

BUSINESS INSIDER

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Business Insider is the **largest financial and business news website** of the world.

While others may tell you the news, we explain **the whole picture** and help you understand the present context and the future one.

We write about **innovation, successful entrepreneurship and positive change** in our society.

We uncover **unique and inspiring stories** about the business, tech and finance worlds.

Our values



Style

Language and narrative



Audience

Young and gender balanced



Global

Local content
International approach

Style

We're digital natives talking to digital natives

We understand and use **new digital narratives** to connect with our audience.

We use **fresh, quick, clear and fun storytelling** to show how the world is changing and how that's going to affect them.

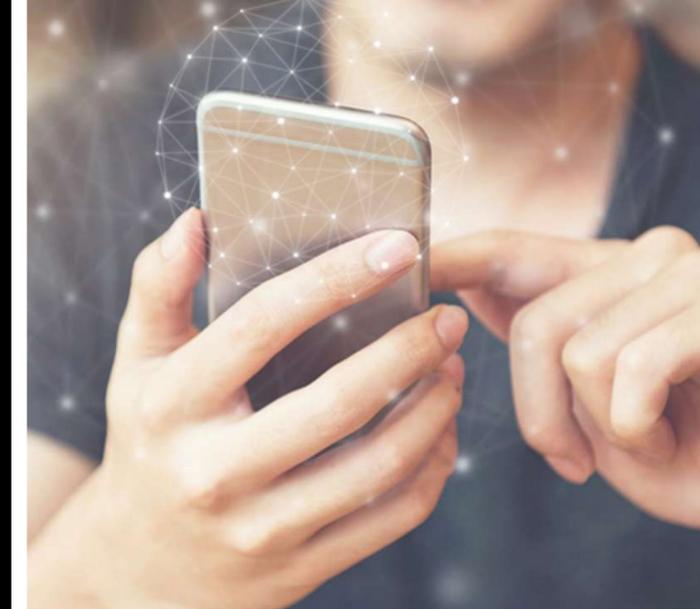


Audience

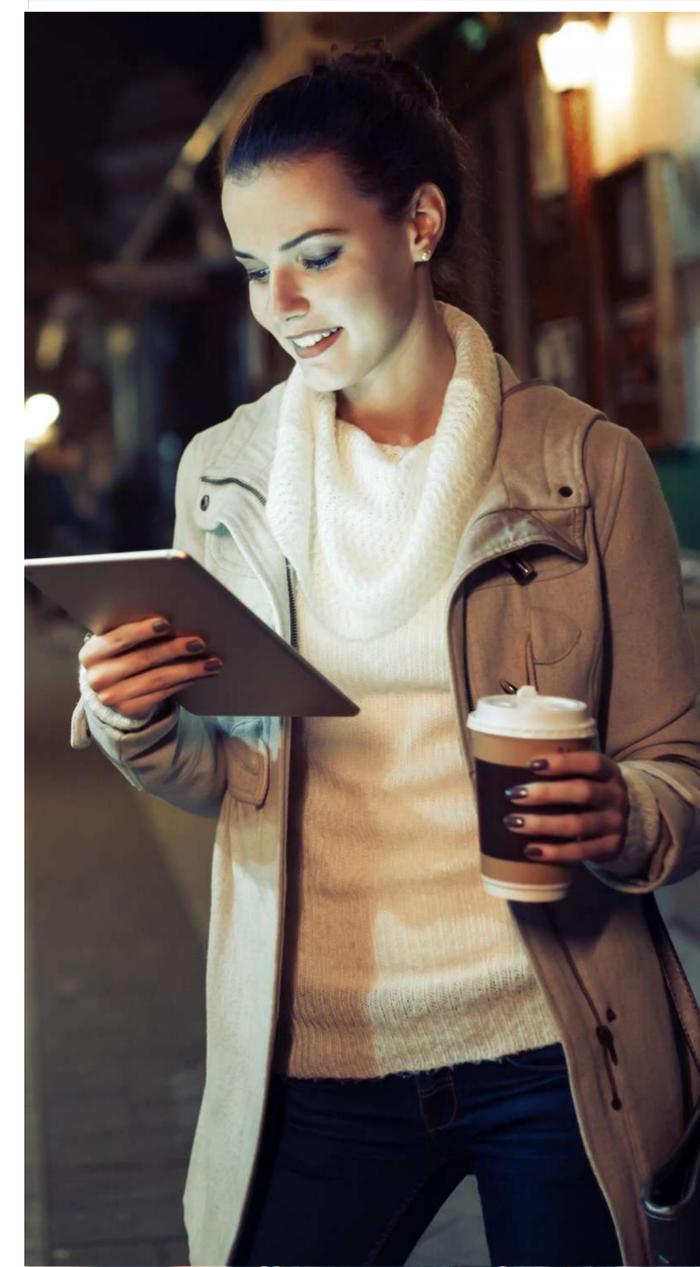
Business Insider targets the new generation of leaders

Our users are **hungry for experiences**, ideas and knowledge. They want tips & tricks to **work, play and live better**, and we offer the tools and stories they need to better themselves everyday.

50%
WOMEN



42%
25-44
YEARS OLD



80%
MID-HIGH
CLASS

Global

Local content. International approach.

17 international editions in 9 languages



Our commitment

For the present economic system to be sustainable in the future, companies have to offer something more than an adequate financial performance.

They must contribute to society in a positive manner and treat every interested party equally: shareholders, employees, clients and the communities in which they operate.

Better Capitalism

Better Capitalism aims to restore a sense of justice and create opportunities to revitalize our economy, boosting development, innovation, transparency and economic growth.

Advertising Solutions

Advertising solutions at Business Insider

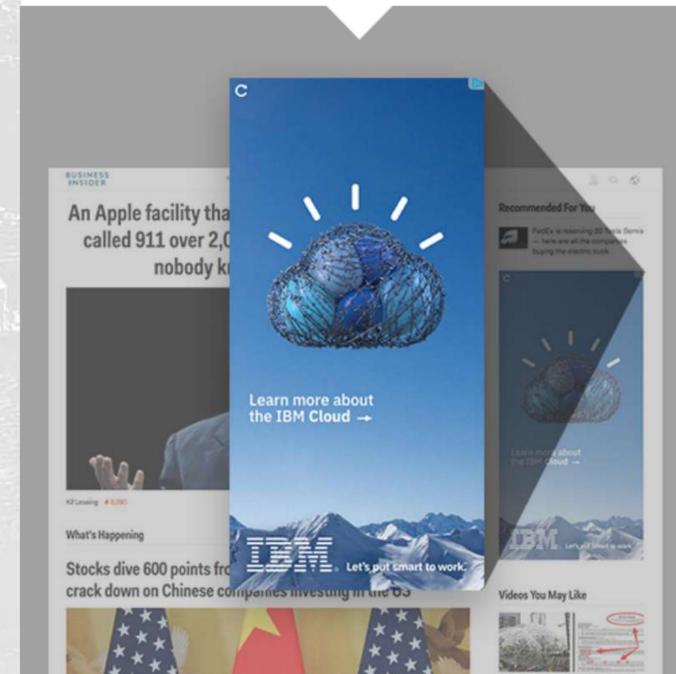
BRANDED
CONTENT



EDITORIAL
SPONSORSHIP

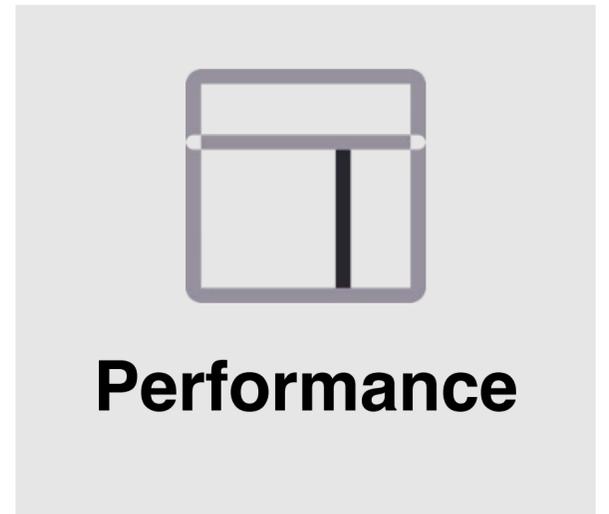
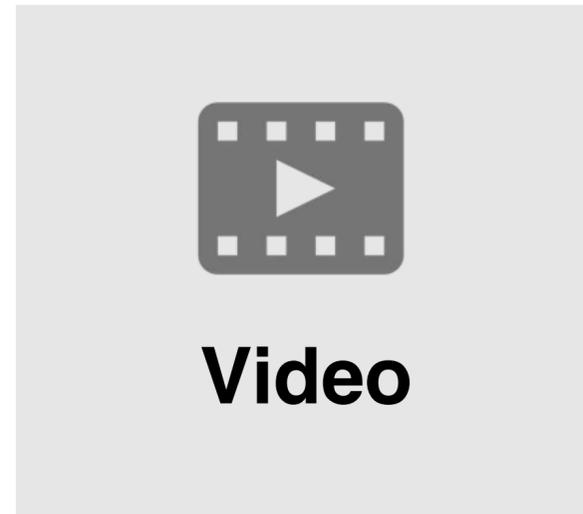
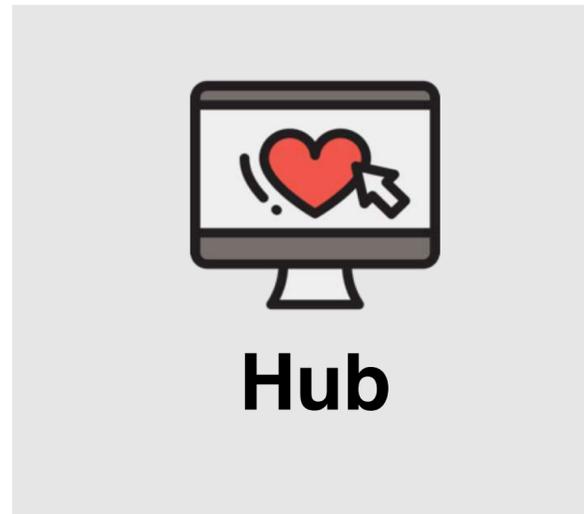
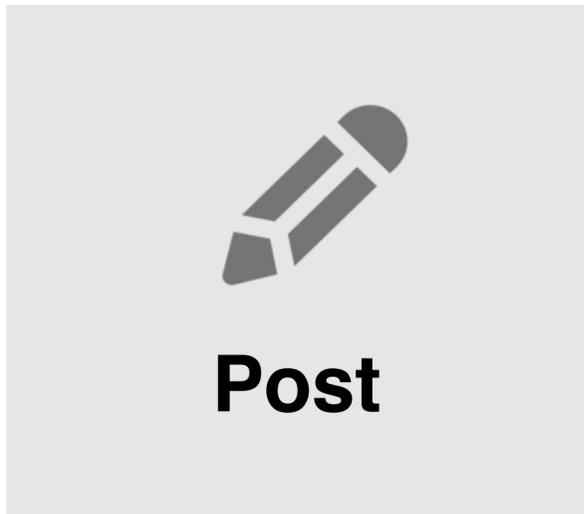


BRAND SAFE
ADVERTISING



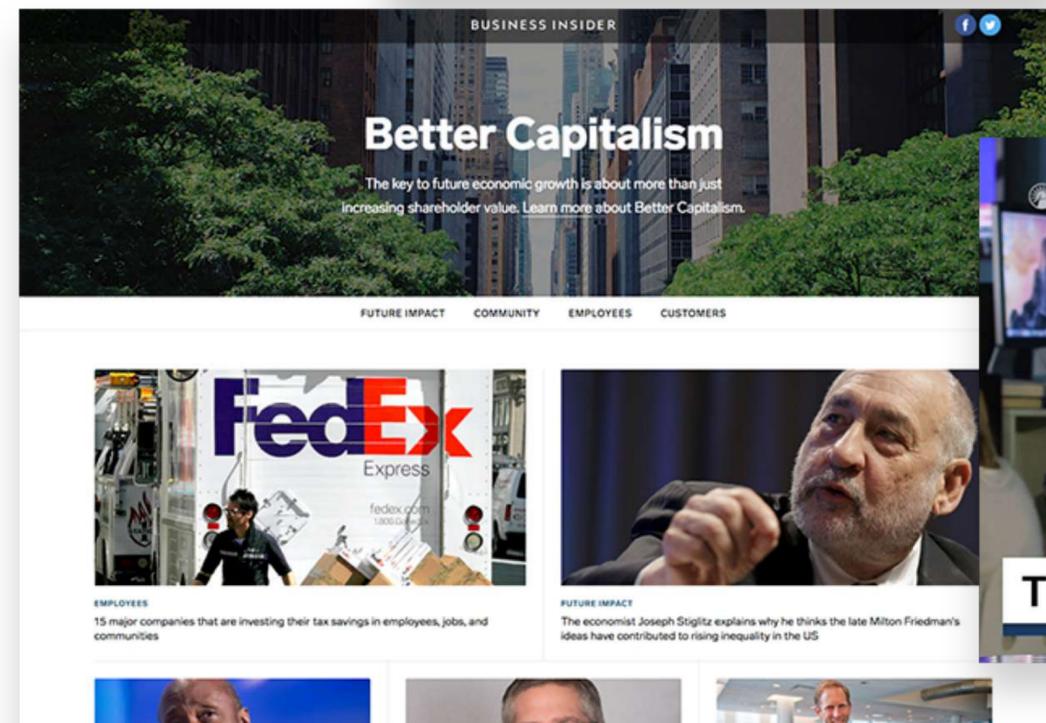
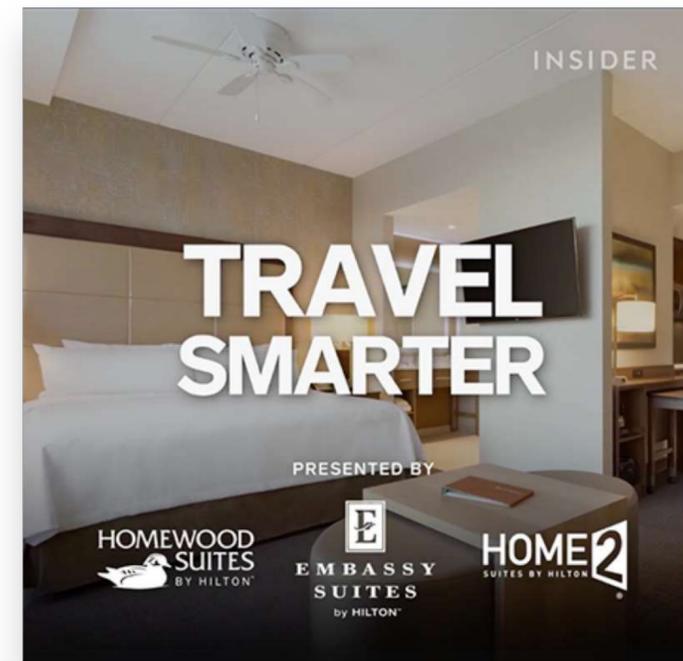
Branded Content

Our **in-house creative agency** offers you its experience in digital **content marketing** and the best storytelling from our newsroom to deliver the **best tailored content for your brand**.



Editorial Sponsorship

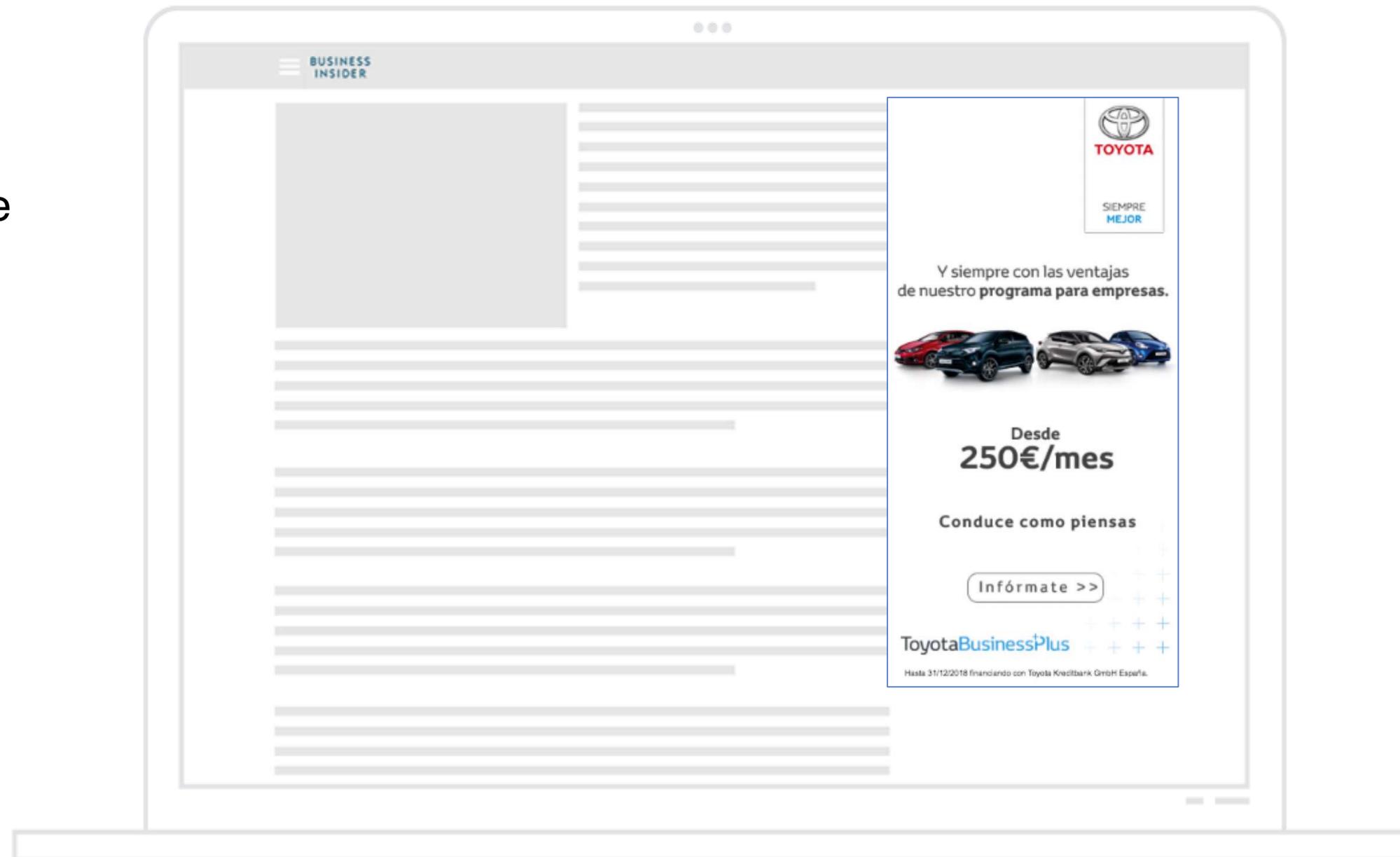
Editorial sponsorships give you a ready-made format to align your brand with **high quality content**. They are special hubs produced by our newsroom.



Brand Safe Advertising

Every **IAB format** integrated in our safe environment for your brand.

We have a dedicated team devoted to **optimize your display campaigns** based on your goals.



Opciones Premium Business Insider

BASIC	SILVER	GOLD	DIAMOND
BRANDED CONTENT / SPONSORSHIP DISPLAY	HUB BRANDED CONTENT VIDEO DISPLAY	HUB BRANDED CONTENT VIDEO DISPLAY SMART EVENT	HUB / SPONSORSHIP BRANDED CONTENT DISPLAY / VIDEO SMART EVENT INTERNACIONAL DIFFUSION

Thank you

**BUSINESS
INSIDER**