



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.

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● 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...

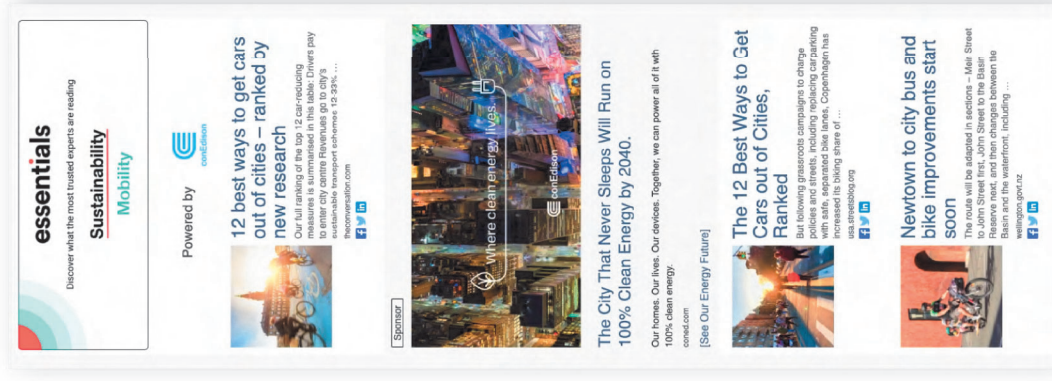
Essentials AI packages the best stories & ideas from the most trusted sources online in a series of high-impact weekly newsletters.

The need is real :

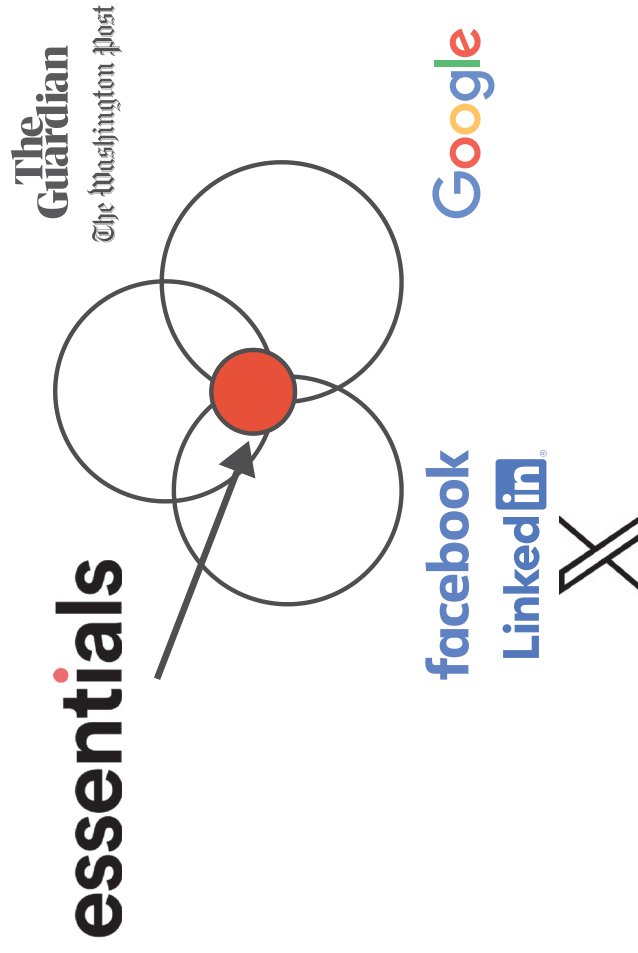
82%* of our readers subscribe because they want news they can trust, vetted by experts

***of more than 35k onboarding survey respondents**

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



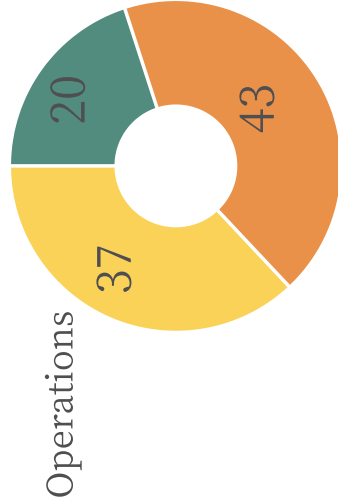
Our AI engine acts as a **trust-seeking compass**, filtering content that has been vetted and curated only by the top experts and sources.

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

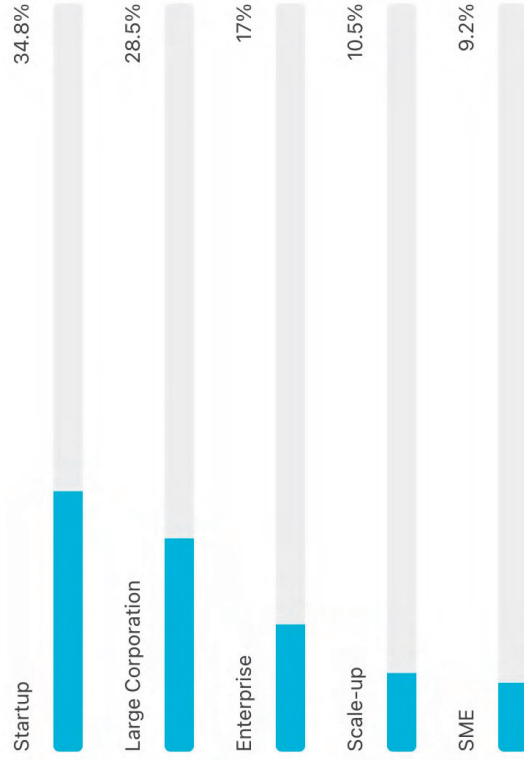
● **Decision Makers love Essentials; allowing them to remain competitive and make better informed strategic - and buying - decisions.**

A COMMUNITY OF CURIOUS, FORWARD THINKING EXPERTS

C-Level & VP Decision Makers



Involved in Decision Making



INCOME LEVEL AVERAGE \$205K/YEAR - HOUSEHOLD

Sources: Mailchimp, ZoomInfo, Audience surveys

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● Past and Current Partners



NTT



Fidelity
INVESTMENTS



SAP

WSJ



pitney bowes



aws



cisco

vmware



EY

FUJITSU

smartasset™

conga



Microsoft

THE WALL STREET JOURNAL

THE FUTURE OF
EVERYTHING FESTIVAL

Carbon Black.



ICRC

O'REILLY®



Springboard



jamf

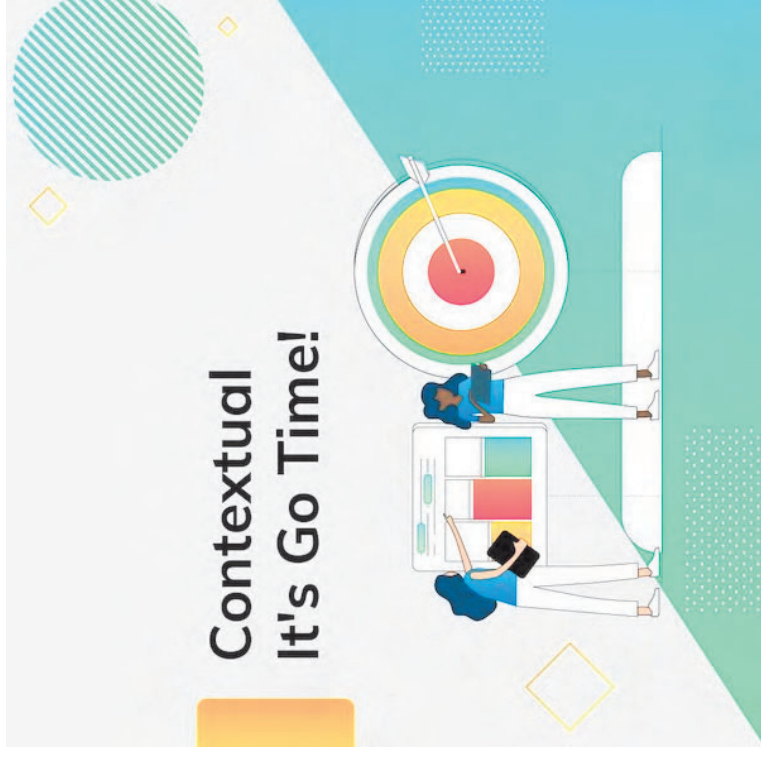
Con Edison

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

Contextual targeting solves both privacy and identity challenges

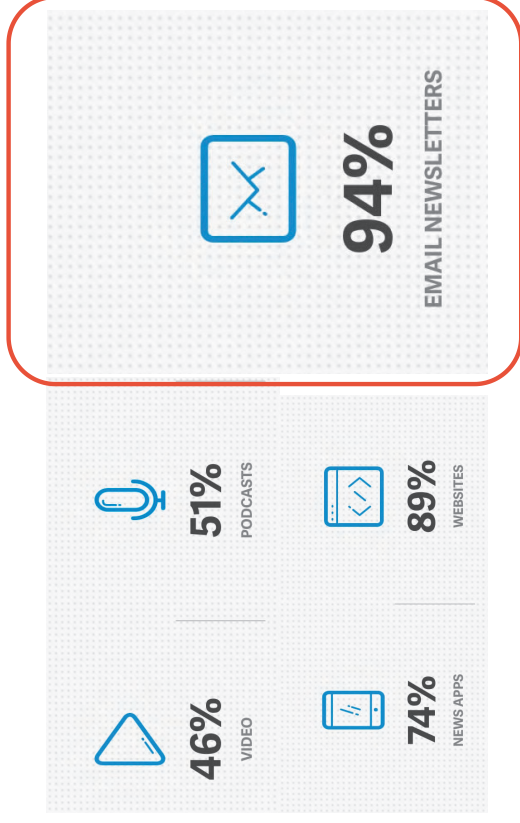
- Ads are relevant to the content of the newsletter, it feels more natural and less disruptive to the end-user.
- It's brand-safe and ethical from a data perspective.
- The approach is tried, tested, and available right now, as opposed to alternative cookie-less solutions.
- It can reduce ad fatigue 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 **vett**ed 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**

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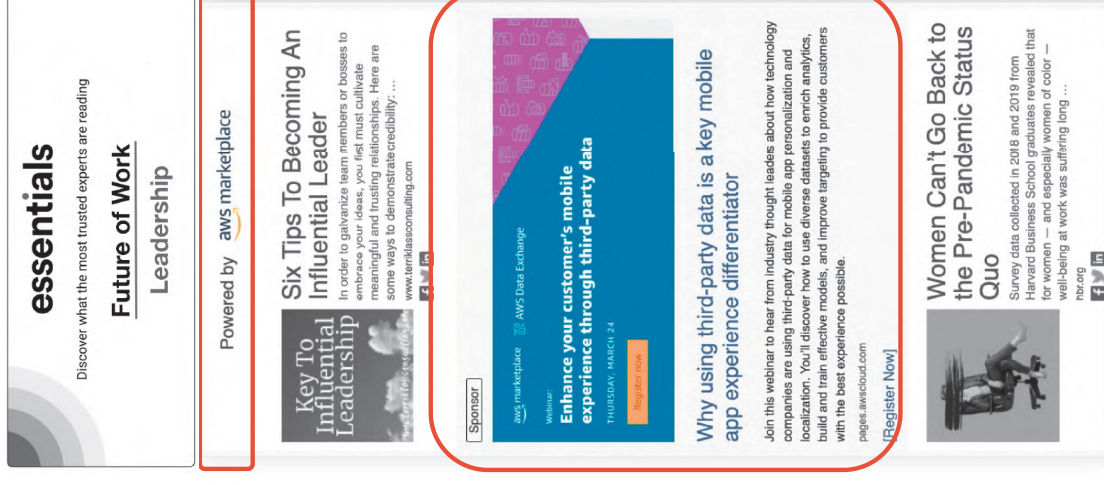
● Product: Integrated Ads in Core Newsletter

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



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● 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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Discover what the most trusted experts are reading

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 80% 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  **Jamt** 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.

Jamt 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.



Jamt 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](#)



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● 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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