



INSIDER

# In The Year



2021

# We grew to new heights

1

We published **77,073 stories**

2

We reached **257M monthly** global unique readers

3

We launched a new sustainability vertical

4

We launched an LA bureau and greatly expanded our entertainment coverage

5

We relaunched our award-winning travel section

6

We expanded our Voices of Color vertical

7

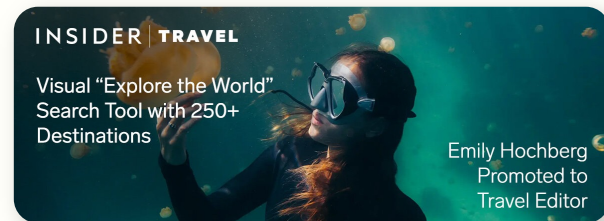
We launched our Singapore bureau

8

We welcomed **179 new hires** & **117 fellows**

9

Insider published in 14 editions around the world and in seven languages



**VOICES OF COLOR**



# We reached 241M social followers & received 1.9B monthly video views

## Top posts per platform

**f** 160M Likes



Why Japanese Eel Is So Expensive

**yt** 24M Subscribers



How One Man In Egypt Is Keeping This 200-Year-Old Tile Tradition Alive | Still Standing

**s** 19M Subscribers

HOME INSIDER

How AirPods are deep cleaned

**ig** 16M Followers

HOME > NEWS

David Beasley, the director of the UN's World Food Programme, issued a recent plea to billionaires and Elon Musk has responded

**in** 11M Followers

HOME > CAREERS

Spotify says it's letting employees work from anywhere, while still paying San Francisco and New York Salaries

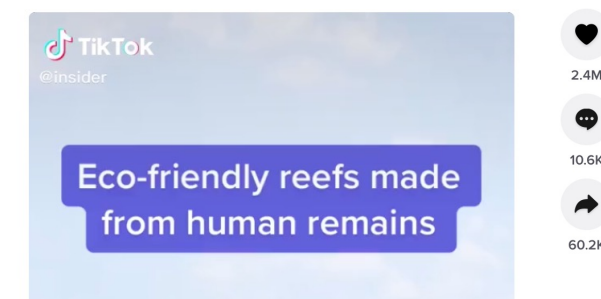
**t** 7M Followers

HOME > NEWS

The disappearance of Gabby Petito in Wyoming has caused a national outcry

**tk** 3M Followers

Did you know human remains could be used to make artificial reefs?



# We shared impactful stories that...

Recognized up & coming leaders



100 People  
Transforming  
Business

+



16 DEI trailblazers  
transforming the  
workplace

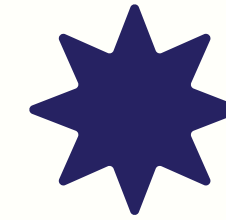
+



30 young leaders  
forging a new future  
for the healthcare  
industry



# We shared impactful stories that...



Investigated company culture  
& held powerful people accountable

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[HOME](#) > [REAL ESTATE](#)

Skyscraper queen Darcy Stacom is the country's top real-estate broker. But staffers say she threw things at them, berated underlings, and made employees' lives miserable.

[HOME](#) > [RETAIL](#)

Brandy Melville employees describe racism, Hitler memes, and sexual exploitation at the 'evil' cult teen brand

[HOME](#) > [RETAIL](#)

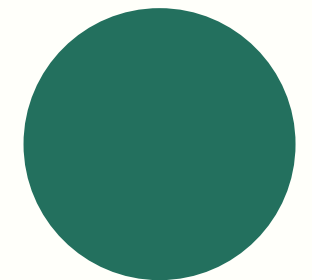
Mutiny at Great Jones: How a cofounder war led every employee to quit Instagram's trendiest cookware company

[HOME](#) > [RETAIL](#)

Grubhub's founder Matt Maloney is stepping down. Employees reveal how the once-dominant food delivery company nearly lost it all to DoorDash and UberEats.

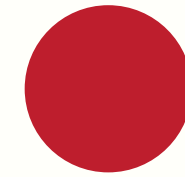
[HOME](#) > [NEWS](#)

Why Mark Zuckerberg's 1,380-acre oceanfront Kaua'i estate has reignited anger over two centuries of Native Hawaiians being forced off their land



# We shared impactful stories that...

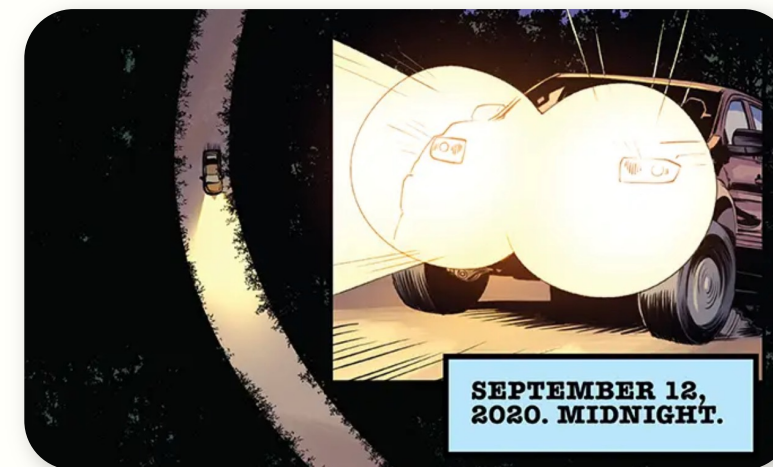
Shed light on issues that matter



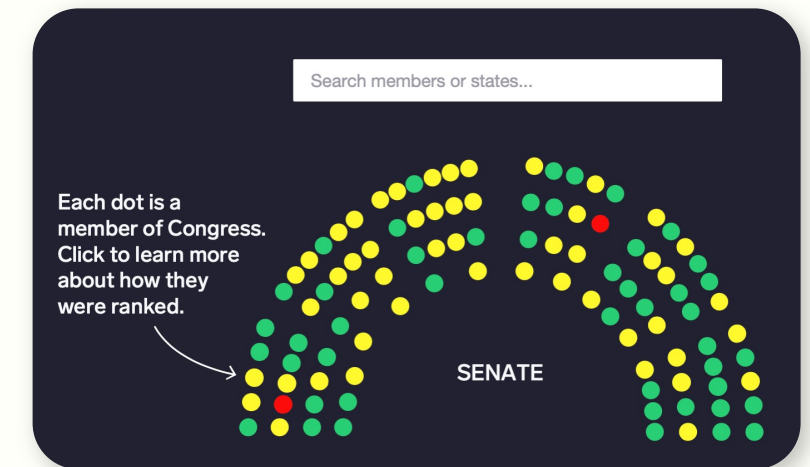
The Cost of Inequity feature explored how and why inequity persists in America



The Equity Talk series focuses on how executives are advancing racial & social justice



Comic-style retellings of the storming of the Capitol on January 6 & the plot to kidnap the governor of Michigan



Conflicted Congress project revealed the depths of lawmakers' conflicts of interest. We rated every member of Congress on their financial conflicts and transparency.

