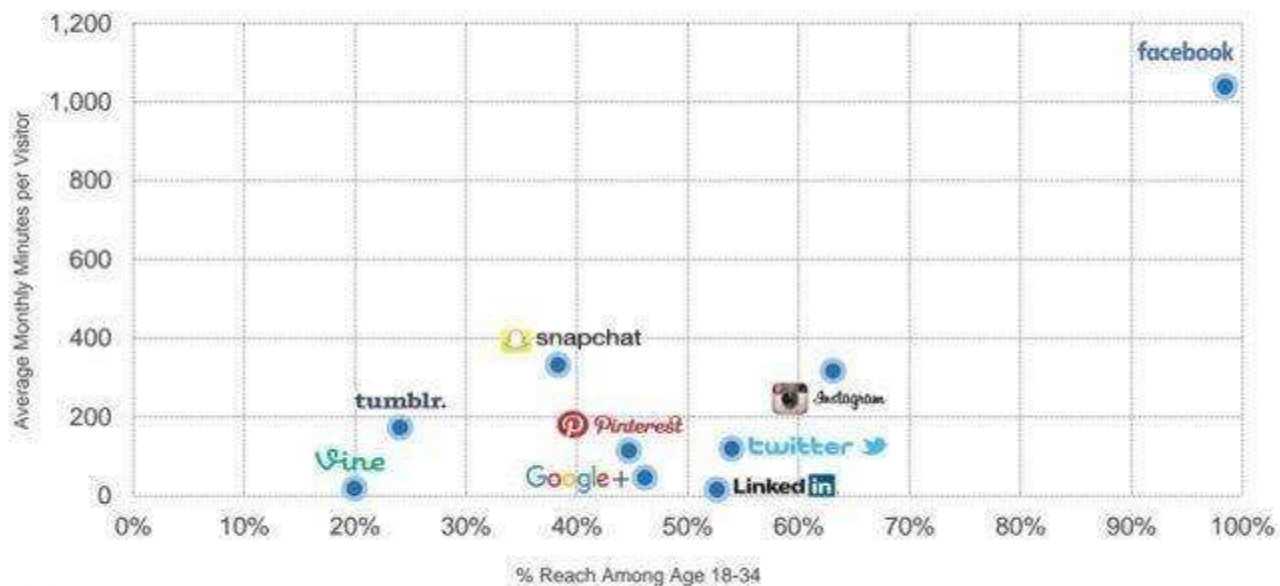


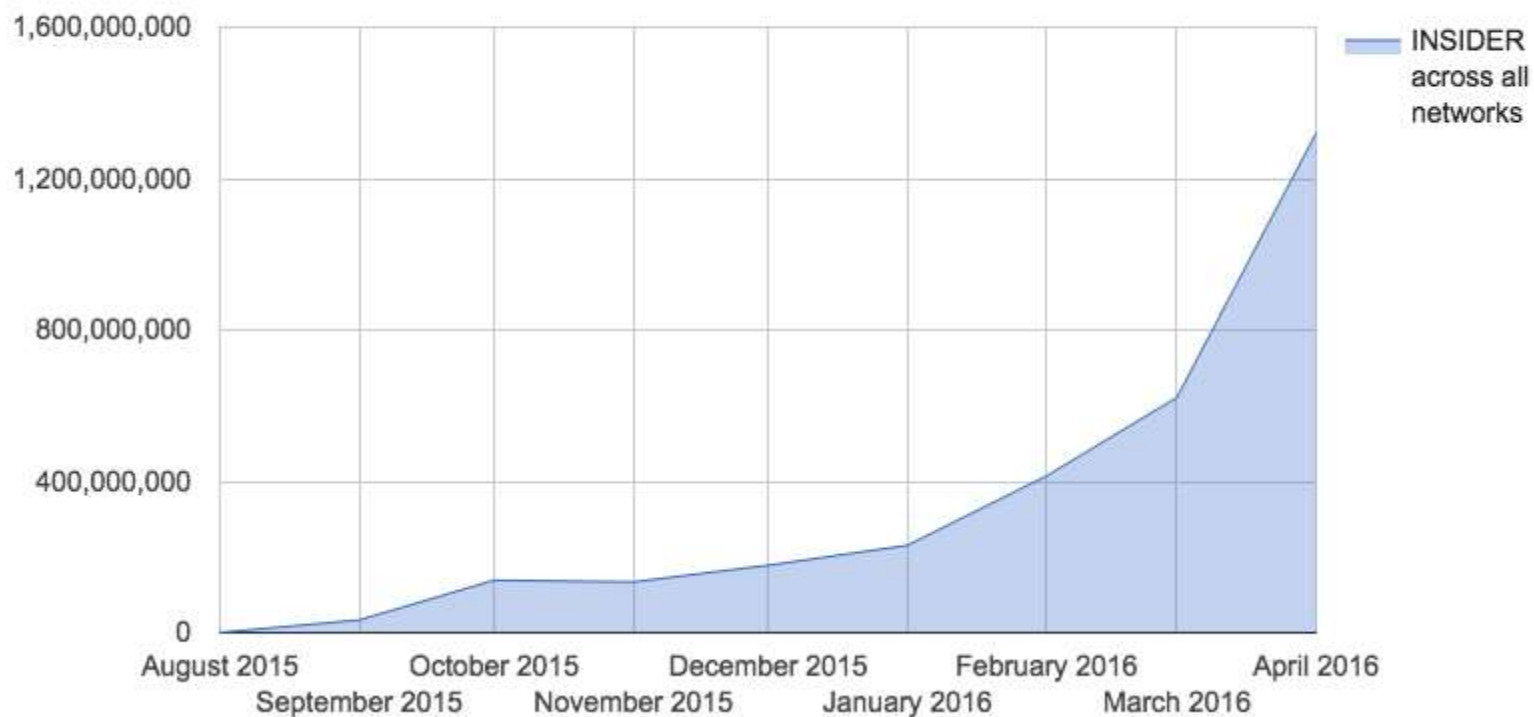
INSIDER

Age 18-34 Digital Audience Penetration vs. Engagement of Leading Social Networks

Source: comScore Media Metrix Multi-Platform, U.S., Dec 2015



INSIDER video views



So, social is
huge...

...and
INSIDER is
huge...

But do huge
numbers on social
matter?

YES.

Here's a story.

INSIDER



80 million
views later...



derekmilman
The Bagel Store - B...

FOLLOW

brooklynbitess, liz_mine,
jonathanchoi1, poseidonworks,
jefftalbott, lambossbay,
alaskasveryown and amaliesimon like
this

6w

derekmilman #kanyewest performing a
free concert at the bagel store? No. Just
rainbow bagels. Rainbow. Bagels.



Add a comment...





kholaskloset
The Bagel Store - B...

FOLLOW

115 likes

5w

kholaskloset Yes, I am kissing my bagel. I stood in line for an hour to get this work of food art. Worth it? Yes! Mine? With Nova lox & cream cheese. 🥰 @thebagelstore

thestylelotus It definitely looks worth the wait!! □□□□□

kholaskloset #asseenonme#mystyle#thefashionforce#trendsetter#standforfashion#ootdwatch#springlookbook#streetstyleluxe#eelfreefeed#fashionstatement#fashiondaily#whatimwearing#freshlook#realoutfitgram#stylewatch#foodpic#foodie#foodporn#bagelandlox

kholaskloset @thestylelotus It was!

annagracenewell What! This is awesome 🥰

efectoduks Super cool!

kholaskloset @annagracenewell You should go!



Add a comment...





sweat_social
The Bagel Store - B...

FOLLOW

46 likes

6d

sweat_social @slouds, thank you so much for sharing in my spontaneous adventures! Love checking things off the list with you.
#thebagelstore #tastetherainbow
#chasingrainbows #rainbowbagel
#thebagelstore #Williamsburg #BucketList
#NYCEats

casa4590 Ahhh I want to go there!

lostacos_mcondo Great photo!



joker_718

The Bagel Store - B...

FOLLOW

26 likes

7w

joker_718 Crazy wait time for these rainbow bagels! 🤔

teddibearjones I need one!

itzillwill85 You know they have them at David's bagels next to work right lol

lorrennaaa You look concerned! Lol

joker_718 Really?!?!... Get me one next time we work! @itzillwill85

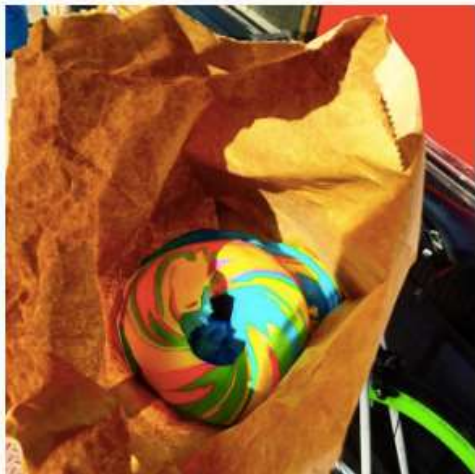
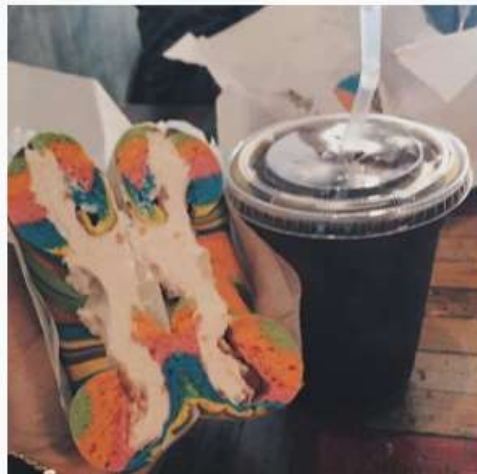
joker_718 Because they kept running out of the rainbow bagels, couldn't bake them fast enough!! @lorrennaaa

chambreezy3 I went here once lol. South 4 lol @joker_718 good ole Williamsburg



Add a comment...





This keeps
happening...

A close-up photograph of a raclette dish. A hand is shown pulling a large, thick wedge of melted cheese from a white plate. The cheese is golden-yellow and gooey. On the plate, there are also green arugula, small white eggs, and some dark green vegetables. The background is slightly blurred, showing a wooden table.

INSIDER

**Raclette NYC serves
melty, gooey cheese**

BOOKED FOR
3 MONTHS



INSIDER

This is a spider catcher

SALES UP

500%

A small, green, curly-leafed plant, resembling parsley, is growing out of a small, light-brown terracotta pot. The pot is filled with dark, moist soil. The entire setup is placed on a light-colored wooden surface with visible grain patterns. The background is slightly blurred, showing more of the wooden surface and a dark area in the upper left corner.

INSIDER

**This potted plant
is actually dessert**

“WOW TRAFFIC IS
AMAZING THESE
DAYS.” - owner

The point is...

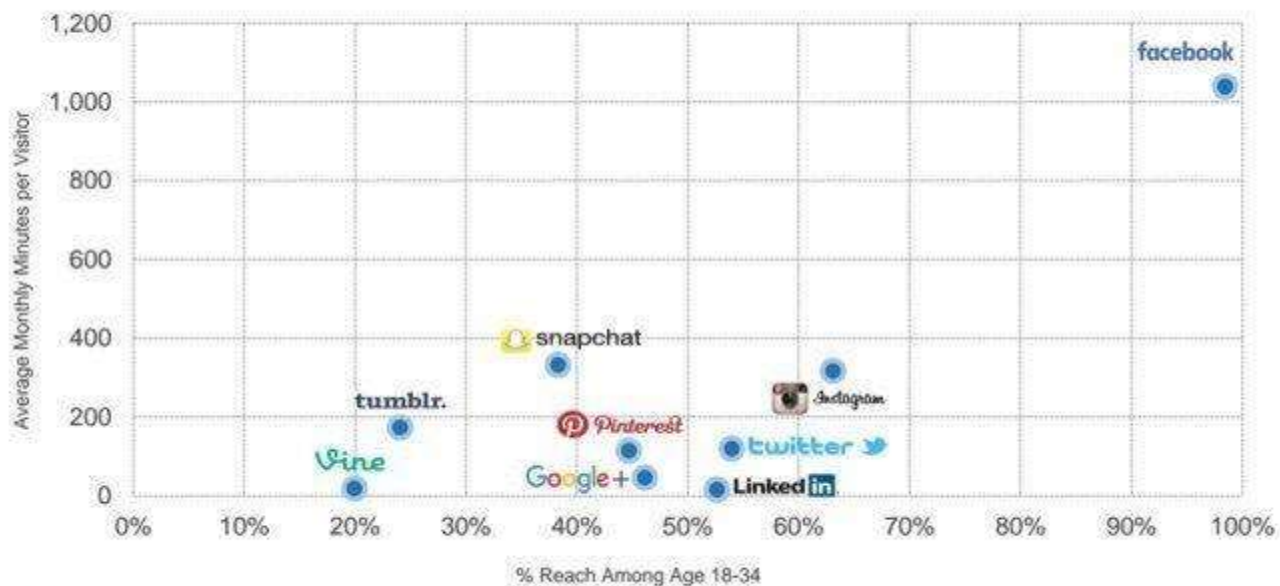
We are
storytellers.

Lots of people
are listening.

Let's talk to
them where
they are.

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Source: comScore Media Metrix Multi-Platform, U.S., Dec 2015



(And figure out
the rest
later...)