

INSIDER

Brand Story

MILITARY & DEFENSE
LIFESTYLE
LAW
ENTERTAINMENT
ADVERTISING
HEALTHCARE
TECH
PERSONAL FINANCE
FOOD
TRAVEL
EDUCATION
HOME
OPINION
CELEBRITY
TRANSPORTATION
BEAUTY
SPORTS
FINANCE
NEWS
SCIENCE
POLITICS
ENTERPRISE
REVIEWS
CAREERS
INSIDER INTELLIGENCE
RETAIL
MEDIA
HEALTH
INTERNATIONAL
REAL ESTATE
ECONOMY
CULTURE
PARENTING
SMALL BUSINESS
STYLE
HEALTH
ROYALS



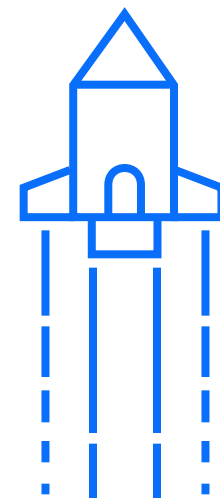
Some people want it to happen,
some wish it would happen,
others make it happen.

– Michael Jordan

Insiders are
smart, curious,

and want to

make things happen.



Boundless curiosity.

They wake up with fresh curiosity for the day ahead and wear their interests on their sleeves. They have abundant energy for exploring ideas, and are unapologetically fascinated by the world around them.

Endless optimism.

Rather than seeing the world for what it is, they see the world for what it could be — full of possibilities. For them, life is all about moving forward and making things better every day.

Ready to make change.

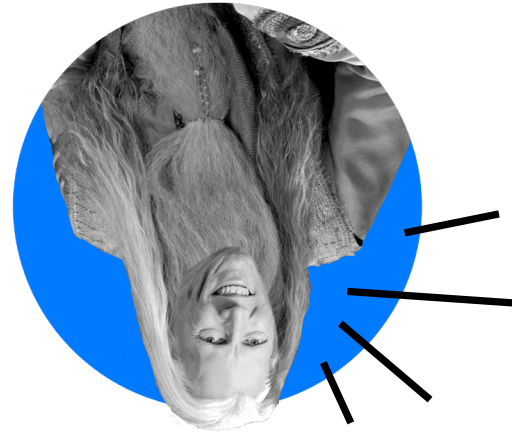
They see problems as opportunities and actively look to take action and make a positive impact on their lives and communities.



INSIDER believes
great journalism
inspires people to
change their world.

**Great
journalism
helps our
audience...**

- Go deeper on the things they care about
- Be inspired by insightful information
- Know what is true and trustworthy



INSIDER

Help will always be given at Hogwarts to those who ask for it.

– Dumbledore / Henry Blodget

To become the most influential and
loved journalism brand in the world, we
put our audience first, supporting them,
empowering them, and inspiring them.
Because when they win, we win.

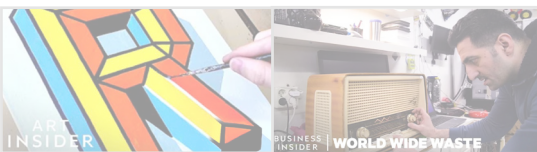


**We're in it
together.**

**+ we share
their
curiosity**

**+ we care
as much as
they do**

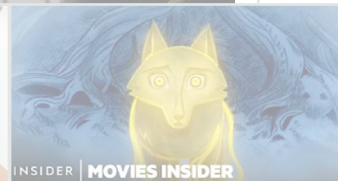
**+ we meet
them where
they are**



HOME > NEWS

We hired the author of 'Black Hawk Down' and an illustrator from 'Archer' to adapt the Mueller report so you'll actually read it

Mark Bowden



NEWS

Despite reversing its one-child policy, China's population growth is the slowest it's been decades, as couples delay having kids amid rising costs

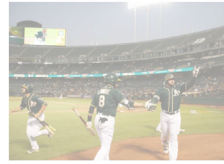
Over the last decade, China's population growth slowed to 1950s levels.



SPORTS

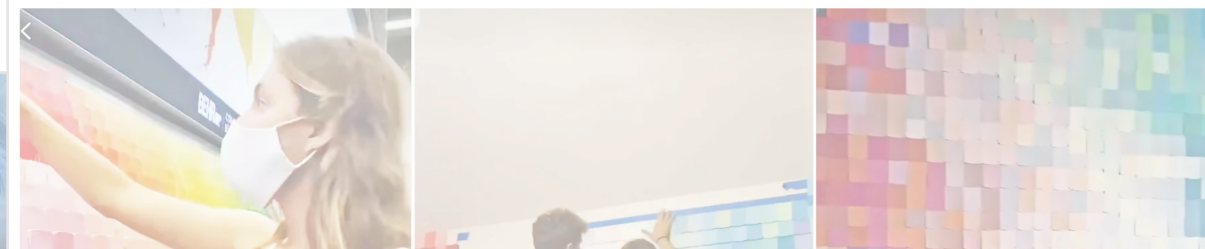
The Oakland A's are looking to move if \$1 billion stadium is not approved and Las Vegas is a leading contender

The Oakland Athletics released a statement saying they will explore relocation options if their plans for a \$1 billion stadium isn't approved.



LIFESTYLE

A TikTokker made a wall of color with 1,000 free paint-chip samples from Home Depot, and people are loving it



+ **we share their curiosity**

+ we care as much as they do

+ we meet them where they are

We started 14 years ago as a group of journalists committed to telling the inside stories we and our readers cared about most. Starting with the New York's tech scene and then the greater business and tech industry, we kept expanding our coverage. We realized our audience cared deeply about topics ranging from news, politics, Youtubers, trucking, crypto, healthcare startups, and even cheese.

SILICON ALLEY INSIDER

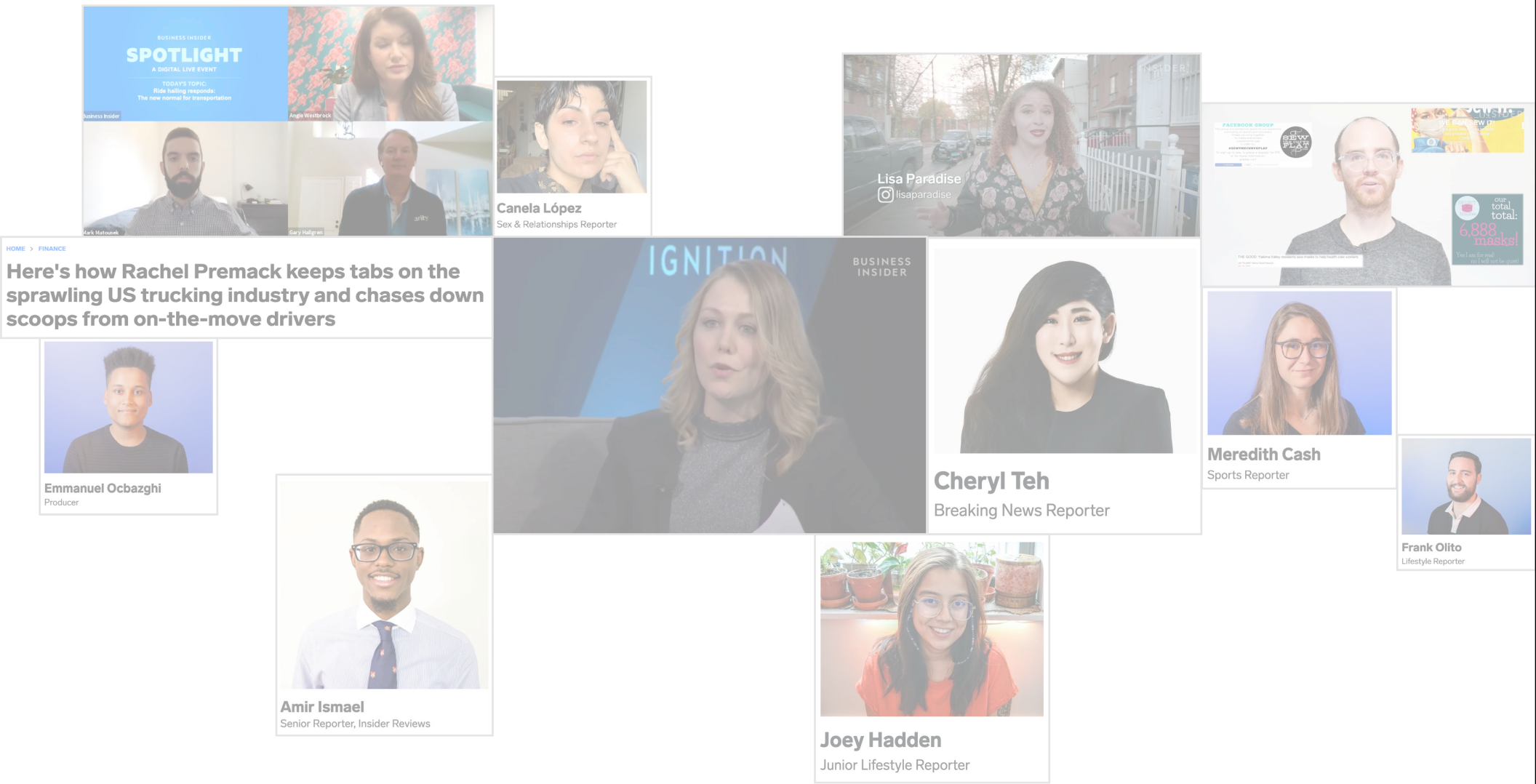
Tech

BUSINESS INSIDER

Business

INSIDER

Business | Life | News



+ we share their curiosity

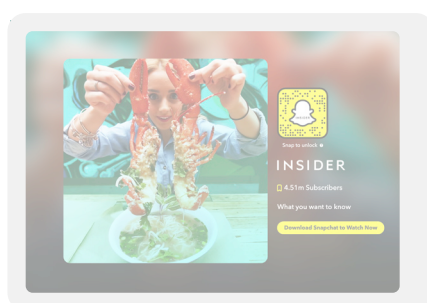
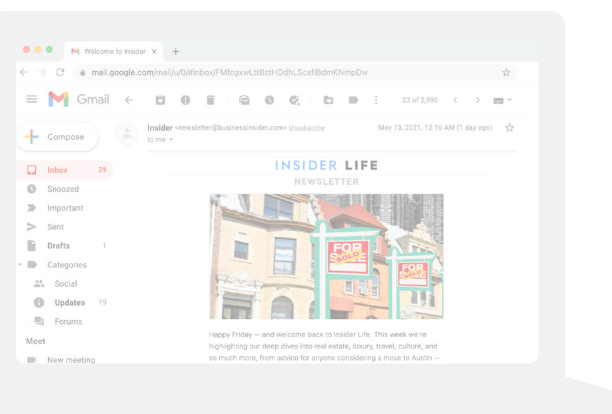
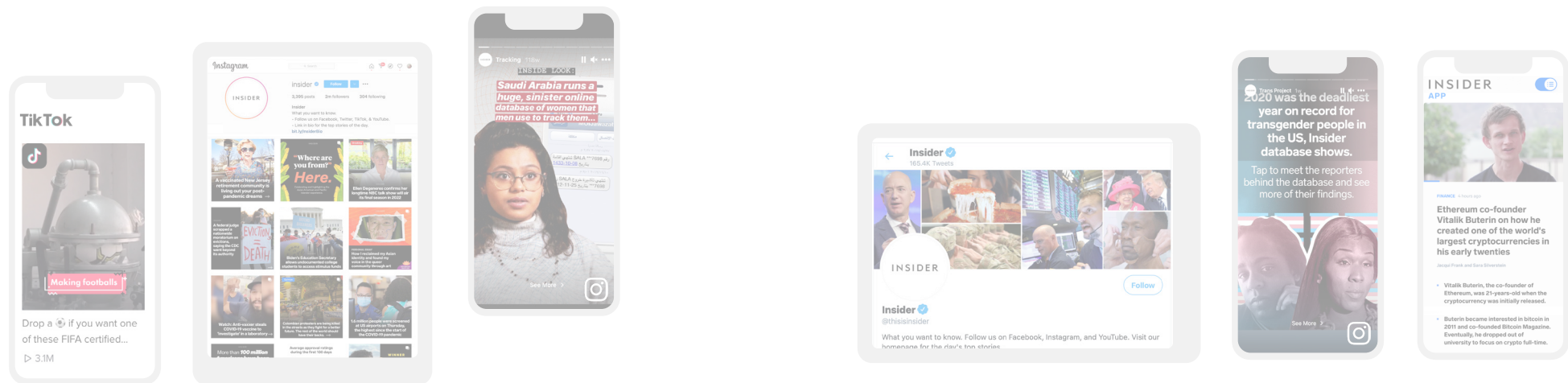
+ we care as much as they do

+ we meet them where they are

We hire journalists with passions that match those of our audience. As we've grown, we've realized there's a consistent thread that runs through everything we do: Insider always has and always will serve the passions of our readers.

Not top down —

Our editors don't assign the story. Instead, our journalists follow their passions.



+ we share their curiosity

+ we care as much as they do

+ we meet them where they are

We meet readers where they are—whatever their passions are and whenever they need to know more.

We know what stories impact our audience — and we know where and how to distribute them.



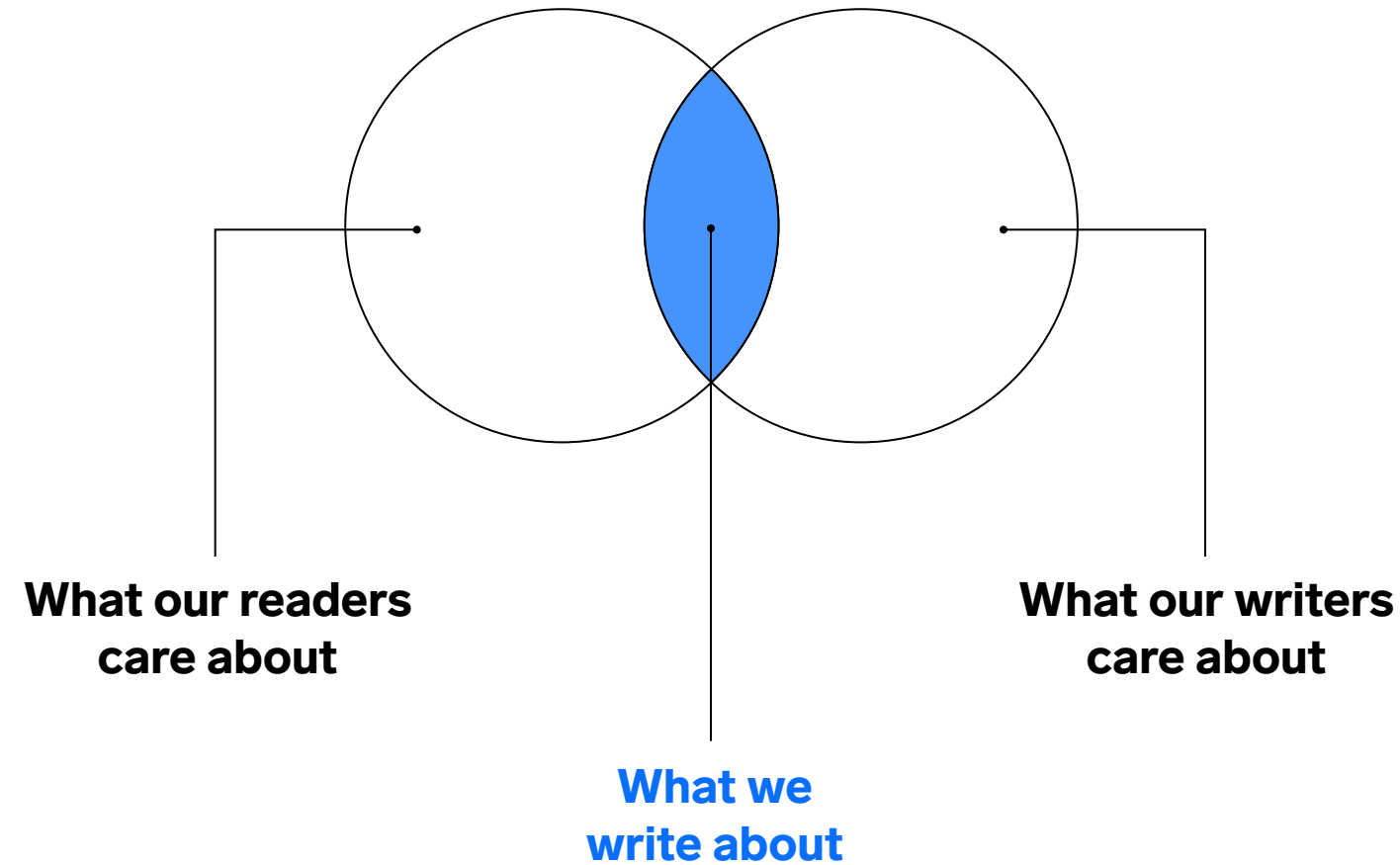
What does

“together”
mean to us?

EDITORIAL

Collaborative Journalism

We write about what readers care about, not just what interests us. Not just what they “need” to know, but **what** they want to know.

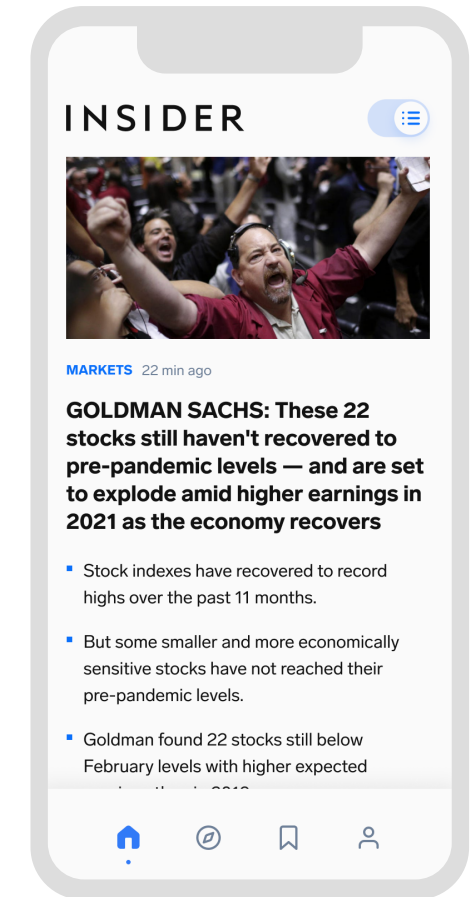


TECH / PRODUCT

Seamless Interaction

We make improvements to our technology and product to enhance our audience’s experience. Our designs are made with our audience in mind, respecting their time and their intellect.

Skim the key details of each article and get more than just the headline, even when there isn’t time to read the full story.



SUBSCRIPTION

Transparent Partnership

We provide great journalism that has earned our audience's support. Our journalists follow stories that matter to them. Not third party interests.



I enjoy the different perspective of your publication – not the same tired articles found elsewhere.



Insider is an awesome 'growth mindset' resource for what's happening across wide industry sectors and economies. I read it every day for 30 mins or so to keep up and learn..."



I love reading these stories; It helps me find out more about myself.



I like the small summary that BI presents at the beginning of the article. They are very useful to determine whether or not I would be interested to reading the rest of the article.



I enjoy reading BI, mainly due to the articles being very pointed and well-written. I select articles that match my interests. I especially like the fact that BI avoids the New Yorker Magazine syndrome - articles that just drag on and on.

SALES

Genuine Connection

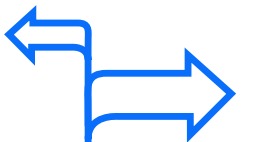
We foster a real relationship between our content, our audience, and our clients. Our ads are informed by data and inspired by creativity so it's always relevant and meaningful.

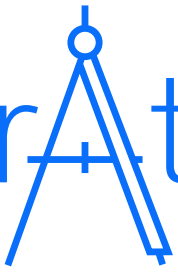
- **Broad reach across relevant [Channels](#)**
- **Smart targeting and insights through [SÁGA: Our First Party Data Platform](#)**
- **Engaging custom content by [Insider Studio](#)**
- **Meaningful sponsorship of [Editorial Series](#)**
- **Efficient reach with [Premium Programmatic](#)**

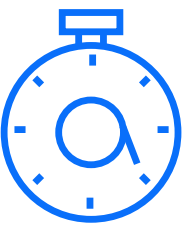
And, we do this
while staying true
to who we are.

We are
SHAFFFF.

S  art,

H  eptful,

A  ccurate,

F  ast,

F  air,

F  earless,

F  un.

Together, we are **INSIDER.**

INSIDER