One Insider, three divisions

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

<table>
<thead>
<tr>
<th>B U S I N E S S</th>
<th>L I F E</th>
<th>N E W S</th>
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<tbody>
<tr>
<td>363M</td>
<td>481M</td>
<td>219M</td>
</tr>
<tr>
<td>average monthly page views</td>
<td>average monthly page views</td>
<td>average monthly page views</td>
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<tr>
<td>The people, companies and ideas transforming business</td>
<td>Stories, trends and passions that give purpose and make everyday life better</td>
<td>Current events and up-to-the minute news shaping our world</td>
</tr>
</tbody>
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Audience
From affluent decision makers to young, ambitious achievers, we offer access to a massive global audience to build brand awareness and favorability.

Demographic Info:
- 45% Male, 55% Female
- 60% under 55, 1 in 5 are age 25-34
- 48% HHI $100K+
- 86% mobile, 11% desktop, 3% tablet

Reach
- 6.2M monthly social interactions
- We publish 10 global editions in 6 languages
- 213M global monthly uniques
- 80M US monthly uniques
- 251M social followers
  - Facebook: 162M
  - YouTube: 28.8M
  - LinkedIn: 19M
  - Twitter: 16.7M
  - Instagram: 7.9M
  - TikTok: 4M

Recognition

<table>
<thead>
<tr>
<th>Recognition</th>
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<tbody>
<tr>
<td>The Webby Awards</td>
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<td>The Drum Awards</td>
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<td>The A List</td>
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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

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