

BUSINESS INSIDER

MARKET POSITION:

Business Insider was launched in 2016 in France after becoming the leader in the US in 2015 and in the UK in 2016. Business Insider is the most dynamic news-business brand in the world.

Business Insider's promise is to inform and entertain the new decision-maker generation offering them wide contents and deep analysis regarding **technology, finance and economy**, in real time and based on **story-telling and sharing contents**

This website was built for the digital age.

Business Insider's audience is composed of AB+ men aged 25-34 years old.

	Business Insider
Unique Visitors (per month)	294,000
Viewed pages	600,000
Time spent	00:02:14

Source: Mediametrie NetRatings Fixe June 2019

EDITORIAL PROFILE:

Business Insider was designed for the digital era with a content and distribution strategy relying on digital-native tools and story-telling (infographics, "charticles", pictures and videos, live-blogs, news flow...)

Launch of BI Intelligence in Autumn 2017 which is a research department of 20 analysts in order to develop a catalog of 150 studies in French and English in the most important sectors of the digital economy.

ADVERTISING RATES 2019:

Please contact us for all details

TECHNICAL SPECIFICATIONS:

Please contact us for details.

COPY DEADLINE:

3 Weeks prior to publication.

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