



INCLUDING



Media Kit

2023



Essentials Mission is to connect our readers to great stories, ideas - and Brands - that they can trust & that will drive positive outcomes in their lives & at work.

essentials

● Introducing the Essentials AI-Driven Newsletter Series

We believe in making it easier for our readers to access high-quality & trustful content even if they don't have the right network to follow, or don't have time to monitor all the right sources...

Essentials AI packages the best stories & ideas from the most trusted sources online in a series of high-impact weekly newsletters.

The need is real :

82%* of our readers subscribe because they want news they can trust, vetted by experts

*of more than 35k onboarding survey respondents

AI Weekly
by essentials

Subscribe to a weekly collection of AI News and resources on Artificial Intelligence and Machine Learning. For free.

Your email address

ISSUE #344: NETFLIX TOUTS \$900K AI JOBS AMID HOLLYWOOD STRIKES August 3rd 2023

Powered by **MASTERWORKS**

IN THE NEWS

Netflix touts \$900k AI jobs amid Hollywood strikes
Netflix has triggered an angry response from striking Hollywood actors and writers after posting a job advert for an AI expert.

SPONSOR

A Banky got everyday investors 32% returns?
Seriously! Thousands of investors are already smiling all the way to the bank, thanks to the fine-art investing platform Masterworks. Masterworks already has a track record of 14 exits, including net annualized returns of +10%, +12%, and +25%.

IN THE NEWS

10 Biggest Misconceptions about AI
AI is Just Like Human Intelligence One of the biggest myths is that AI possesses the same level of intelligence and consciousness as humans when in reality.

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Discover what the most trusted experts are reading

Sustainability
Mobility

Powered by **conEdison**

12 best ways to get cars out of cities – ranked by new research
Our full ranking of the top 12 car-reducing measures is summarised in this table: Drivers pay to enter city centre. Revenues go to city's sustainable transport schemes. 12-32% ...
theconversation.com

Sponsor

Where clean energy lives.
conEdison

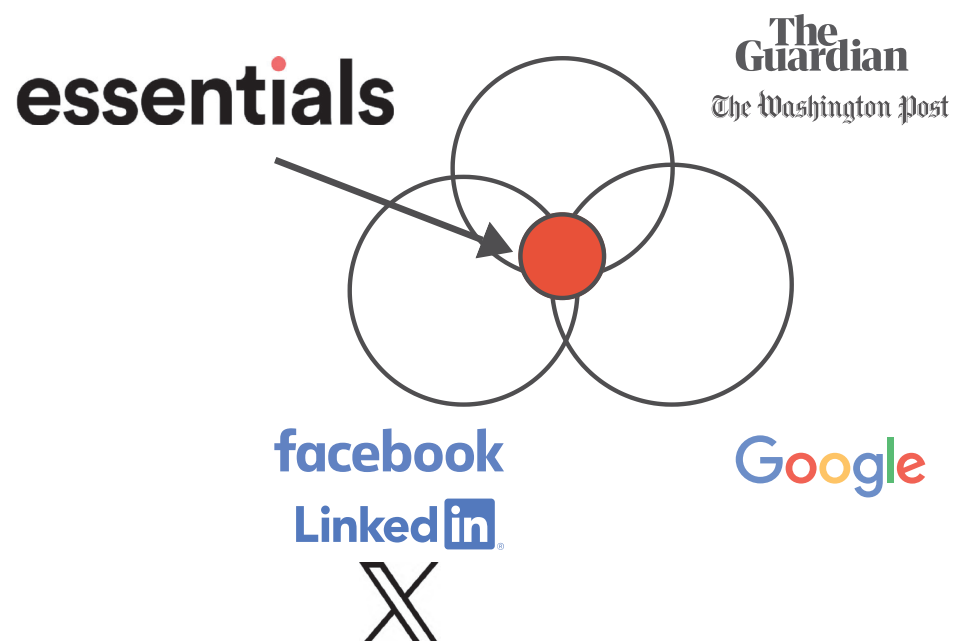
The City That Never Sleeps Will Run on 100% Clean Energy by 2040.
Our homes. Our lives. Our devices. Together, we can power all of it with 100% clean energy.
coned.com
[See Our Energy Future]

The 12 Best Ways to Get Cars out of Cities, Ranked
But following grassroots campaigns to change policies and streets, including replacing car parking with safe, separated bike lanes, Copenhagen has increased its biking share of ...
usa.streetsblog.org

Newtown to city bus and bike improvements start soon
The route will be adapted in sections – Meir Street to John Street first, John Street to the Basin Reserve next, and then changes between the Basin and the waterfront, including ...
wellington.govt.nz

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● Like Having 1000's of Trusted Sources in your Pocket

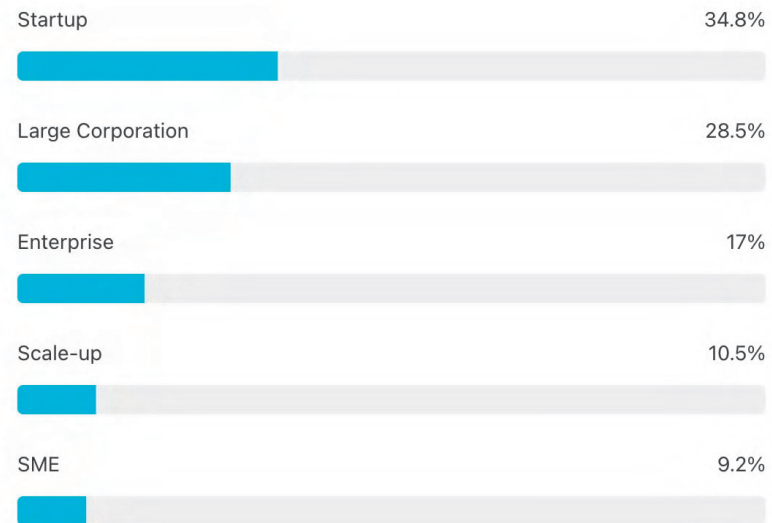
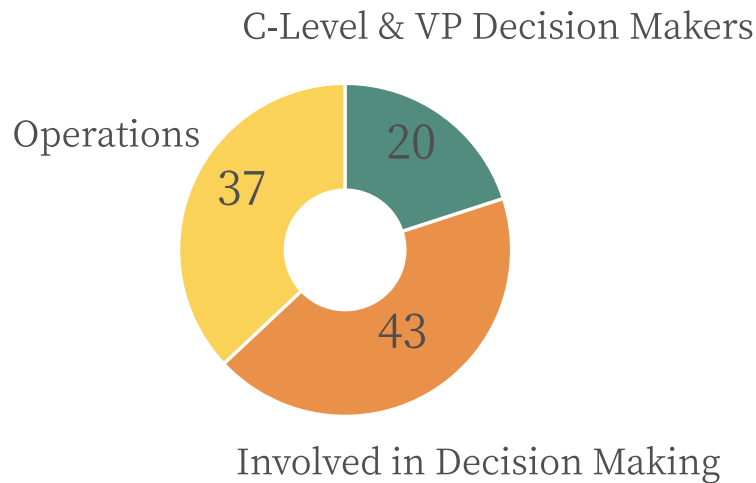


Our AI engine acts as a **trust-seeking compass**, filtering content that has been vetted and curated only by the top experts and sources.

By doing so, our readers **have direct access to 1000s of valuable stories and ideas delivered right to their inboxes.**

● **Decision Makers love Essentials; allowing them to remain competitive and make better informed strategic - and buying - decisions.**

A COMMUNITY OF CURIOUS, FORWARD THINKING EXPERTS



INCOME LEVEL AVERAGE \$205K/YEAR - HOUSEHOLD

Sources: Mailchimp, ZoomInfo, Audience surveys

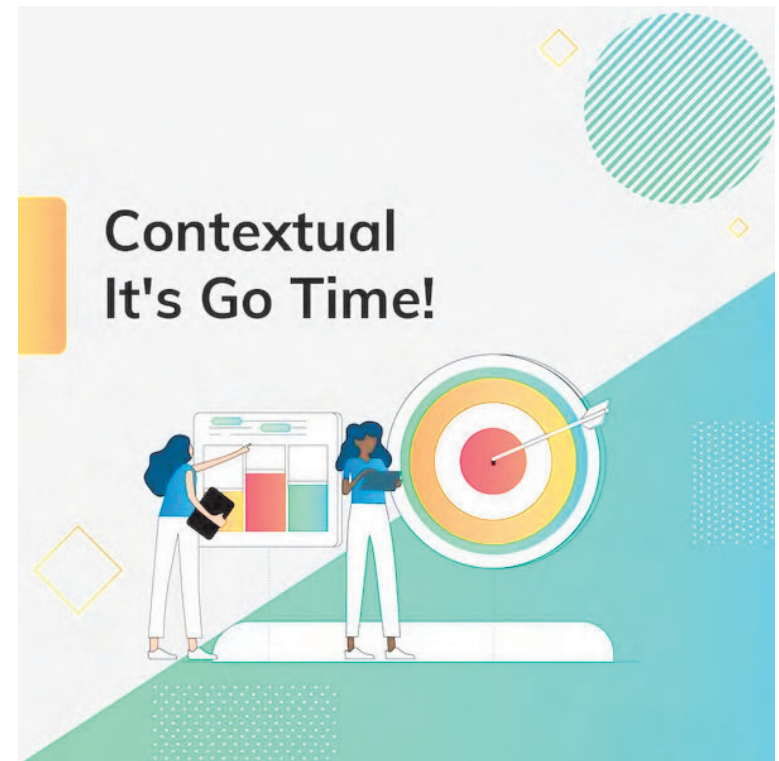
● Past and Current Partners



● Why Essentials ? Get your ads seen in the right Context

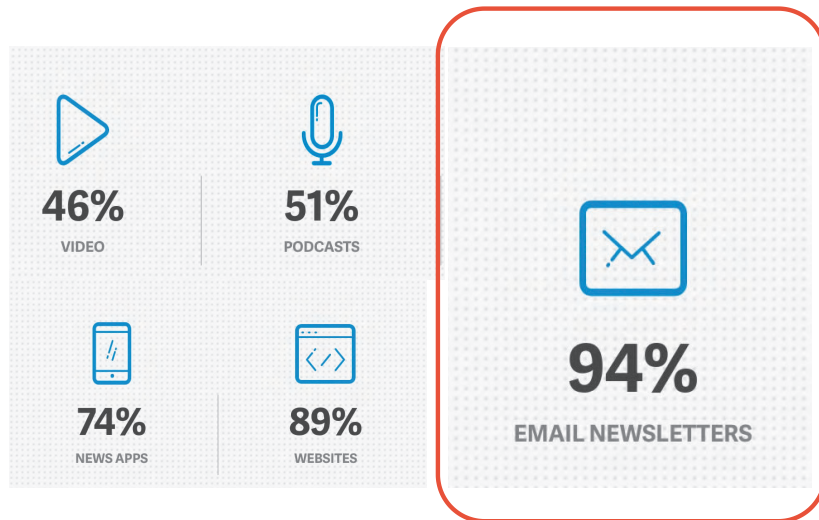
Contextual targeting solves both privacy and identity challenges

- Ads are relevant to the content of the newsletter, it feels more natural and less disruptive to the end-user.
- It's brand-safe and ethical from a data perspective.
- The approach is tried, tested, and available right now, as opposed to alternative cookie-less solutions.
- It can reduce ad fatigue as rather than following a user around the internet, brands can identify a relevant environment and deliver an ad within that content.
- Shifting dollars from behavioral to contextual targeting improves ROI following GDPR



● Why Essentials? Opted-in Decision Makers always looking for Solutions

EMAIL IS THE PREFERRED NEWS CHANNEL FOR BUSINESS EXECUTIVES



5 REASONS TO CHOOSE ESSENTIALS FOR YOUR BRAND

- 1 High level of **audience trust** on content and sources
- 2 Integrate message with **AI-filtered content** from **vettted experts**
- 3 High **quality audiences** with strong affinity to topics
- 4 Greater **brand safety** and messaging **control**
- 5 Higher brand **impact** in an **exclusive environment**

● Product: Integrated Ads in Core Newsletter

Branding and native content in [Weekly Newsletters](#) with a top-of-page sponsor logo, prominent top ad, and a secondary ad located further down the page.

Click for examples:

- AI
- Cybersecurity
- Sustainability
- Future of Work
- Future of Money
- Emerging Tech
- Biotech

Logo + Header: 80 characters + Description: 250 characters + CTA

The screenshot displays a newsletter layout with several sections:

- essentials** (with a red dot over the 'i')
Discover what the most trusted experts are reading
Future of Work Leadership
- Powered by **aws marketplace**
- Key To Influential Leadership**
Six Tips To Becoming An Influential Leader
In order to galvanize team members or bosses to embrace your ideas, you first must cultivate meaningful and trusting relationships. Here are some ways to demonstrate credibility: ...
www.terrillclassconsulting.com
- Sponsor**
aws marketplace | AWS Data Exchange
Webinar:
Enhance your customer's mobile experience through third-party data
THURSDAY, MARCH 24
Register now
Why using third-party data is a key mobile app experience differentiator
Join this webinar to hear from industry thought leaders about how technology companies are using third-party data for mobile app personalization and localization. You'll discover how to use diverse datasets to enrich analytics, build and train effective models, and improve targeting to provide customers with the best experience possible.
pages.awscloud.com
[Register Now]
- Women Can't Go Back to the Pre-Pandemic Status Quo**
Survey data collected in 2018 and 2019 from Harvard Business School graduates revealed that for women — and especially women of color — well-being at work was suffering long ...
nhr.org

● Product: Special Editions

We'll help you design a custom Newsletter focused on the topic you would like to promote.

- Choose a discrete topic to build a Special Edition Newsletter.
- Showcase your brand alongside hyper-relevant, trustworthy content sourced by Essentials AI filter


Click for examples: [AI](#) - [Cybersecurity](#) - [Sustainability](#) - [Future of Work](#) - [Future of Money](#) - [Emerging Tech](#)

Logo + Intro: 250 words + Header: 80 characters + Description: 250 characters + CTA

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Sustainability

Sustainable Technology : a Special Edition

Powered by  **NTT**


With temperatures breaking all records, we all need to do our part to mitigate global warming. Over the past 20 years, under the auspices of the United Nations, governments and the private sector have progressively taken measures to promote sustainability. In this endeavor, the UN adopted the Sustainable Development Goals in 2015 while Environment, Social and Governance (ESG) have been widely implemented in the private sector. A recent McKinsey report found that more than 90% of S&P 500 companies now publish ESG reports in some form.

Technological advances have been useful in reducing the carbon footprint. For instance, Artificial Intelligence (AI) has proven to be effective in mitigating global warming; in Canada, researchers recently used AI and machine learning to optimize energy systems - helping farmers protect crops. More globally, according to the World Economic Forum, digitalization will be essential to creating a circular economy system.

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Emerging Tech


Work From Anywhere - Special Edition

Powered by  **jamf** | **NOW**

COVID-19 caused a major shift in the organization of workplaces. Working from anywhere has now become the new normal for office workers. Many surveys have shown that remote work has increased not only employee's productivity but also their satisfaction at work.

But this newfound productivity doesn't come without challenges. Companies may have to tackle cybersecurity emergencies, due to employees working on private Wi-Fis, which can be more prone to attacks than secured systems at work. They also need to rethink their organizational processes to enable teams to work adequately and leaders to manage their teams smoothly.

Jamf Now remotely connects, manages and protects Apple users, devices and services with ease. It helps organizations improve their current processes for device deployment, inventory management, application distribution, and securing them if they are lost or stolen.



Jamf Now has a standard offering of a free account and the ability to manage 3 devices for free. Add more for just \$2 / device / month.

[\[Learn more\]](#)

● Product: Special Reports

Essentials publish interactive Special Reports that align with each of our topic families.

AI | BioTech | Cybersecurity | Sustainability | Future of Work | Future of Money Emerging Technology

There are multiple opportunities, beyond typical branding, for sponsors to be included in these interactive platforms:

- thought pieces in the "welcome" segment
- highlighting company executives as experts on specific themes
- links to relevant demos, product pages, research, etc.

Click for previous year reports: [State of AI Report](#), [Q2 in Review](#)



● Essentials Weekly Schedule

Essentials Newsletter Topic	Weekly Subscribers	Newsletters / week	Ad positions / newsletter	Total placements / week
A.I.	200,000	11	3	33
Sustainability	100,000	7	3	21
Cybersecurity	60,000	9	3	27
Future of Work	20,000	7	3	21
Future of Money	20,000	3	3	9
Emerging Tech	30,000	8	3	24
BioTech	35,000	7	3	21
Metaverse	5,000	8	3	24

Essentials are deployed throughout the week, Mon- Sun

Contact us for rates.

Did you know....

Our name is derived from Latin "Faveo" meaning **Help and Support**. **As such, our mission is to help and support our partners and readers to really find the hidden stories and ideas that will drive positive outcomes in their lives.**

In 2018, the team developed a **social media discovery AI** that focuses on detecting trust patterns in social media, to showcase trusted sources and news.

Essentials was born with the vision of offering our fast-growing audience of businesspeople access to news, stories, and ideas helping them to make sense of social media and to uncover the "gems" hidden in it.

● Testimonials

I have fantastic news, our Ultimate Cybersecurity Guide resonated extremely well with your audience! If we can continue to find that same level of success with other Carbon Black assets that would be an awesome business opportunity for us going forward.

— **Carbon Black**

Faveeo provided an engaged audience highly interested in AI, ML, and data science for business in general. Their newsletter and social outreach drove cost-effect leads for our SaaS product and campaign performance has improved with each test.

— **Edwin Plotts, Director of Growth, Ladder**

"The ROI of our Automate demo promotion was much better with Essentials vs Twitter and Google"

— **Leah Liebler, Primer AI**

"Faveeo has been a fantastic partner for us to reach a highly targeted and engaged audience - the campaign launched on their newsletters generated a high volume of subscribers, and we're looking forward to working with them again."

— **Sarah Chang COO, forkast news**

● Get in touch

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