

BUSINESS INSIDER



LibraryLinkNJ Group Subscriptions Partnership Overview

Why Libraries & Learning Institutions Trust Business Insider

Our award-winning journalism earns trust across audiences, connects with younger readers, and keeps people coming back.

Our journalism reaches readers across generations, professions and viewpoints, reflecting the diversity and curiosity of the communities, campuses and organizations libraries serve. We tell people-first stories that bring global change into focus and show how it affects real people, workplaces and local communities.

Trusted and Balanced

84%

of readers describe BI coverage as unbiased or neutral

Attracts Digital Natives

57%

of readers are between 25 and 44

Proven Reach & Growth

267M

Social media followers

550M

Monthly video views

1.7M

Active newsletter subscribers

Artificial Intelligence

Money & Markets

Entrepreneurship

Big Tech

Health & Longevity

We are business first, not business only

Business, Tech, Innovation

**Connecting readers, students and professionals to
the ideas shaping work, learning and society.**



The Changing
Workplace

Careers &
Compensation

Leadership &
Management

Diversity, Equity
& Inclusion

Sustainability &
Security

How Business Insider connects people to knowledge they can use

Critical Context

Reporting that helps readers, students and professionals make sense of change and understand how it affects their work, studies, and communities.

Clear and concise

Reporting that breaks down business, technology, and innovation quickly and confidently, without jargon or paywalls.

Real World Insight

Real startup pitch decks to company org charts turn information into action and support teaching, research, workforce learning and economic development.

Career Empowerment

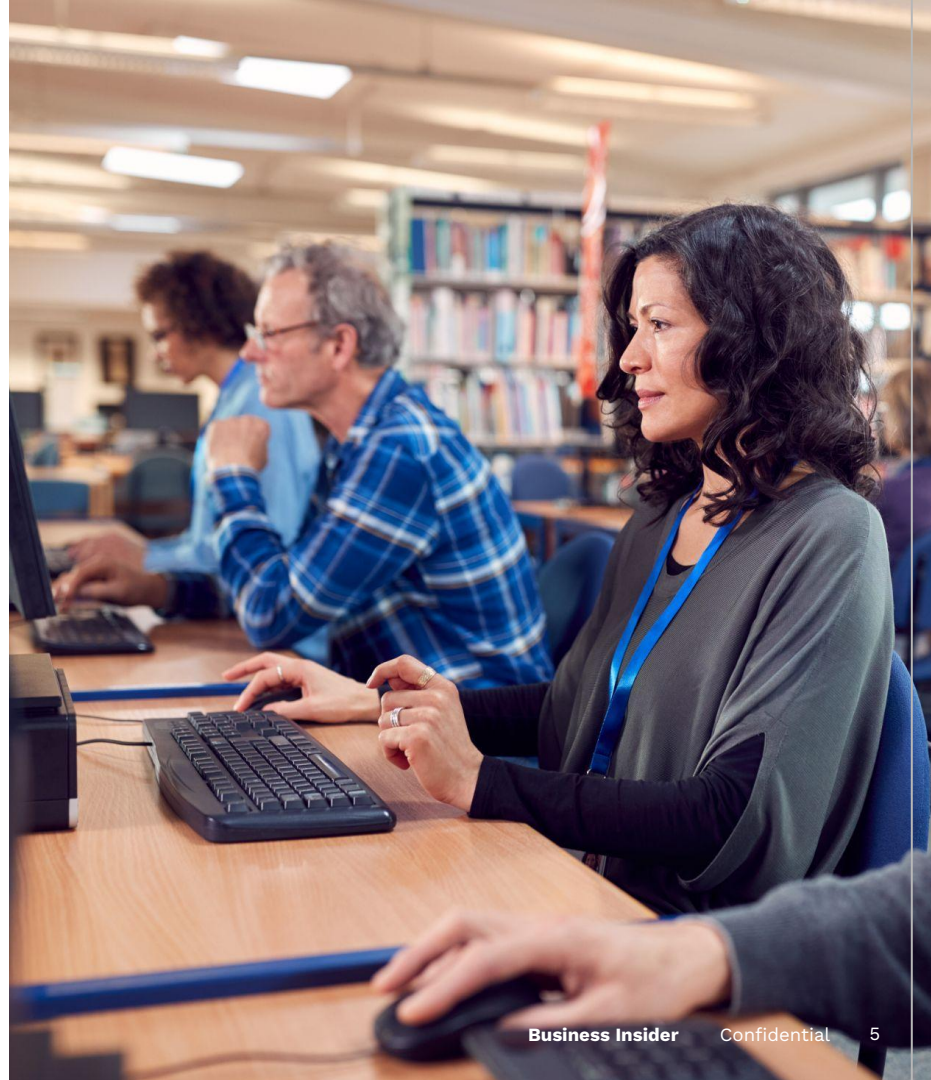
Salary data, recruiter access, and reporting that helps learners and job seekers prepare for interviews, explore new careers, prepare for interviews, and move forward with confidence.

Today's learners discover and explore differently

Business Insider helps libraries and institutions deliver credible, engaging, and easy-to-digest information

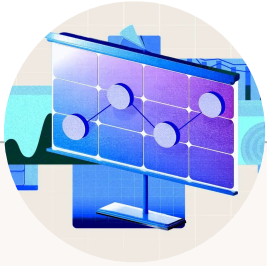
Unlike many business and technology publications written for professionals, Business Insider makes reporting accessible and relevant for every learner through:

- **Clear, concise reporting** that breaks down complex topics into easy-to-understand information
- **Helpful context** presented without jargon or the need for prior knowledge
- **Person-first storytelling** that connects business news and global trends to real, relatable experiences.
- **Summaries, visuals, and newsletters** that help readers quickly find key takeaways and stay informed.



What's Included

One subscription. Every insight your community needs.



Pitch Deck Library

Explore real startup decks from more than 1,400 companies, including Uber and Airbnb. A resource for entrepreneurs, students, and small business owners learning how ideas grow into successful ventures.



Salary Database

Access verified salary data from 250 top employers. Supports job seekers, career workshops, and workforce readiness programs with reliable pay benchmarks.



Headhunter Database

Connect readers with 350 leading finance recruiters and firms. Expands access to professional networks and career opportunities that are often hard to find.



Org Charts

Show how major companies are structured and who leads key divisions. A practical tool for classroom instruction, research, and professional development.



Newsletters

Deliver fast, focused updates on business, technology, markets, and innovation. Keeps patrons informed and builds lifelong learning habits beyond the classroom or library.

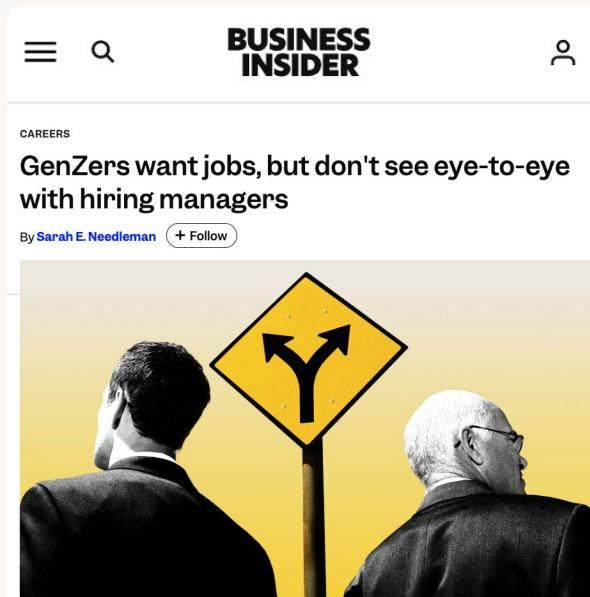
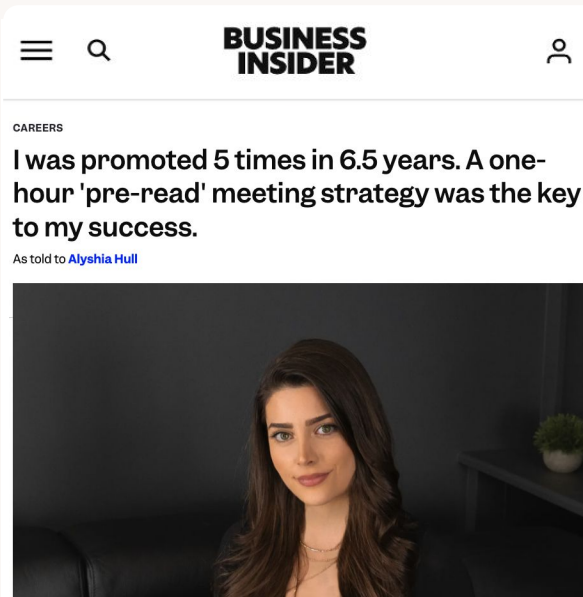
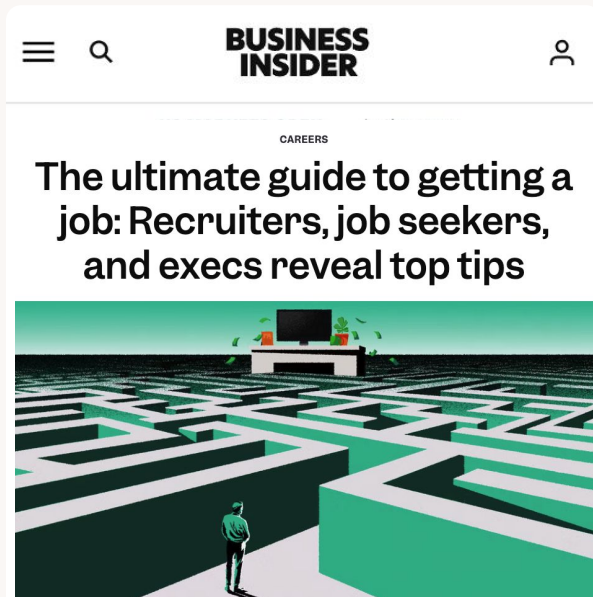
Real-World Career Insights from Business Insider

BI's career coverage delivers practical guidance, real-world examples, and tools people can put to work right away

➤ Actionable, expert guidance on finding a job

➤ Real world perspectives on how to get ahead

➤ Insights on the changing workplace environment



One resource that serves every part of your community



Community

Extends equitable access to trusted business, technology and innovation reporting through tools people actually use.



Job Seekers

Uses verified salary data and recruiter insights to support confident career planning, advising and workforce readiness.



Entrepreneurs

Provides real startup pitch decks and market insights that help turn ideas into actionable business plans.



Students & Lifelong Learners

Connects real-world business and innovation stories to classroom, research, and independent learning in a format built for digital readers.



Library & Consortia Leaders

Offers scalable pricing, usage data, and a shared resource that drives measurable engagement and institutional impact.

Partner with Business Insider

Business Insider helps libraries and learning institutions connect people with knowledge, opportunity, and progress.

Together, we can make trusted, high-quality reporting part of every learner's journey – from classrooms and campuses to communities and organizations.

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