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<tr>
<td></td>
<td>Speaking role for sponsor executive</td>
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<td><strong>Lead Gen</strong></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>New York International Auto Show</td>
<td>National Small Business Week</td>
<td>Cannes Lions</td>
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<td>CES</td>
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<td>Oscars</td>
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<td>Met Gala</td>
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<td>NRF</td>
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<td>Shoptalk</td>
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<tr>
<td>J.P. Morgan Health Care Conference</td>
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<table>
<thead>
<tr>
<th>July</th>
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<th>September</th>
<th>October</th>
<th>November</th>
<th>December</th>
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<tbody>
<tr>
<td>San Diego Comic Con</td>
<td>UNGA General Debate</td>
<td>Climate Week</td>
<td>Money 20/20</td>
<td>COP28 – UN Climate Change Conference</td>
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<td></td>
<td></td>
<td>Emmy’s</td>
<td>Advertising Week</td>
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<tr>
<td></td>
<td></td>
<td>New York Fashion Week</td>
<td>New York Comic Con</td>
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<td></td>
<td></td>
<td>Advertising Week</td>
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<tr>
<td></td>
<td></td>
<td>Detroit Auto Show</td>
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2023 Original Video Series

Insider’s Original Video series cover Business, Life and News with everything from industry investigations and leadership to travel, food and beauty.
2023 VIDEO PROGRAMMING

Business

**Big Business**
An inside look at how companies solve logistical challenges at spectacular scale.

**Rise & Fall**
The behind-the-scenes stories of how once-iconic brands crashed, burned, and (sometimes) rose again.

**Still Standing**
Highly visual stories about people keeping traditions alive across the world. Whether it's traditional methods threatened by modernization, or centuries-old family businesses adapting to change, we show how and why industries and individuals are staying afloat.

Economics

**So Expensive**
Explains the real reason why the world's priciest products and materials are so expensive.

**True Cost**
Investigates newsy and surprising global economics stories about unexplained, untold or misunderstood costs.

Sustainability

**Worldwide Waste**
Traces the 2 billion tons of trash that's produced globally each year and searches for new solutions to this mounting problem.

News & Culture

**Decoded**
Investigates news stories by annotating footage, photos, satellite imagery, and documents.

**For the Culture**
Insider highlights traditional art forms and a person who practices it.

**Made With Pride**
Insider follows LGBTQ+ artisans and their creations.

**Boot Camp**
A documentary-style look at how armed forces training academies turn recruits into soldiers.

**Worldwide Waste**
Traces the 2 billion tons of trash that's produced globally each year and searches for new solutions to this mounting problem.
Life

Beauty

Beauty or Bust
Insider tries new beauty treatments and products people are buzzing about and make a verdict whether they’re worth it.

The Zit Fix
On a journey for clearer skin, Insider tries the most popular products and speaks to dermatologists about the results.

Food

Big Batches
Insider follows the process of cooking huge batches of food in different places around the world, explained by the chefs in charge.

Food Wars
A plate-by-plate comparison of chain restaurants’ menus, ingredients, and prices in two different countries.

Regional Eats
We travel to the epicenter of a beloved regional delicacy and show how it’s made at the source.

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