

AXIOS | UNITEDHEALTH GROUP®

2022 Big Ideas

Catch up quick

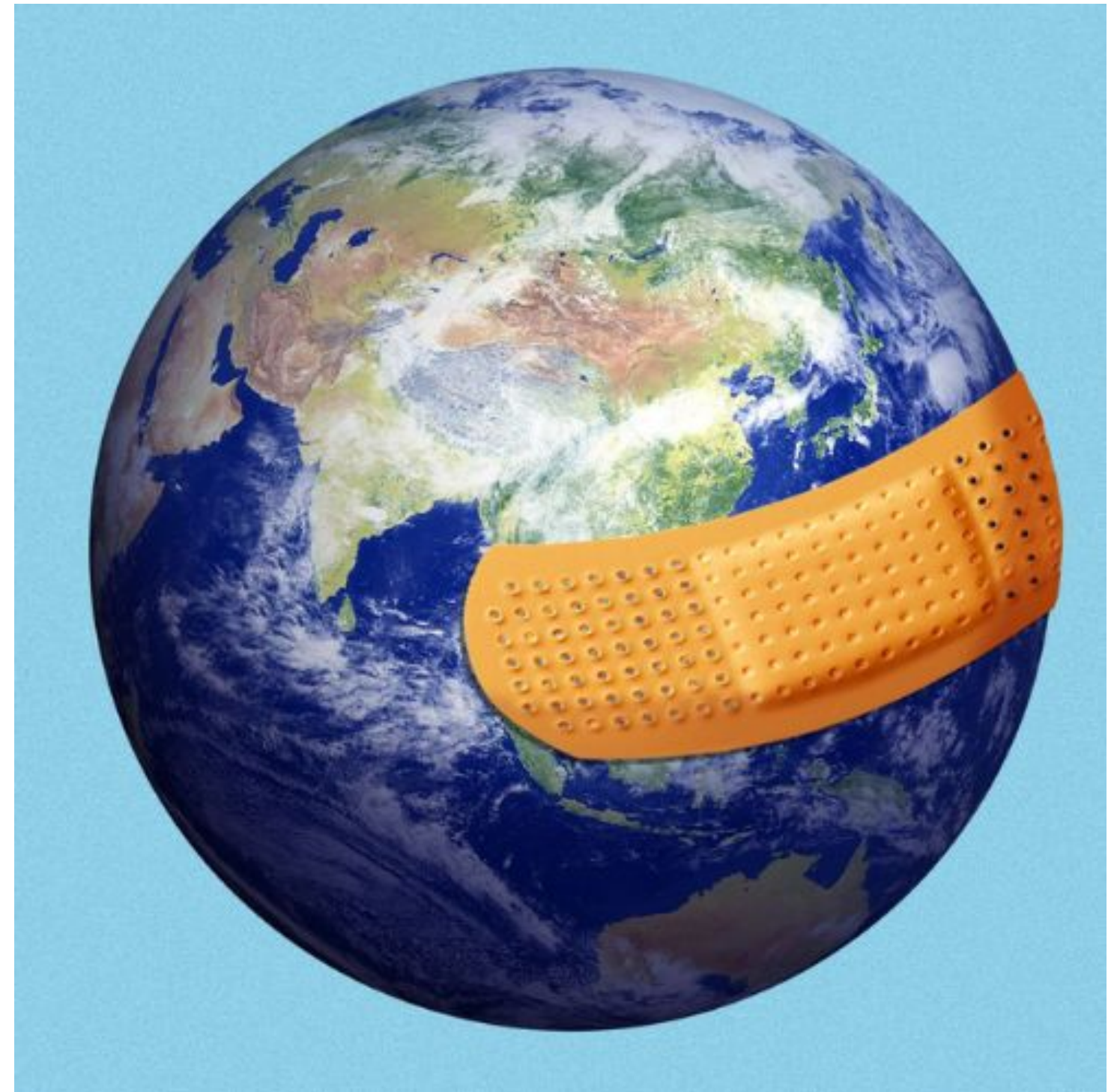
Axios X UnitedHealth Group in 2021

The challenge:

2021 has been a pivotal year in the world of healthcare. With the change in administration and production of the COVID-19 vaccine, the healthcare system's exponential developments have highlighted the progress and research of recent decades, but also illuminated revisions needed to support the healthcare needs of underserved communities.

The solution:

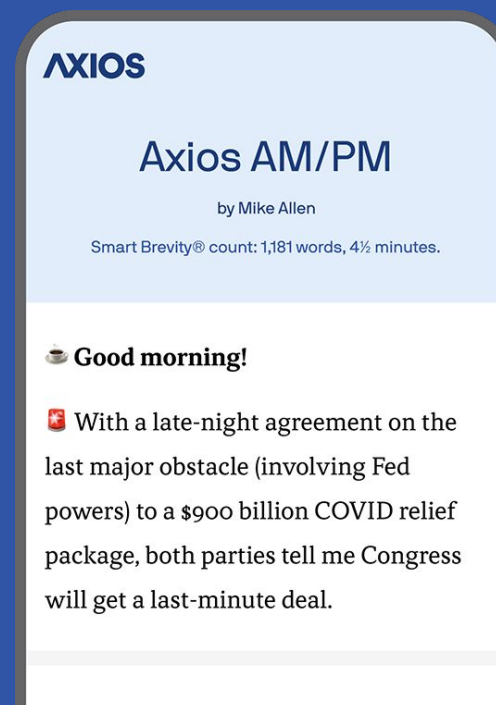
UHG's **strategic** campaign included messaging in key newsletters and events promoted to Axios' core policy maker and influencer audience. Connecting compelling creative tactics with newsworthy health care conversations elevated UHG as a leading innovator for the future of health.



Recommendations at a glance

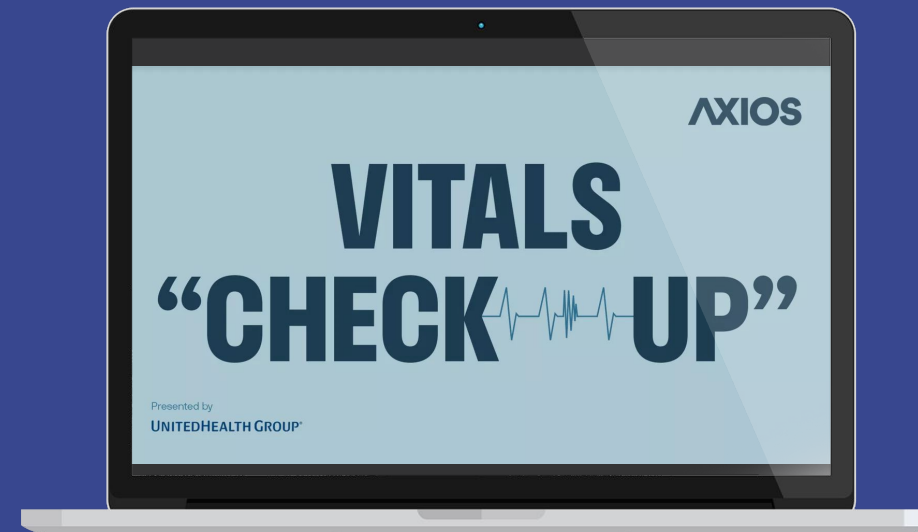
Newsletters

Reach elite, influential audiences directly in their inboxes with custom, native content.



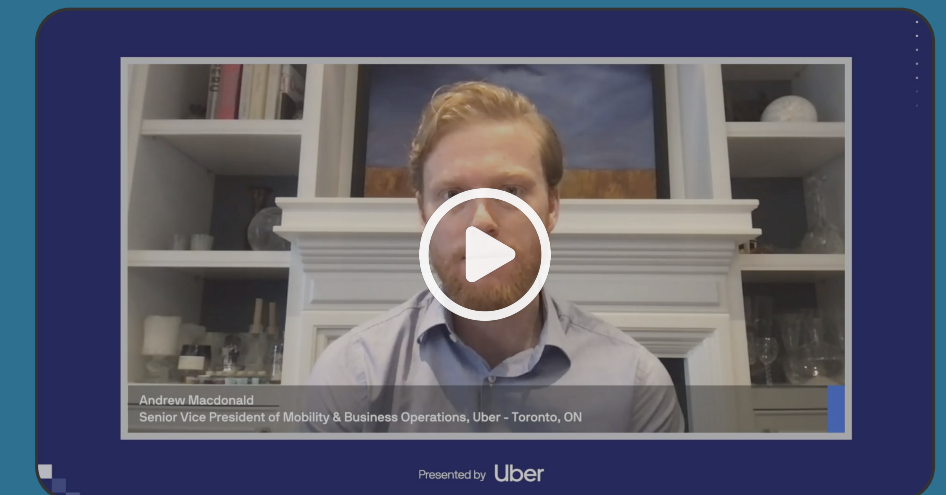
Events

Elevate executive visibility with virtual and in-person conversations to an engaged audiences.



Studio

Communicate complex thoughts and ideas in Smart Brevity with content tailored to target audiences.



Newsletters

Axios Newsletter Sponsorships

Reach audiences directly in their inbox

Axios newsletters have proven to be an effective tactic in helping UHG reach influential policymaker and health care audiences.

Axios newsletter sponsorships includes:

- 100% SOV of the newsletter for that week.
- Sponsor mention at the top of the newsletter.
- 2X short-form native ‘Smart Posts’ nestled between the most important news of the day.
- Axios Brand Journalism team support in producing Smart Brevity™ copy and strategic creative recommendations.
- Custom reporting and performance analysis.

Go deeper:

Check out [Deloitte’s sponsorship](#) of Login and Future.

The image shows a screenshot of an email interface with several callout lines pointing to specific parts of the message:

- Sponsor name:** Points to the text "A MESSAGE FROM DELOITTE".
- Headline:** Points to the main subject line "What CEOs can do to help kickstart recovery".
- 16x9 Image or GIF:** Points to a large circular illustration of a person climbing a staircase.
- The big picture:** Points to the first paragraph of the main text: "There's one thing senior executives can do right now to get companies on a path to recovery."
- Why it matters:** Points to the sub-headline: "What it is: A mindset shift."
- Go deeper:** Points to a blue hyperlink: "How to begin."

Axios AM

By [Mike Allen](#)



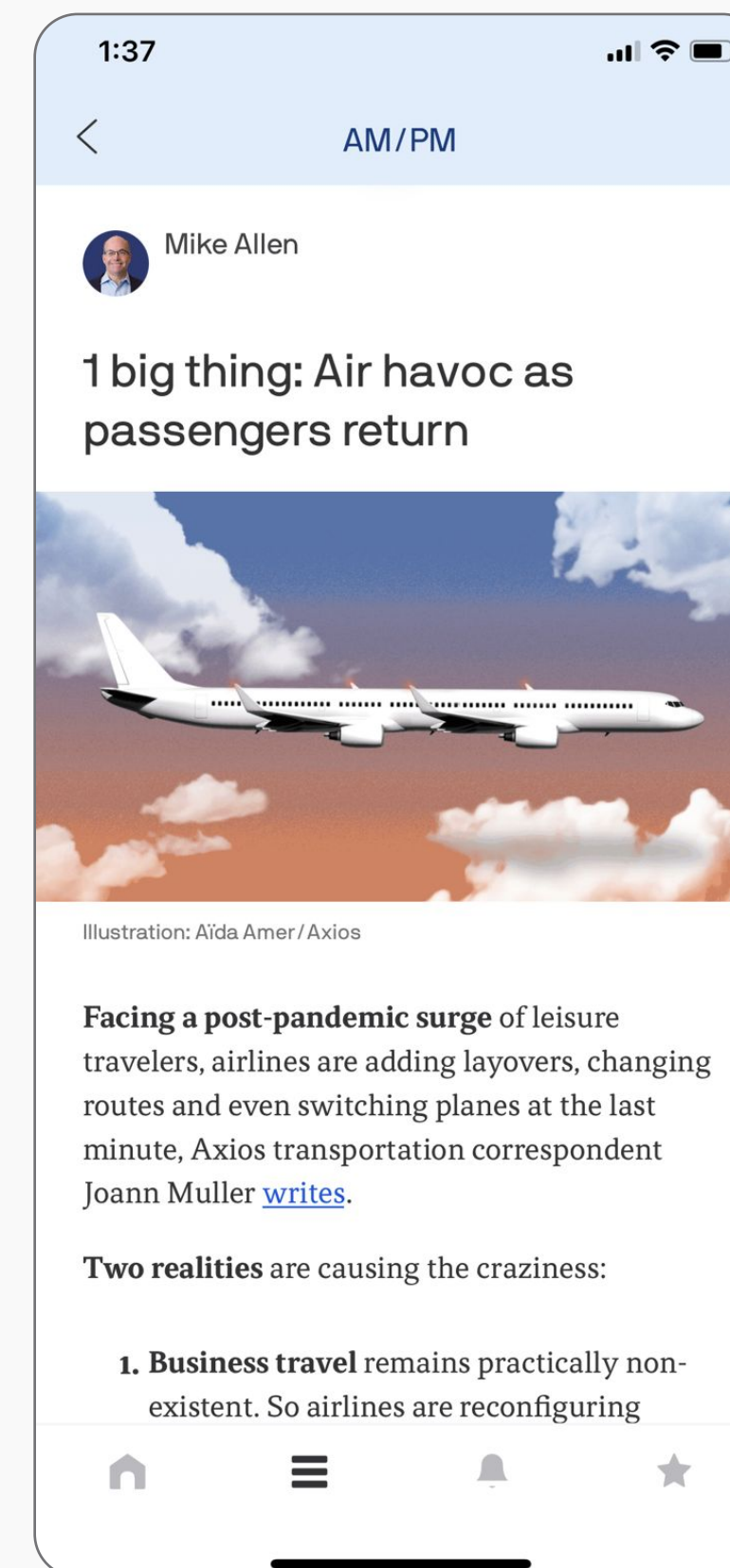
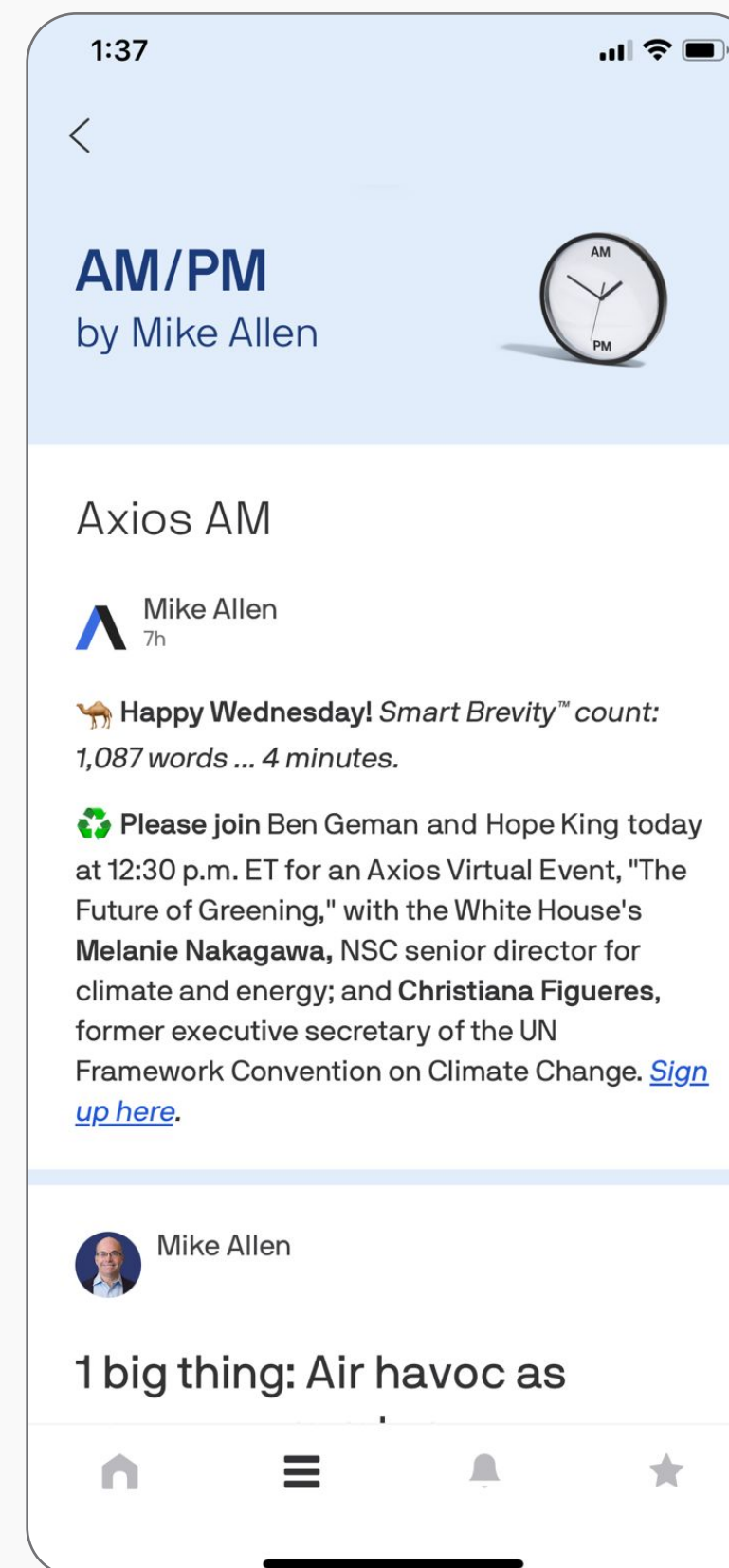
The big picture: [Mike Allen's AM](#) morning newsletter distills the top news and trends across politics, policy, business, and media for an audience of industry insiders. Alignment offers UHG the ability to reach Axios' most premium audience at scale.

The details

550K Subscribers	44% Open Rate	Mon-Sun Cadence
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The audience: Policy makers, media insiders, regulators, and Beltway influencers.

43% Director Level +	60% Net worth \$220K+
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Axios PM

By [Mike Allen](#)



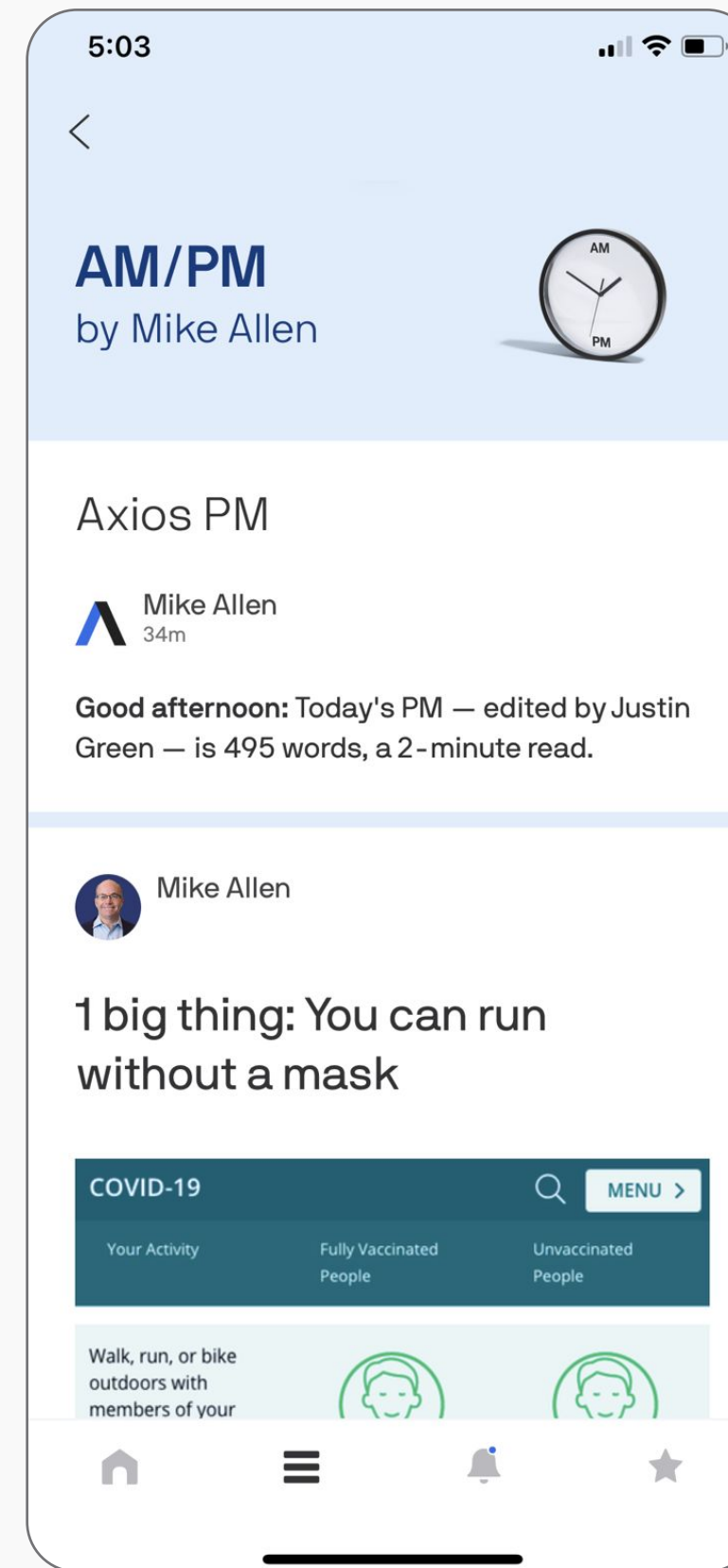
The big picture: [Mike Allen's PM](#) afternoon newsletter distills the top news and trends across politics, policy, business, and media for an audience of industry insiders.

The details

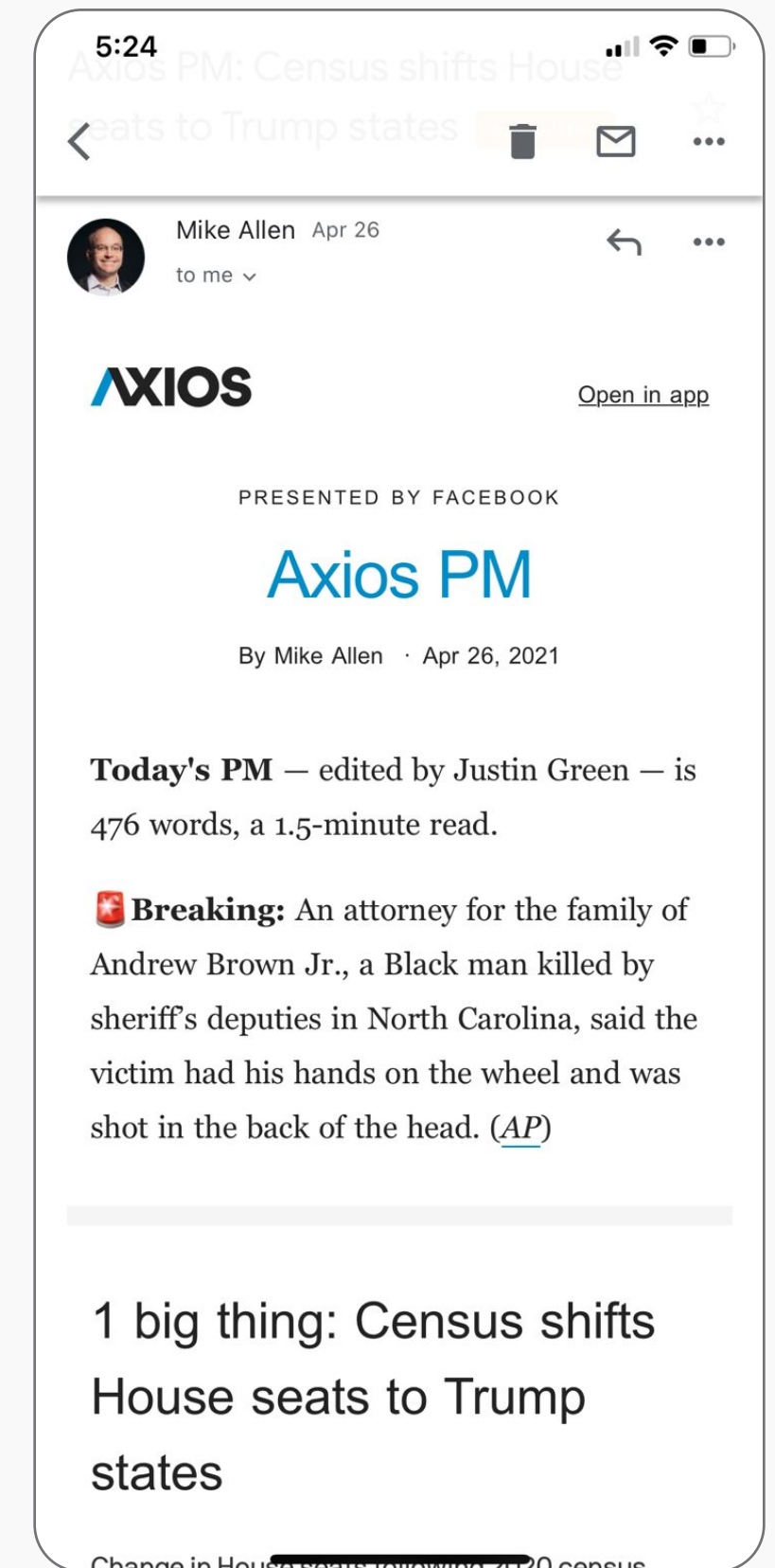
490K Subscribers	44% Open Rate	Mon-Fri Cadence
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The audience: Policy makers, media insiders, regulators, and Beltway influencers.

43% Director Level +	59% Net worth \$220K+
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In 2021, UHG's best performing PM creative featured content aligned with a growing health workforce.



Axios Sneak Peek

By [Hans Nichols](#) and [Alayna Treene](#)



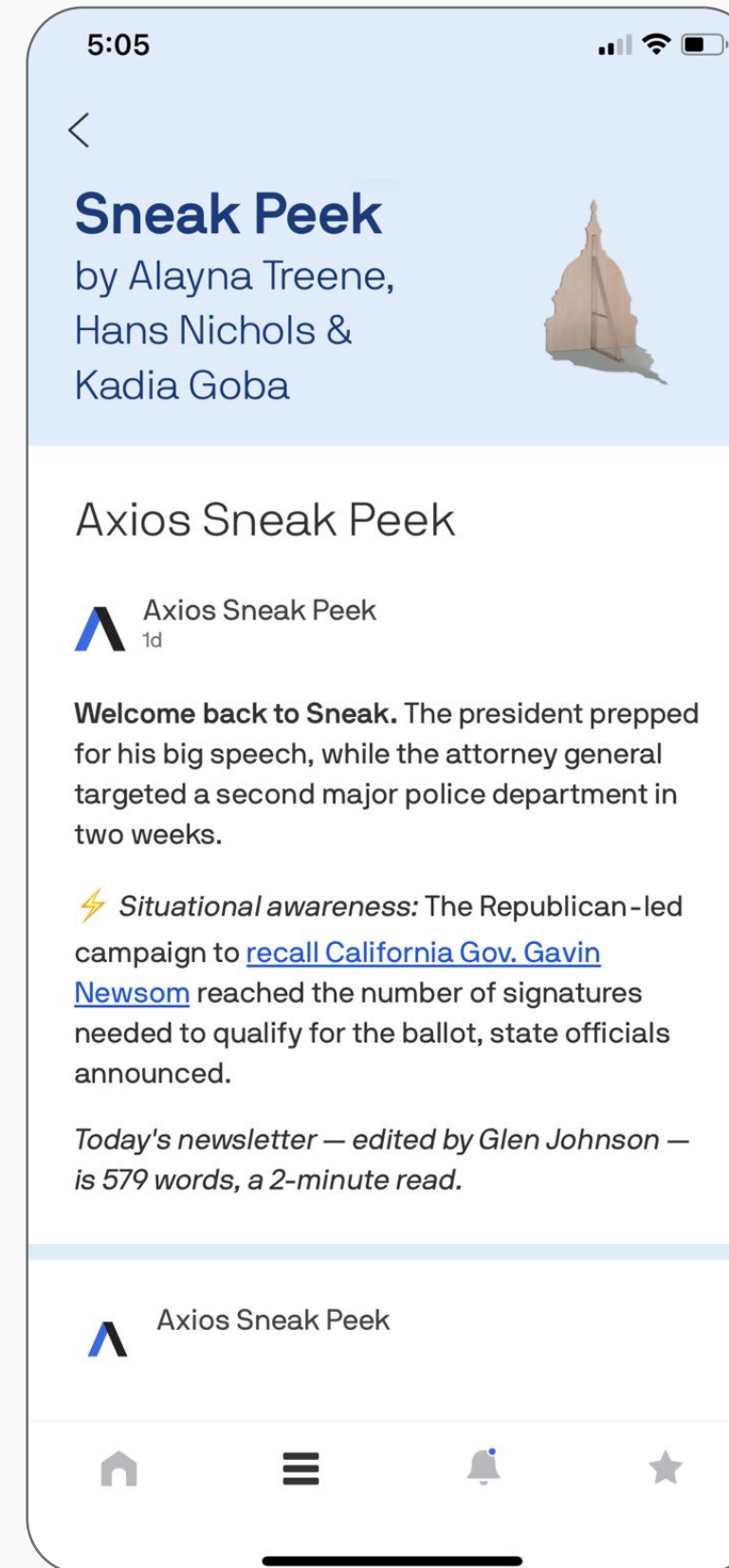
The big picture: Hans Nichols and Alayna Treene write a weekly look ahead, sharing the pulse of Capitol Hill, the latest political news, and the best scoops from Jonathan Swan.

The details

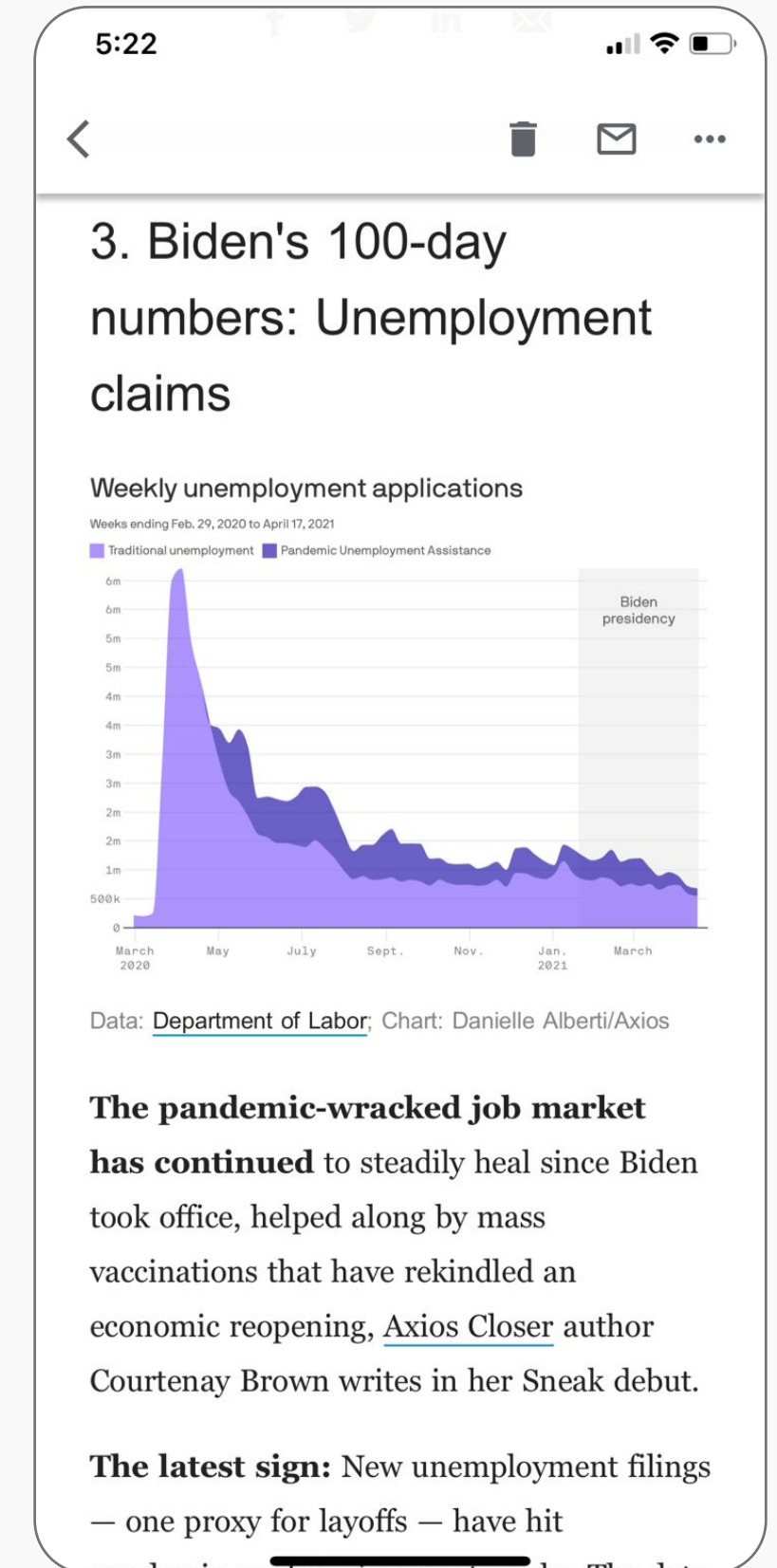
167K Subscribers	44% Open Rate	Sun-Thurs Cadence
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The audience: Policy makers, media insiders, regulators, and Beltway influencers.

49% Director Level +	62% Net worth \$220K+
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In 2021, UHG's best performing Sneak Peek creative featured the importance of growing the healthcare workforce.



Axios Vitals

By [Tina Reed](#)



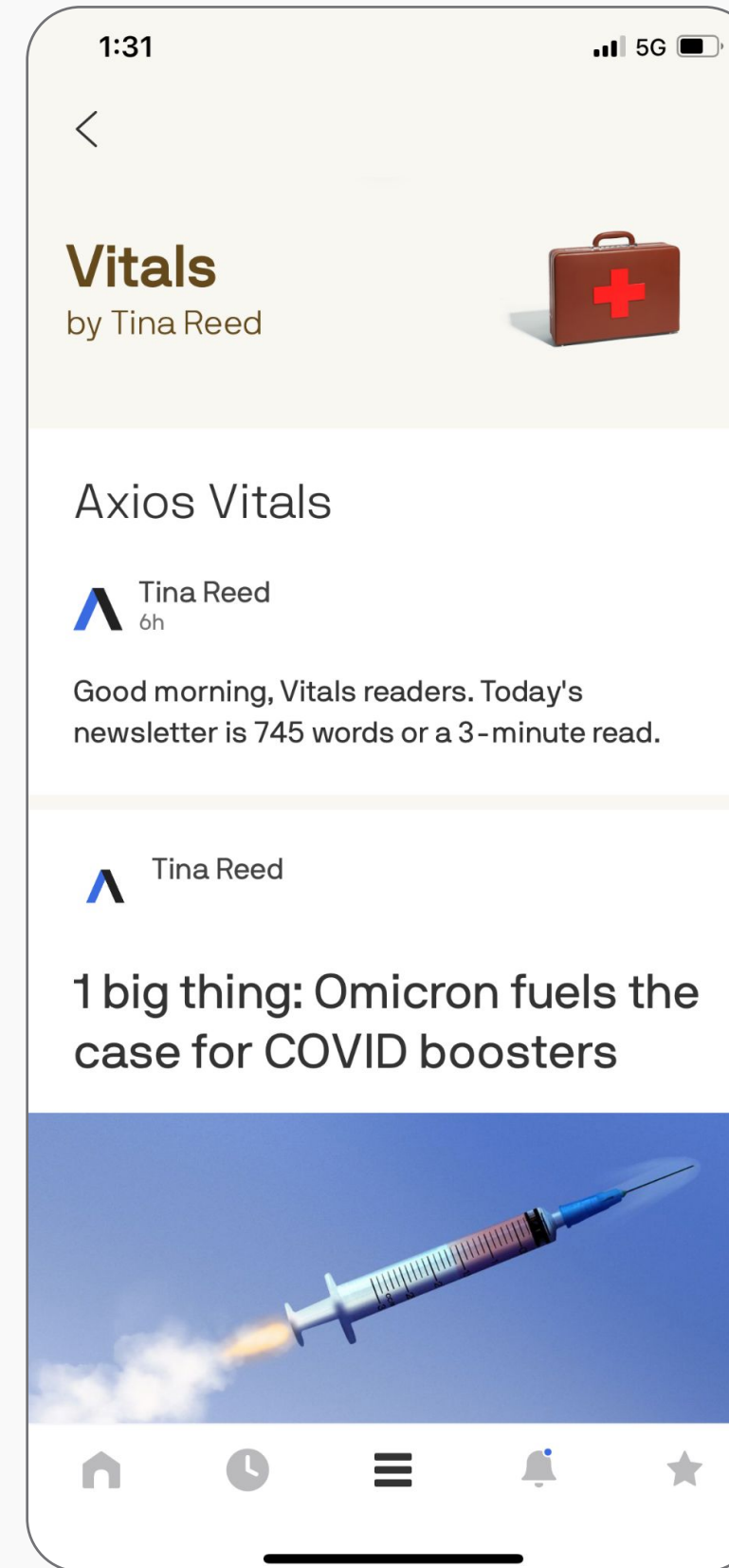
The big picture: Vitals decodes conversations on the politics and business of healthcare, and why they matter for patients, providers, and other players.

The details

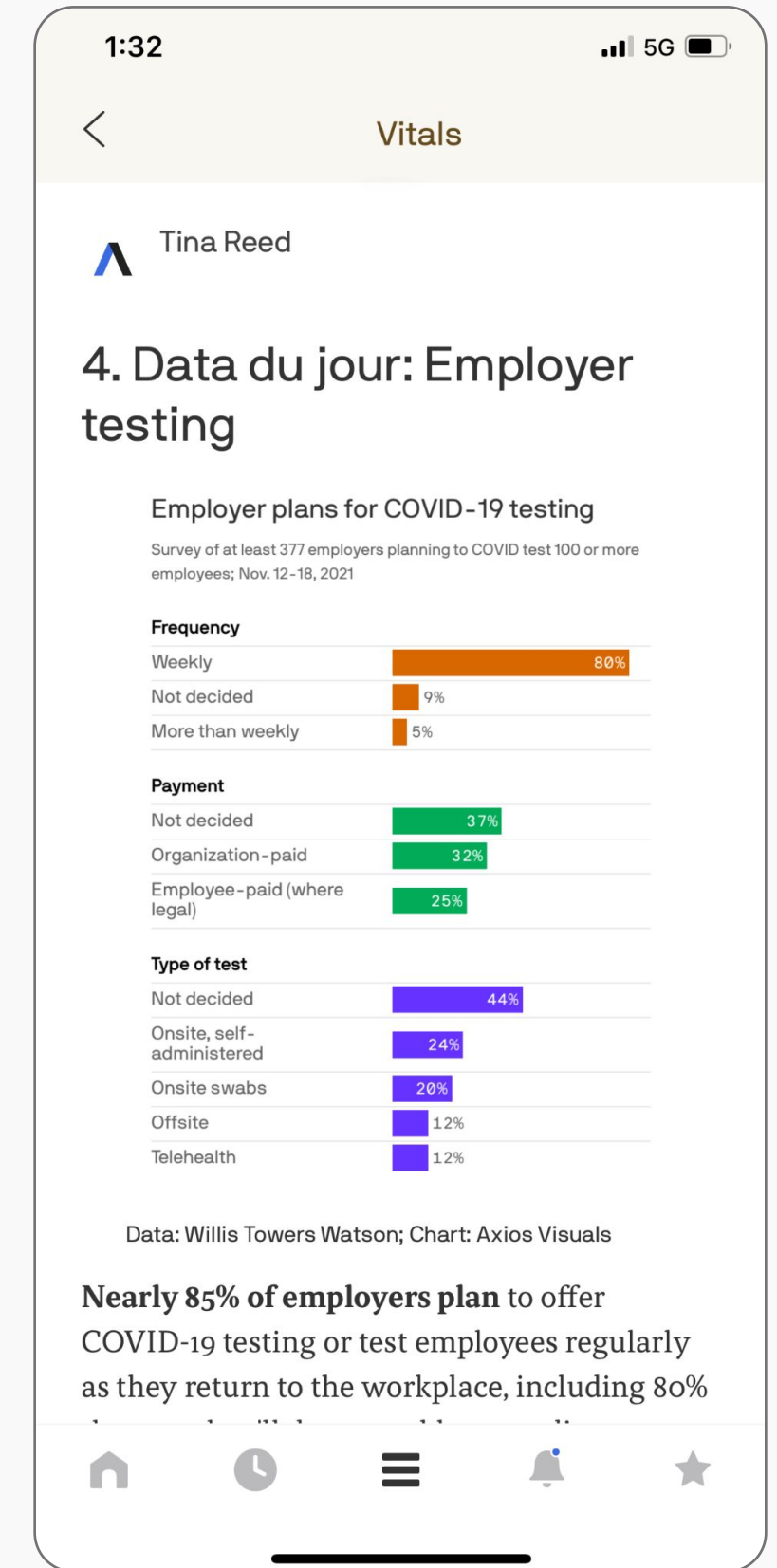
77K Subscribers	38% Open Rate	Mon-Fri Cadence
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The audience: Policy makers, media insiders, regulators, and Beltway influencers.

48% Director Level +	64% Net worth \$220K+
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In 2021, UHG's best performing Vitals creative featured content aligned with health equity and social determinants of health.



AM Deep Dive: Healthcare Series



By [Mike Allen](#)

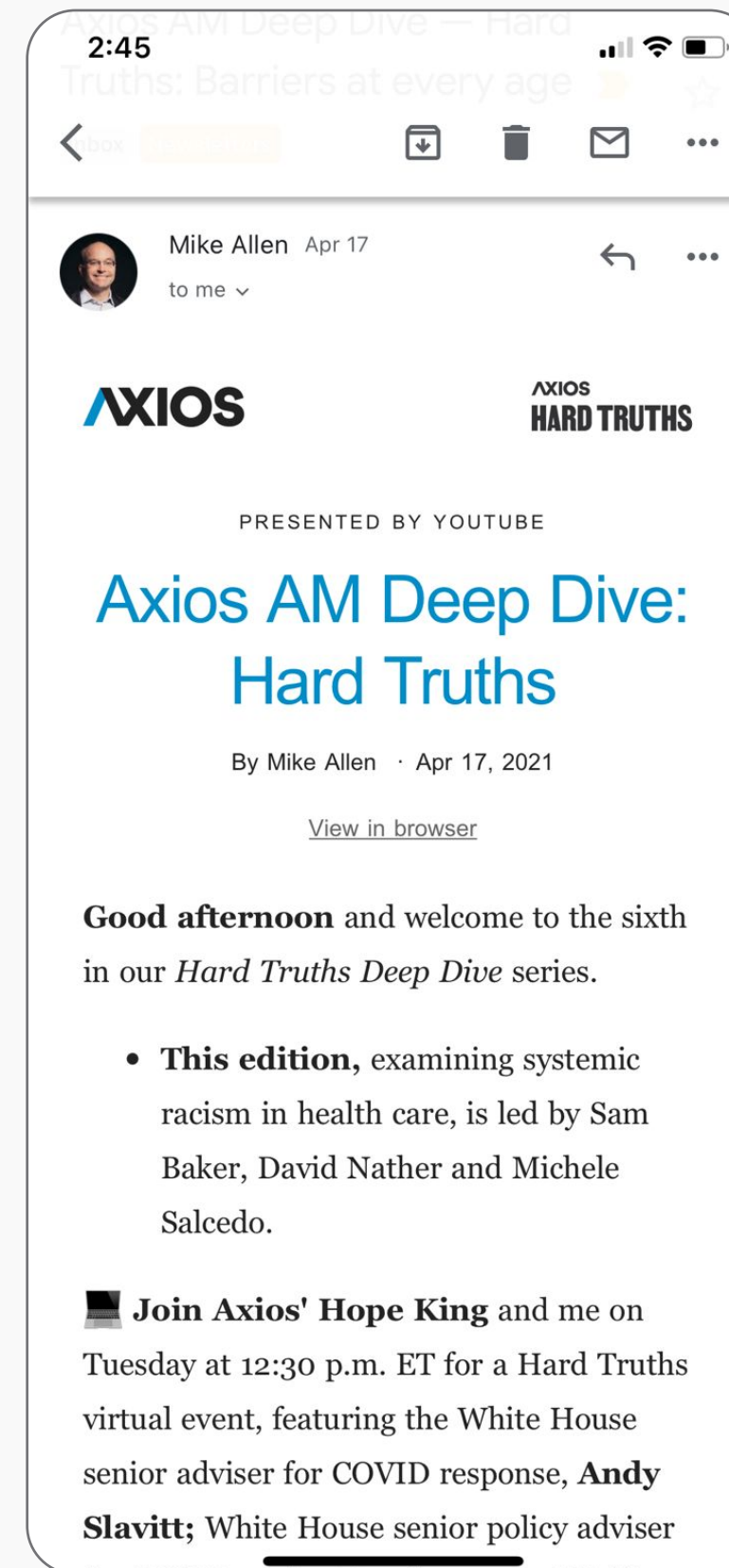
The big picture: An extension of Mike Allen's AM, Deep Dives are special-edition, Saturday send newsletters that offer an in-depth analysis on timely topics and issues.

In a series of healthcare Deep Dives, UHG will reach the Axios AM audience at their most-engaged, aligning with timely, important topics in the healthcare industry.

The audience: AM subscribers – policy makers, media insiders, regulators, and Beltway influencers.

The details

550K Subscribers	66% Open Rate	Sat Cadence
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In 2021, UHG's best performing Deep Dive creative featured data statistics, bright imagery, and content alignment with prescription pricing.

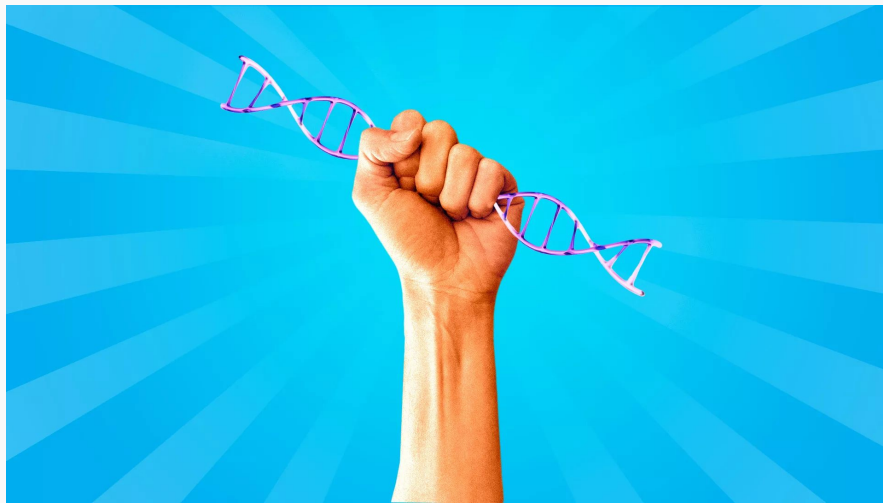


AM Deep Dive: Healthcare Series

Deep Dive Topics



The State of Cancer (H1 2021)



This deep dive will explore the latest survival stats, what are the most deadly cancers, the cost, etc. We may also look at why breast cancer is going to get beat out by colon cancer and pancreatic cancer as the leading cause of cancer deaths, and a look at the most promising classes of drug development against cancer.

Doctors (H1 2021)



This deep dive will explore which physician specialties are in shortest supply. Where are they practicing more? How is medical school changing, if at all? How burned out are doctors post-pandemic? Is tech/AI really coming for them, or just making their jobs more difficult in some aspects?

Elder Care (H2 2021)



Priorities and attitudes of adults with older parents and older people themselves have drastically changed. There's been a preference for home care for a while, but it's likely to grow after the pandemic.

Axios Science

By [Alison Snyder](#)



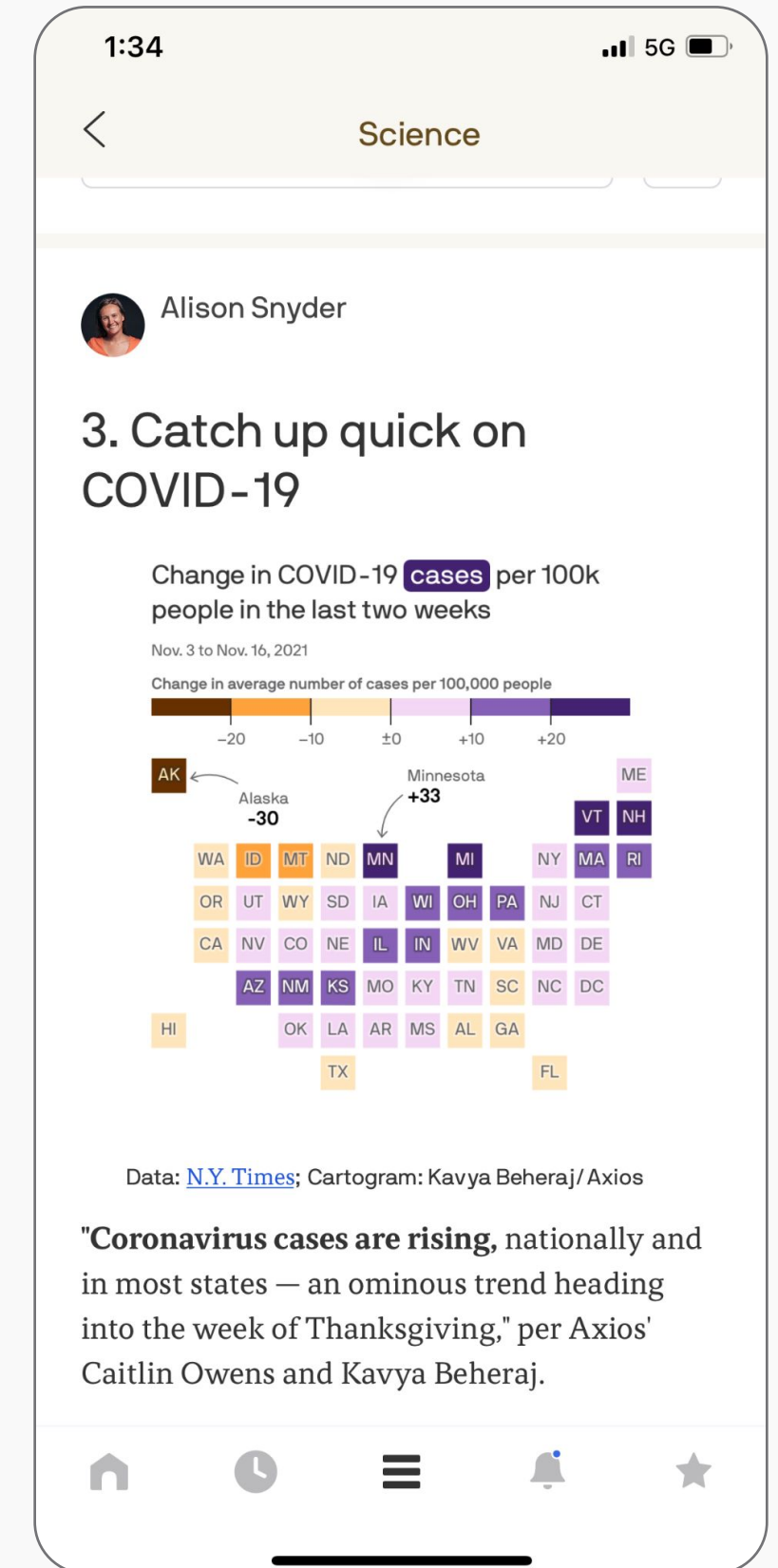
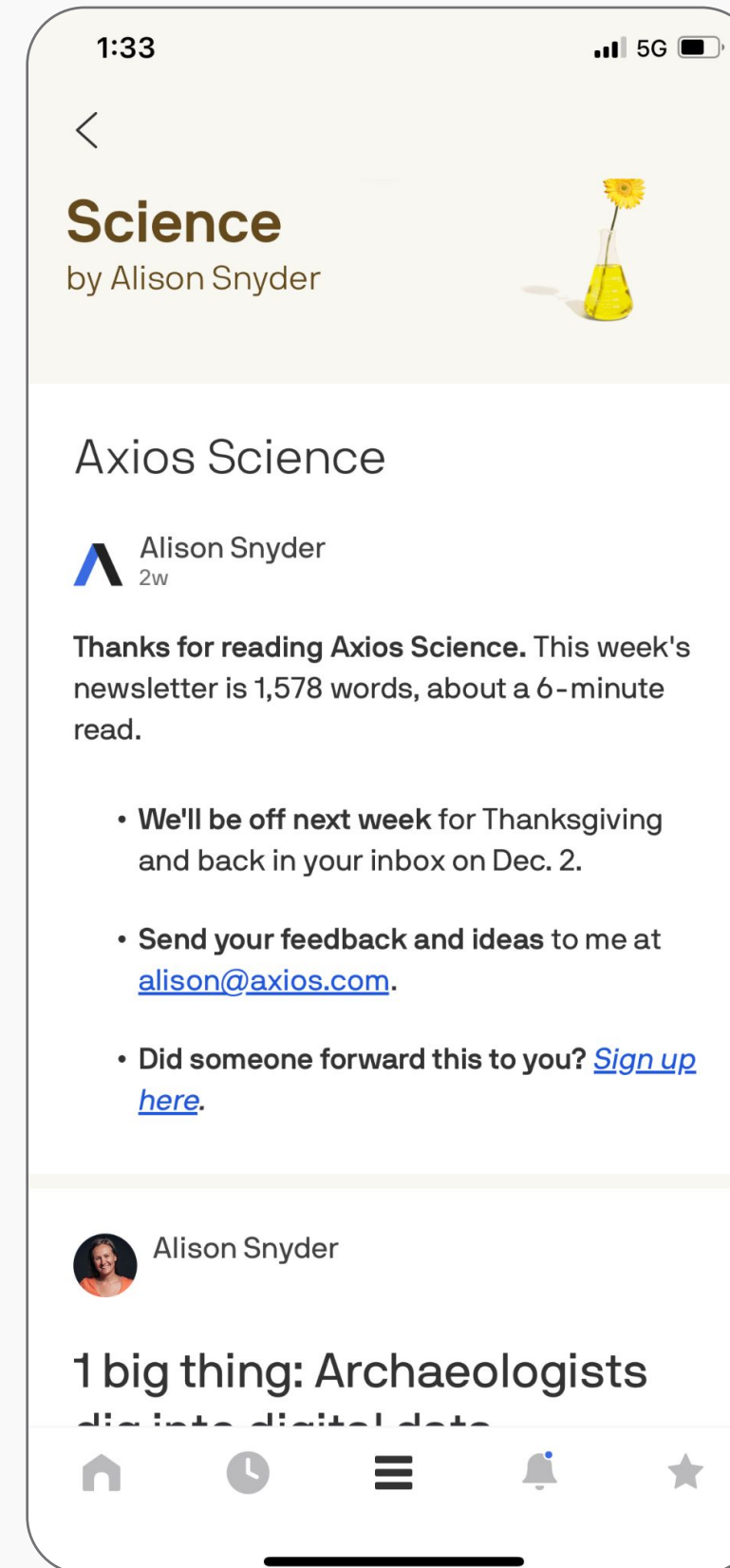
The big picture: Science delivers information about innovations in science across neuroscience, space, and artificial intelligence to reach curious and influential readers.

The details

97K Subscribers	41% Open Rate	Thurs Cadence
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The audience: Policy makers, academics, engineers, and Beltway influencers.

47% Director Level +	65% Net worth \$220K+
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Axios Closer

By [Courtenay Brown](#)



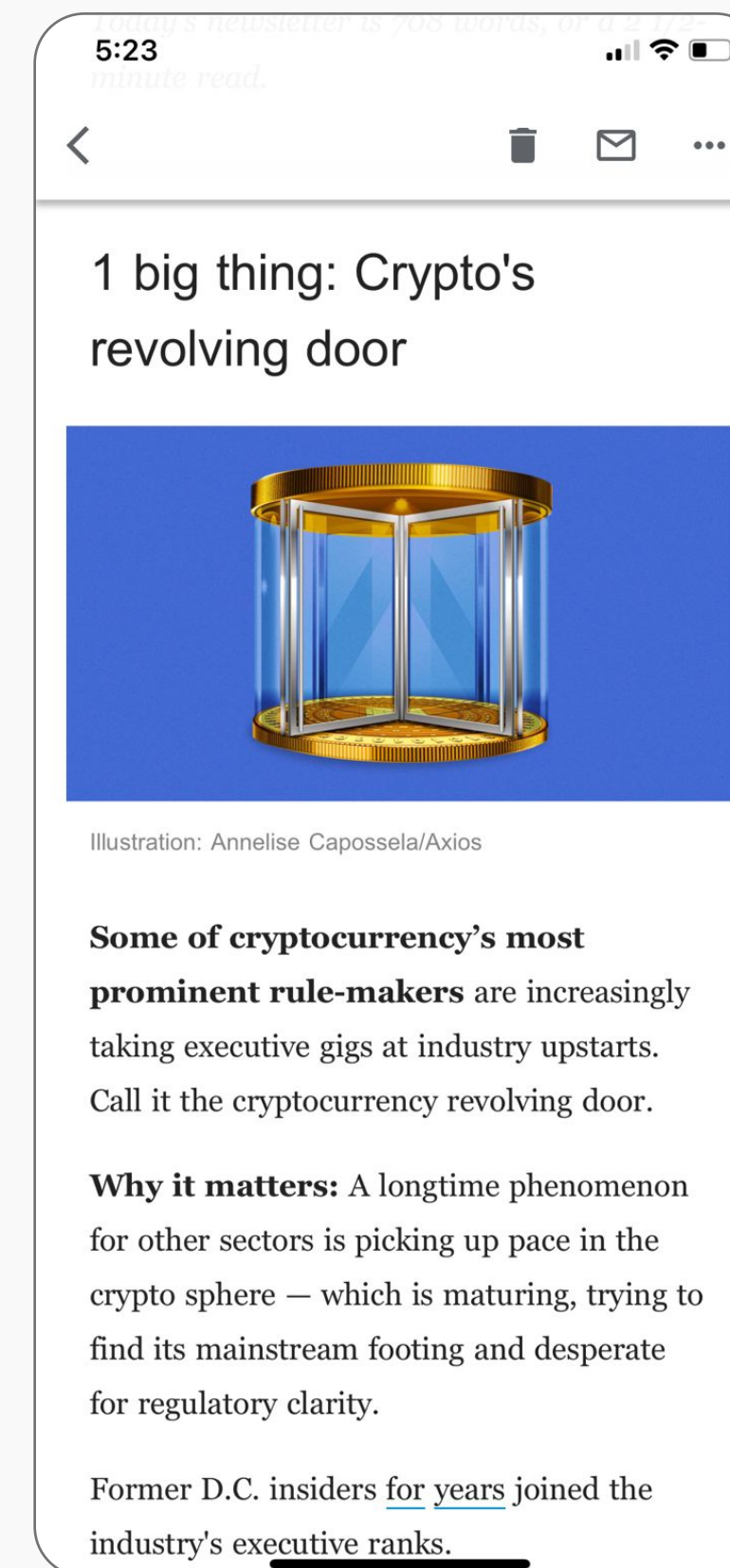
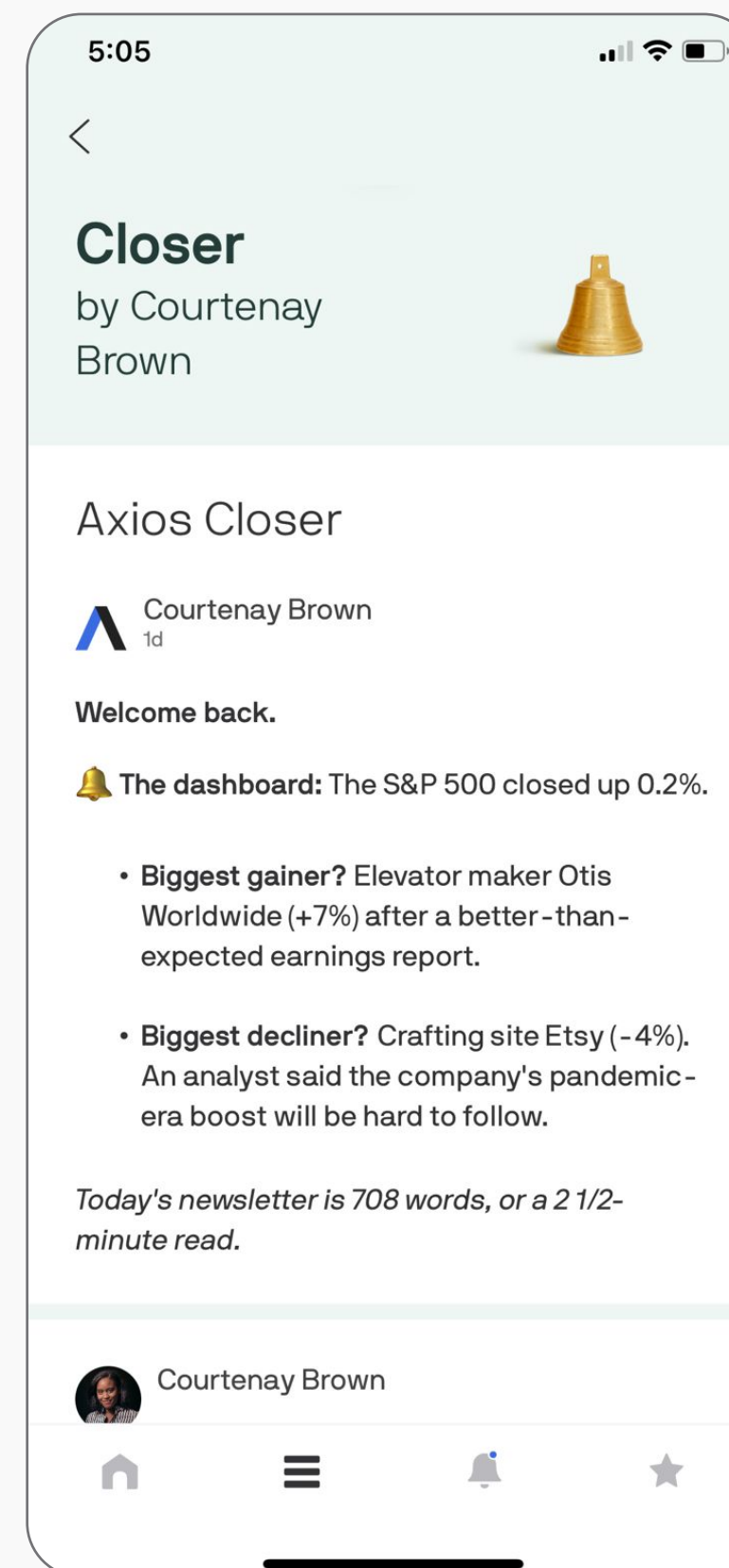
The big picture: Catch up on the day's biggest business stories and look ahead to important trends, by business reporter Courtenay Brown.

The details

377K Subscribers	22% Open Rate	Mon-Fri Cadence
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The audience: Finance professionals, startup executives and entrepreneurs, Fortune 500 leaders, DC influencers, and regulators.

46% Director Level +	61% Net worth \$220K+
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The hidden ROI

Axios provides hands-on creative support to all advertising partners.

Our in-house Brand Journalism team uses Smart Brevity™ best practices to ensure sponsor messages impart value and build trust with busy, influential audiences.

What that looks like:

1. **Custom copy creation and review**, including strategic use of bolding and spacing, recommendations like most impactful headlines, A/B testing and more.
2. **Application** of signature branded Axioms like:
 - The idea
 - Key numbers
 - Why it's important
3. **Creative placement** and rotation recommendations.
4. **Reporting** and creative analysis.

Trends in high-performing branded content



Creating real value for an influential audience at every branded touchpoint

Local Newsletters

Axios Local

Reach the city's most engaged influencers

1 big thing:

Local readers trust Axios to get them smarter, faster about the city where they live.

- **Monday-Friday** morning newsletters cover the most important stories of the day.
- **Local web stories** circulate on Axios.com, driving traffic from our local DMAs.

The results:

High participation from an excited audience.

- 30-38% open rates.
- 3x CTR performance *

The bottom line: Local advertisers win big.



Why Local

Radiate out influence

Axios readers are...

Business leaders are in growth mode — prioritizing talent and technology, while grappling with a changing work environment.

Local presents the opportunity to speak directly to employees and potential talent, while positioning as thought leaders in other areas like the future of healthcare and healthcare tech.

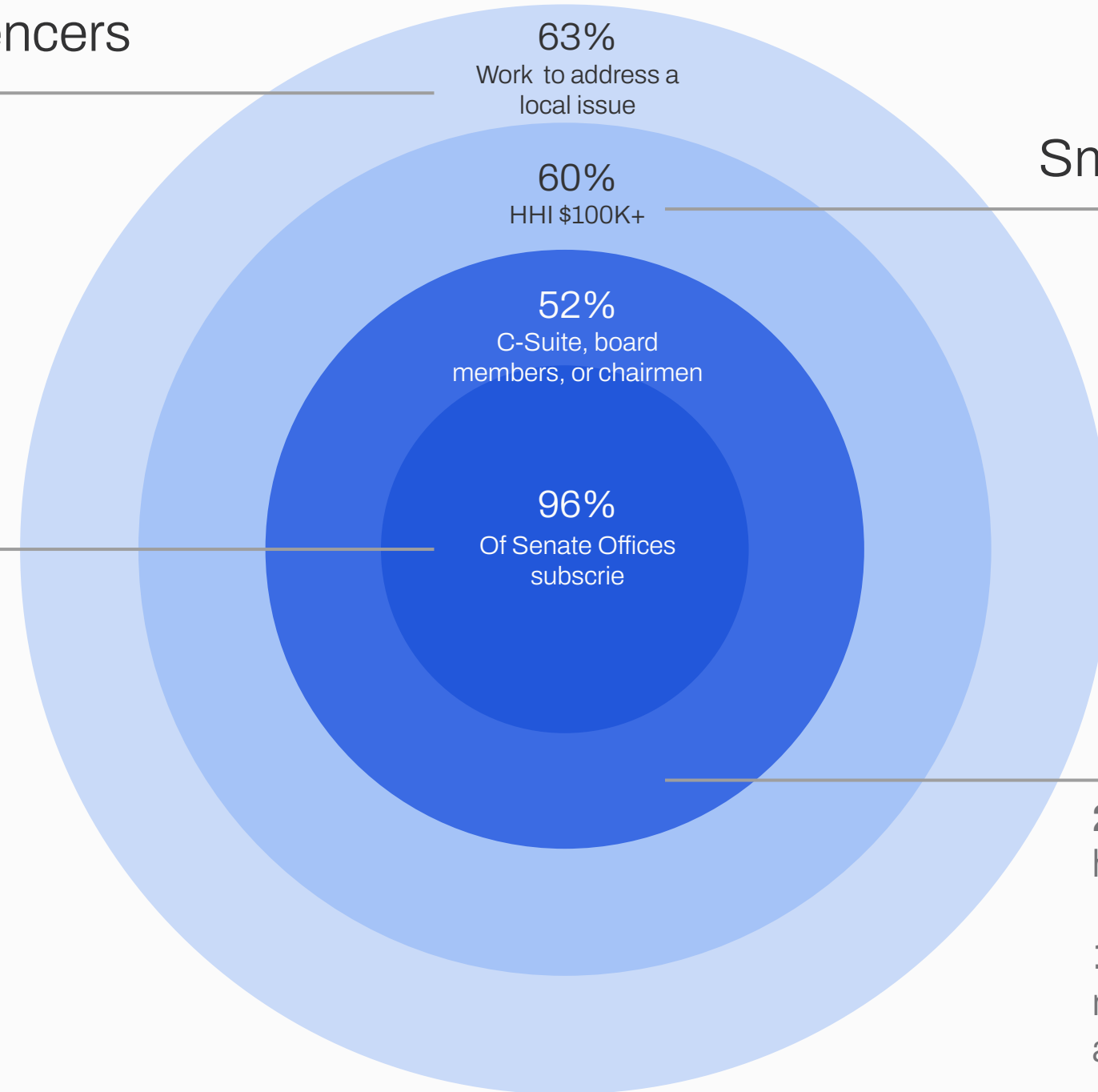
Community Influencers

70%
buy or avoid products/stores/brands for political or ethical reasons

Political Elite

34%
more likely to work for the federal govt.

22%
more likely to influence policy decisions



Smart Professionals

43%
are director level +

25%
are innovators or early adopters

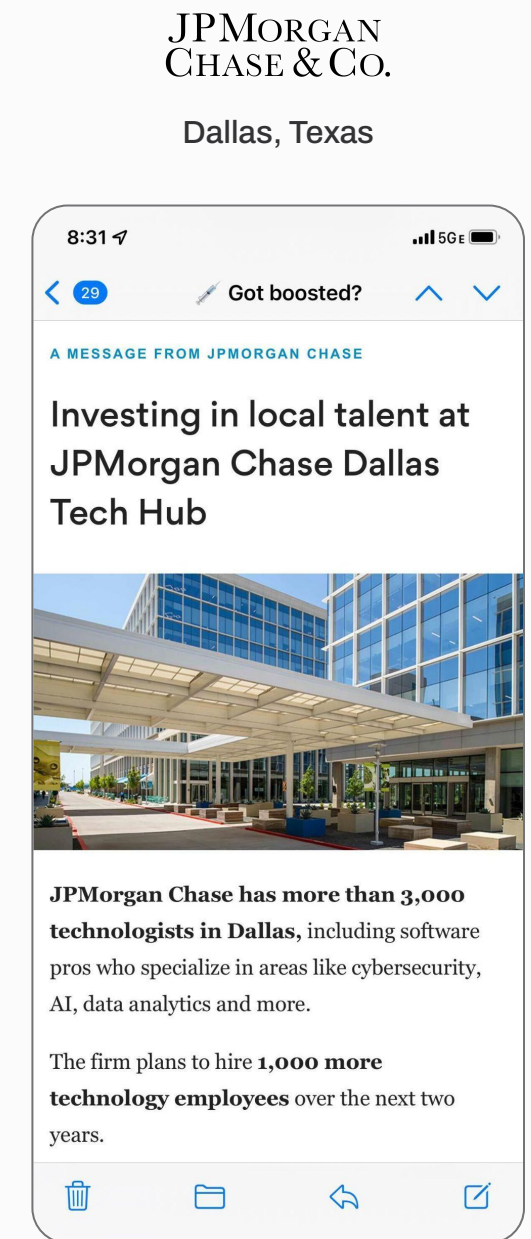
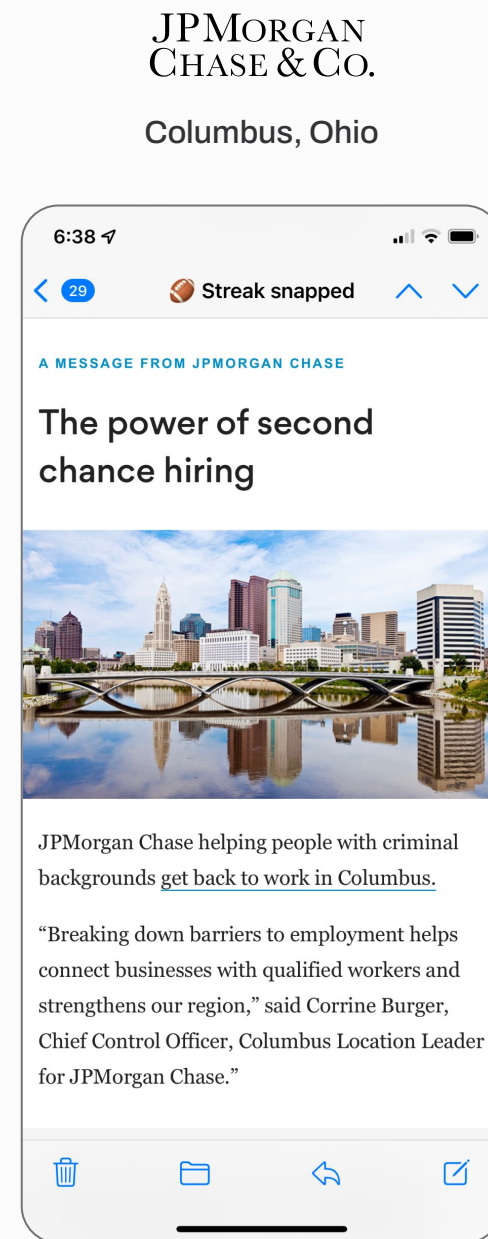
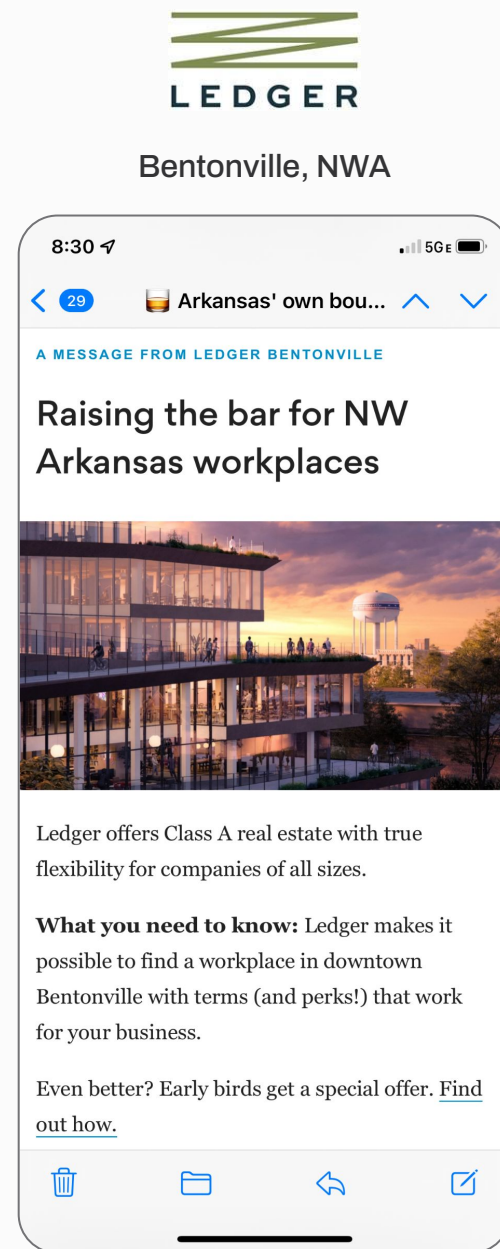
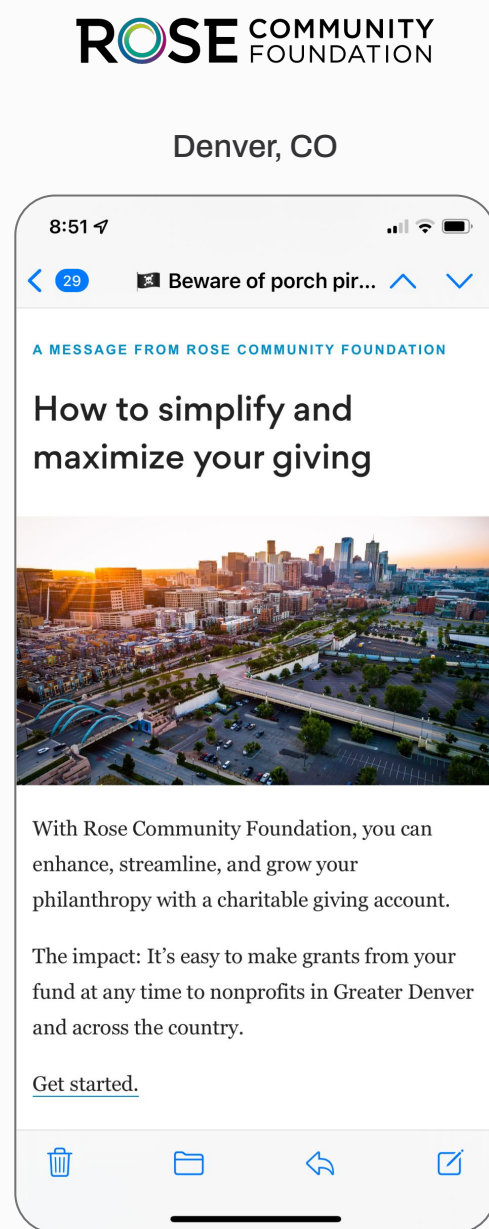
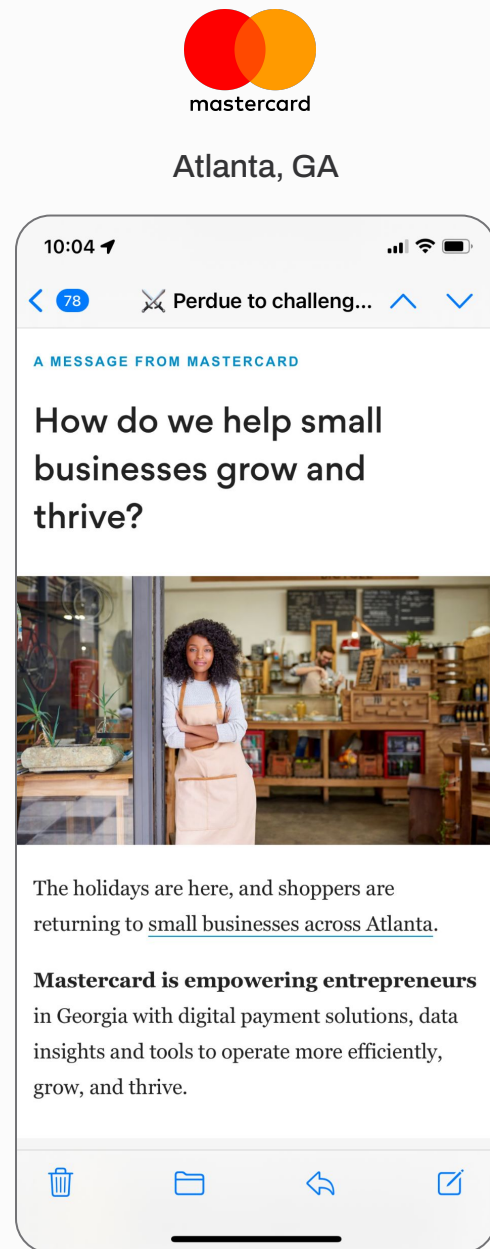
Business Execs

22%
have net worth of \$1.2MM+

192%
more likely to be C-suite at a medium sized company

Axios Local

Pushing the boundaries of what it means to build trust through media



Axios Local

Zoom in on Axios DC

77%

Subscriber increase since launch

55%

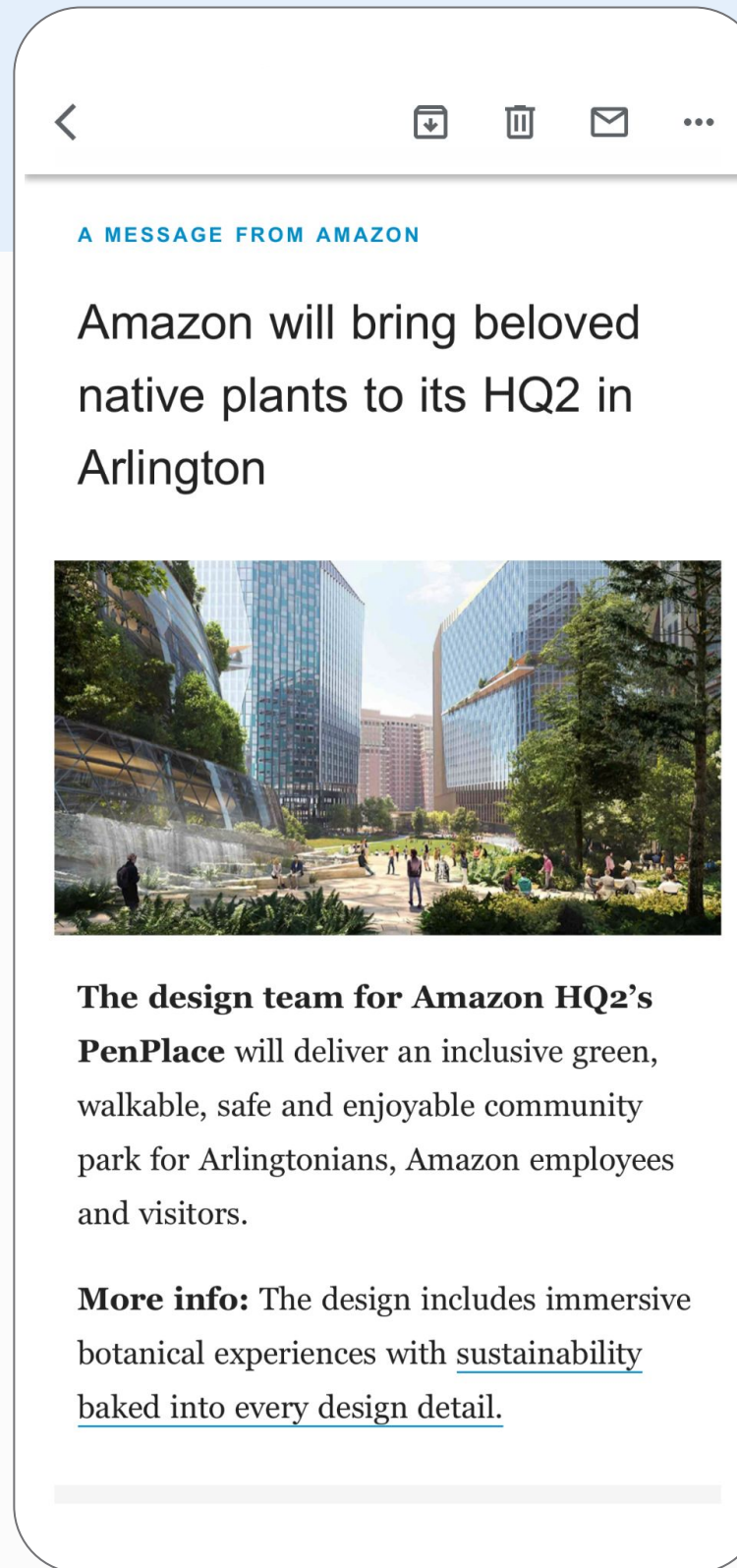
Avg. Open Rate

19K

Total subscribers


1.4%

Avg. CTR



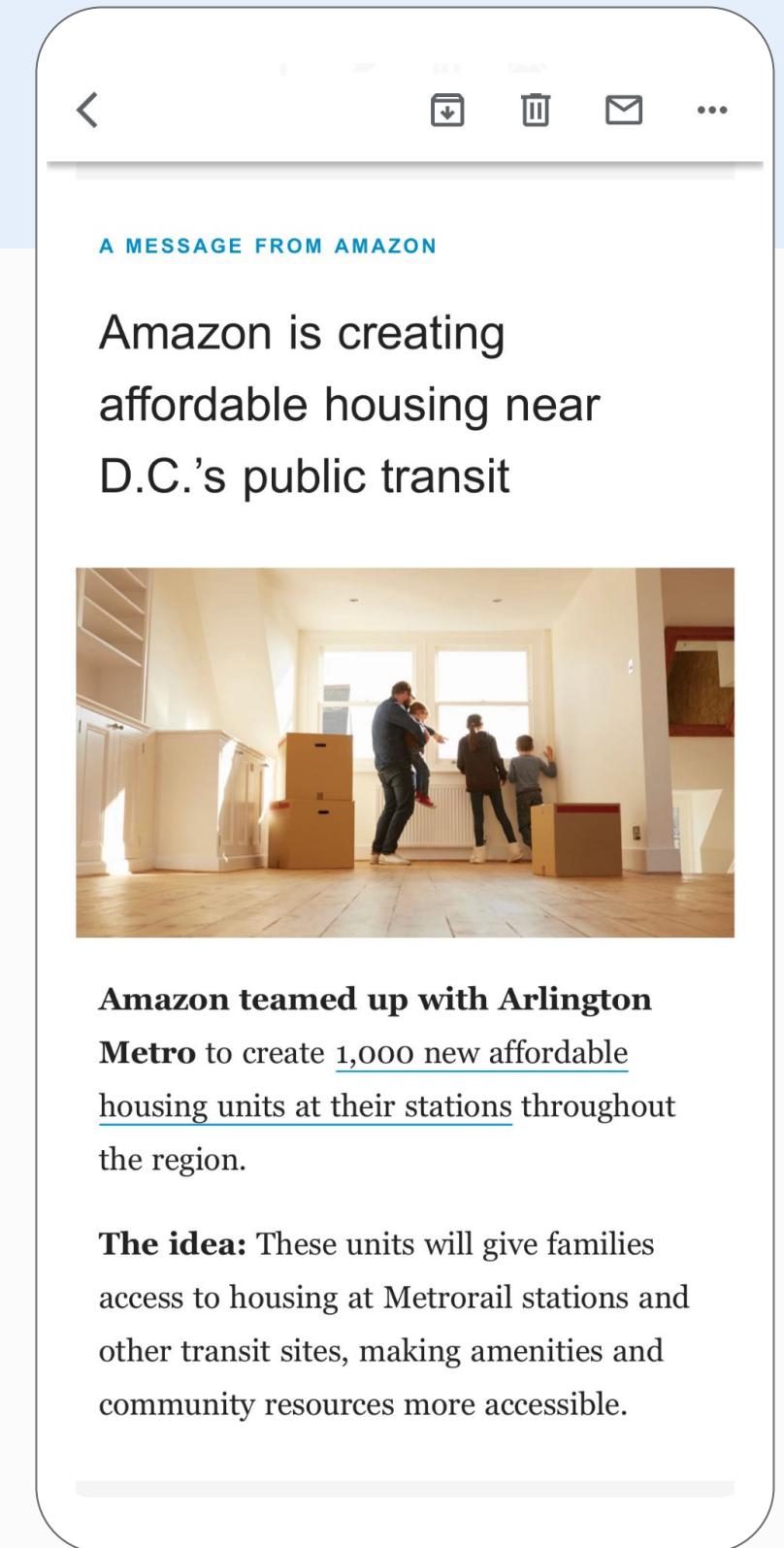
A MESSAGE FROM AMAZON

Amazon will bring beloved native plants to its HQ2 in Arlington




The design team for Amazon HQ2's PenPlace will deliver an inclusive green, walkable, safe and enjoyable community park for Arlingtonians, Amazon employees and visitors.

More info: The design includes immersive botanical experiences with [sustainability](#) baked into every design detail.



A MESSAGE FROM AMAZON

Amazon is creating affordable housing near D.C.'s public transit



Amazon teamed up with Arlington Metro to create [1,000 new affordable housing units](#) at their stations throughout the region.

The idea: These units will give families access to housing at Metrorail stations and other transit sites, making amenities and community resources more accessible.

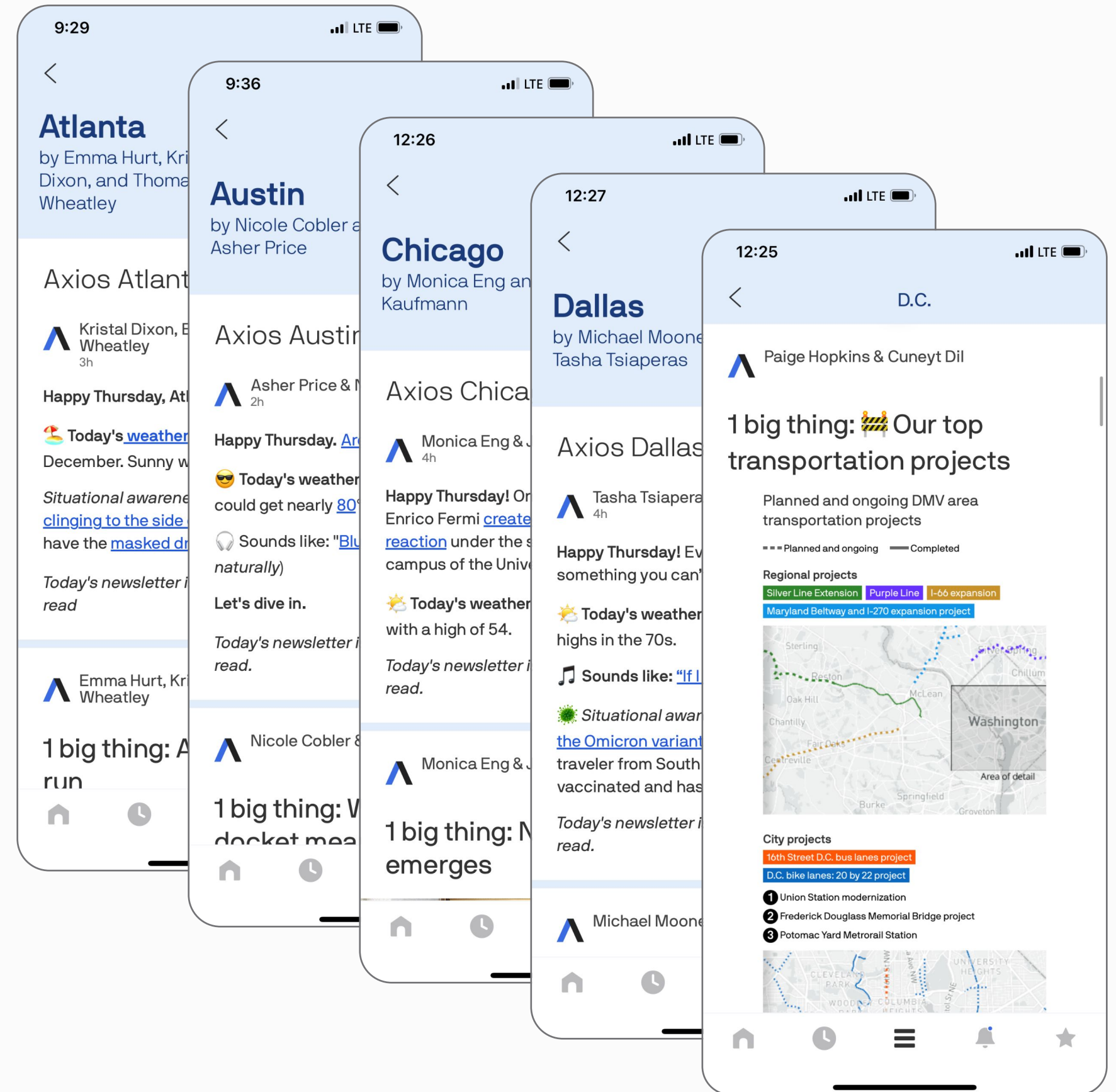
Axios Local

The details

Axios Local newsletters provide a daily look at the most significant and interesting stories affecting the city.

The audience: Local thought leaders, business owners and smart professionals.

Axios Newsletter	Subscribers	Open Rate	Ad CTR
Local: Atlanta	20,445	39%	0.22%
Local: Austin	22,835	40%	0.21%
Local: Charlotte	107,229	47%	0.37%
Local: Chicago	41,935	39%	0.21%
Local: Columbus	25,776	33%	0.17%
Local: Dallas	15,391	34%	0.11%
Local: DC	24,001	56%	1.05%
Local: Denver	89,107	42%	0.67%
Local: Des Moines	39,555	41%	1.50%
Local: Nashville	22,700	35%	0.13%
Local: NW Arkansas	37,676	39%	1.48%
Local: Philadelphia	37,676	33%	0.16%
Local: Tampa Bay	75,126	42%	0.50%
Local: Twin Cities	87,426	43%	0.67%



Events

Vitals “Check Up”

Vitals “Check Up” has built credibility over the summer as THE health care news touch point among our health care audience. Sponsors have the opportunity to align with this “must watch” series, showing up as the brand associated with Axios health care reporters’ coverage to a dedicated subscriber base.

Go deeper: Building off the series success in 2021, Axios’ Health Care team will host this monthly series in 2022, unpacking the latest health care news each month.

Newsworthy topics can include:

- Mental health care
- Booster shots and vaccine science
- Quelling pandemic misinformation
- Telehealth and expanding health access
- Climate change and disease
- Public health and community care



Tine Reed



Sam Baker



Caitlin Owens



Twitter Extension

The big picture:

Post-event Twitter promotion amplifies partner messaging and event highlights to the **Axios** audience on Twitter.

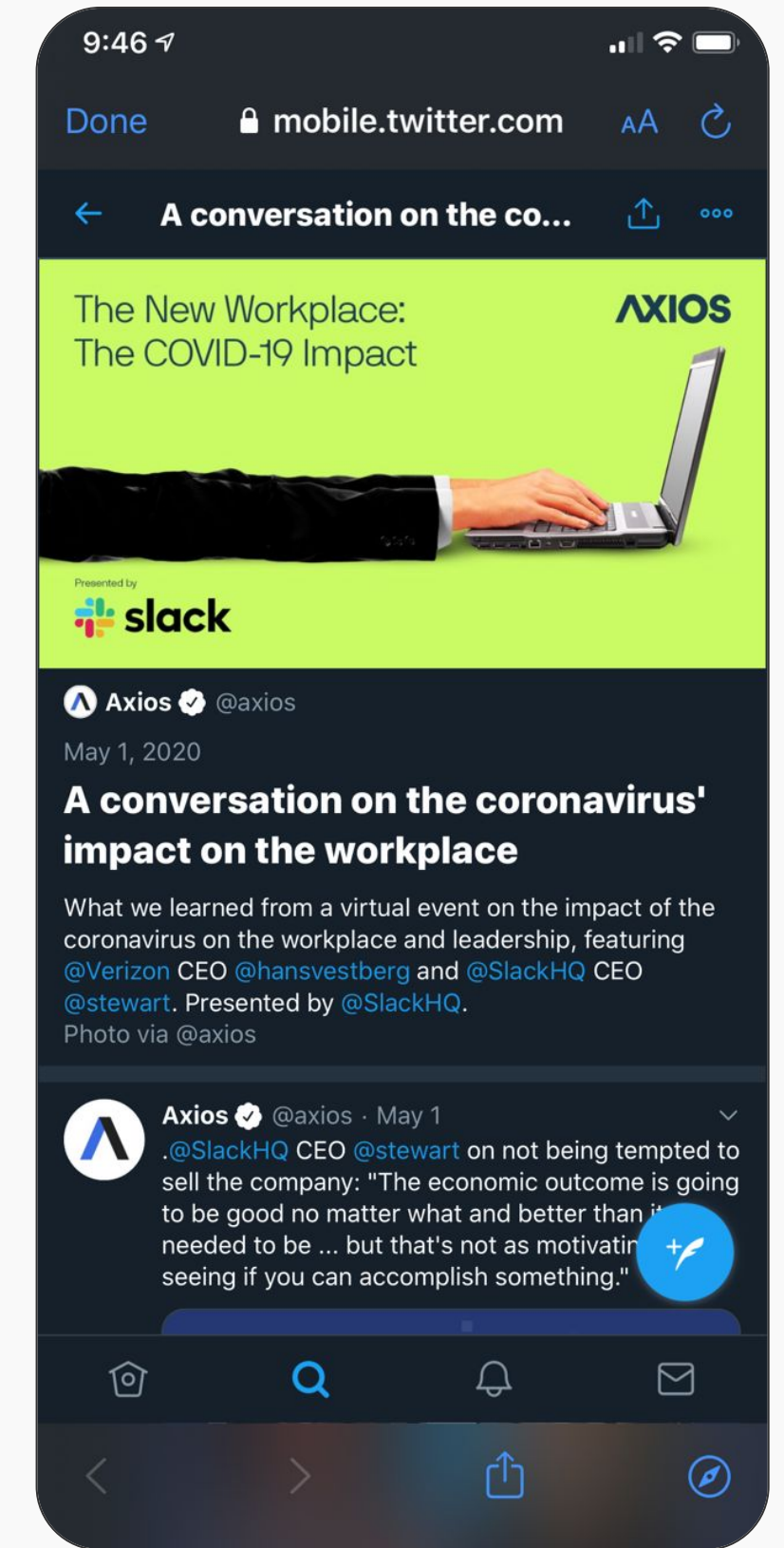
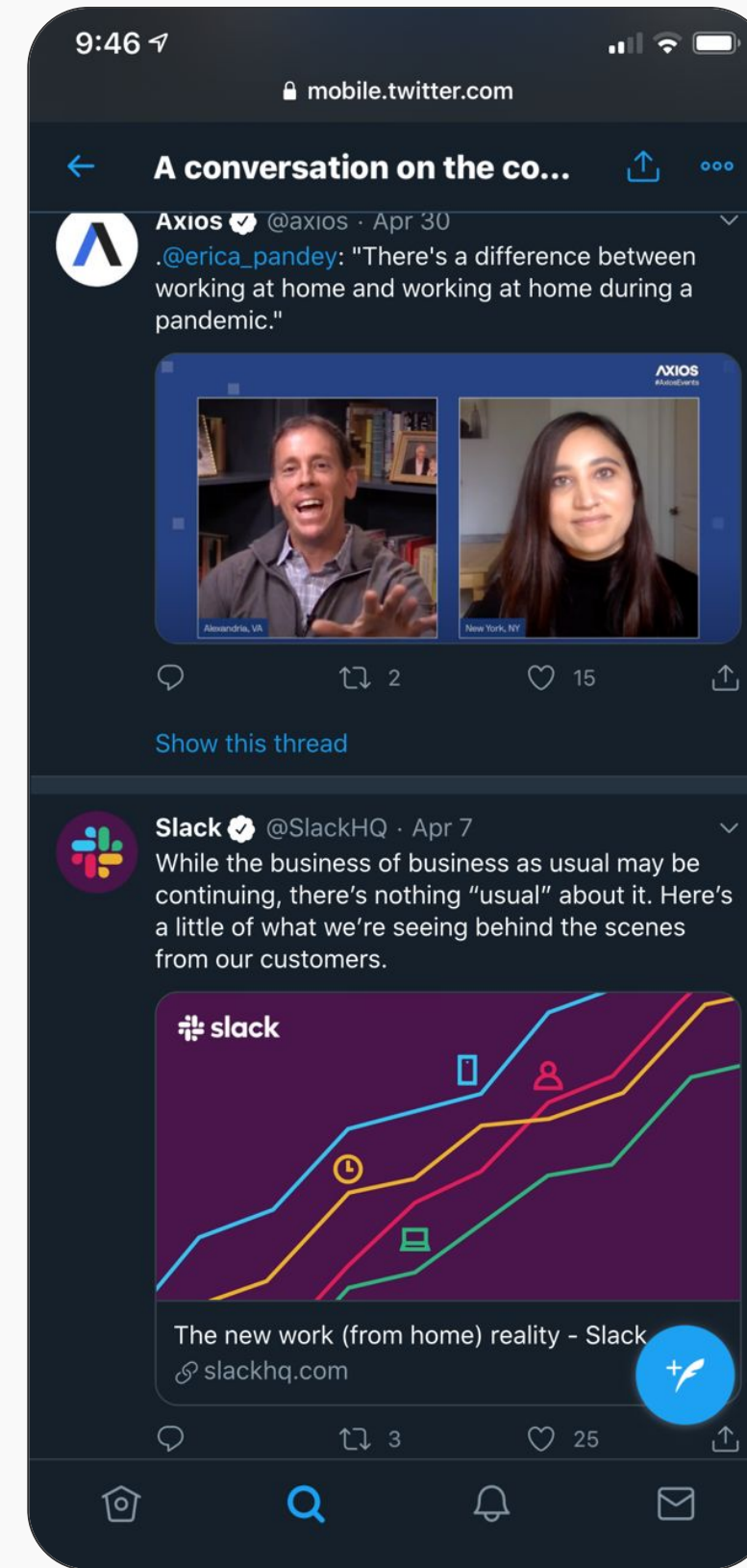
The details

<p>3X</p> <p>Post-event video tweets with logo and brand integration*</p>	<p>1X</p> <p>Twitter Moment about the event</p>
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Sponsorship elements

<p>450K</p> <p>Clip views on Twitter</p>	<p>2X</p> <p>Branded interstitial tweets in Moment</p>
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*Includes 'View from the top' clip, if applicable.



'View from the top' Videos

To continue the conversation, Axios' Smart Brevity Studio will highlight an executive conversation with:

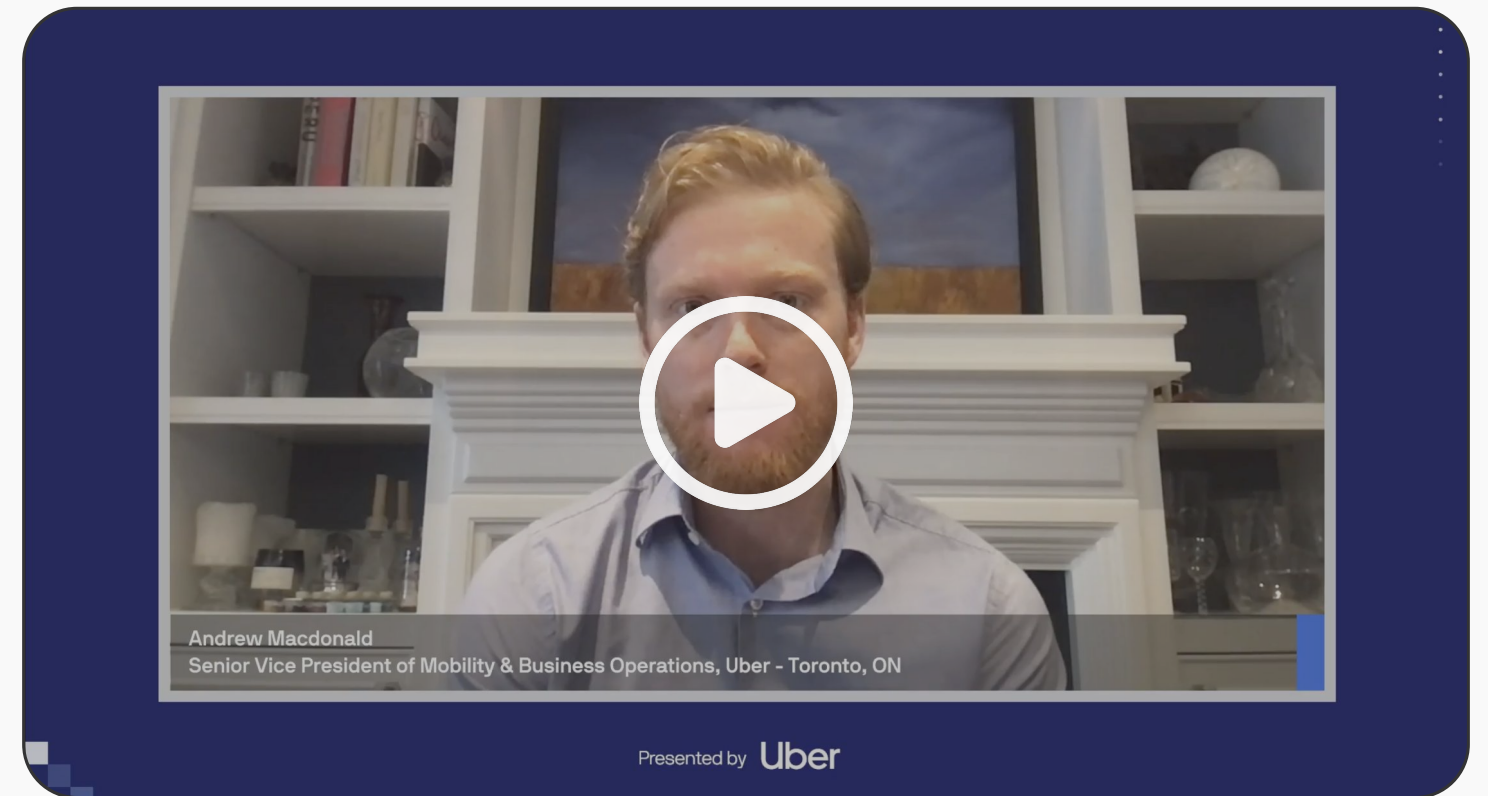
- **Individual question clips** from 'View from the top' interview footage, stylized and dark posted to the Axios audience on Twitter.
- **Title cards and question graphics** break up the video in our signature Smart Brevity Style.

Go deeper: Axios will deliver the sponsor's full, 'View from the top' interview footage and individual question clips for partners to share on their platforms directly.

Sponsorship elements

3X 'View from the top' segment video clips	450K Video views on Twitter
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[See an example](#)



‘View from the top’ Q&A Stories

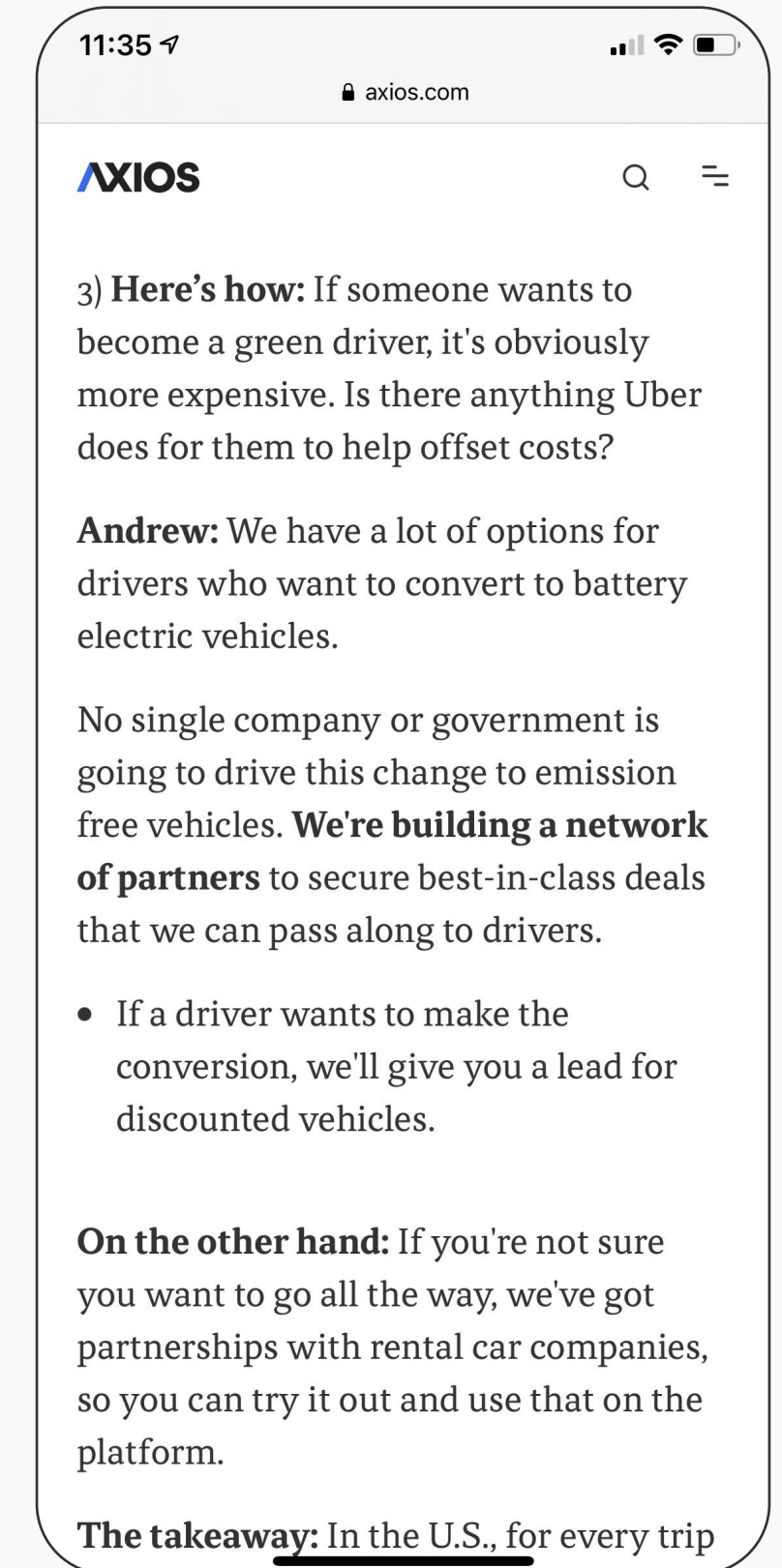
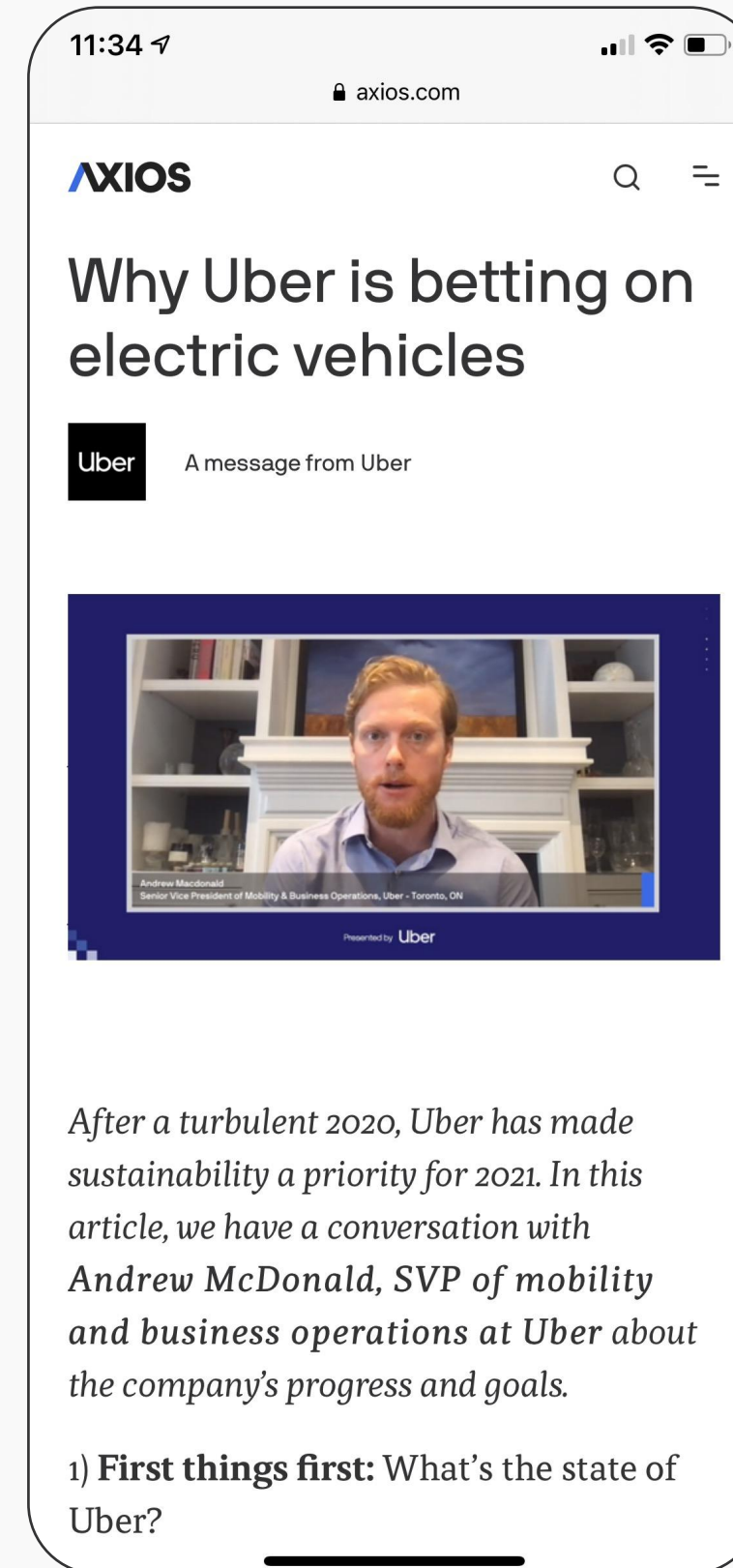
Long-form ‘Q&A Stories’ offer a written platform to continue the conversation and amplify an executive’s thought leadership.

How it works:

- A dedicated landing page will house the ‘View from the top’ segment and individual question highlights.
- Written and produced by Axios Studio in a Smart Brevity ‘Q&A’ style.

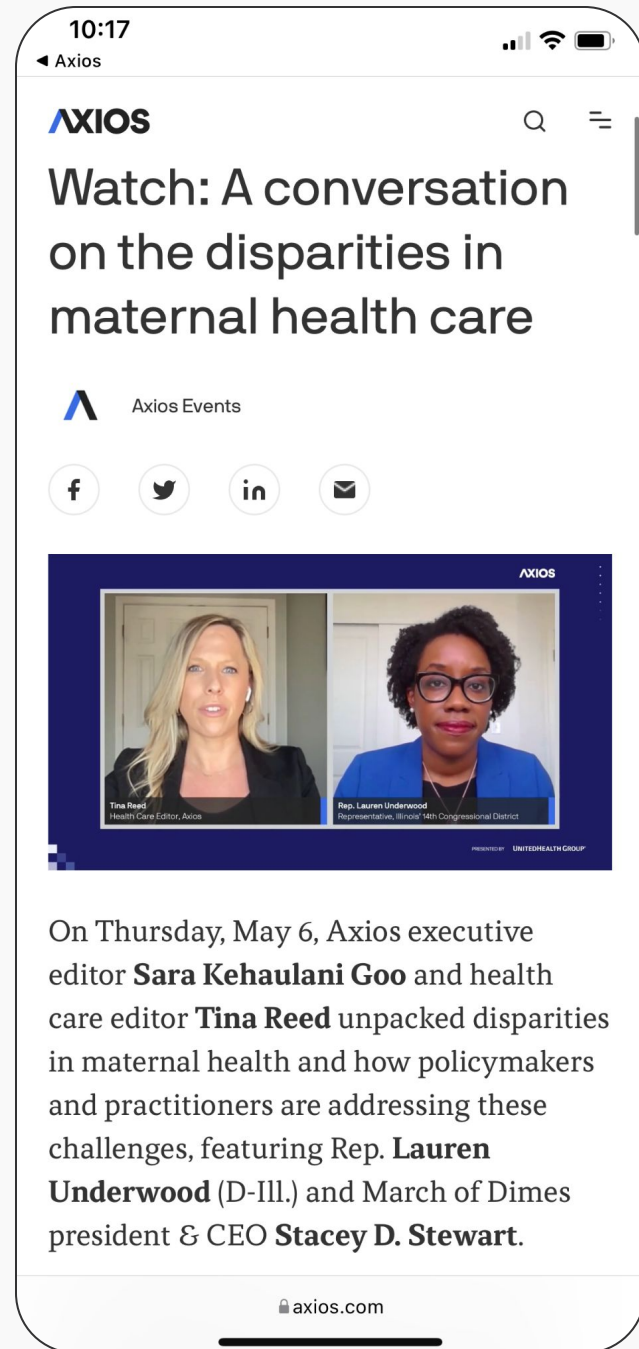
Sponsorship elements

Logo Placement at the top of the page	500 Word branded story	750K Promotional impressions on Axios.com
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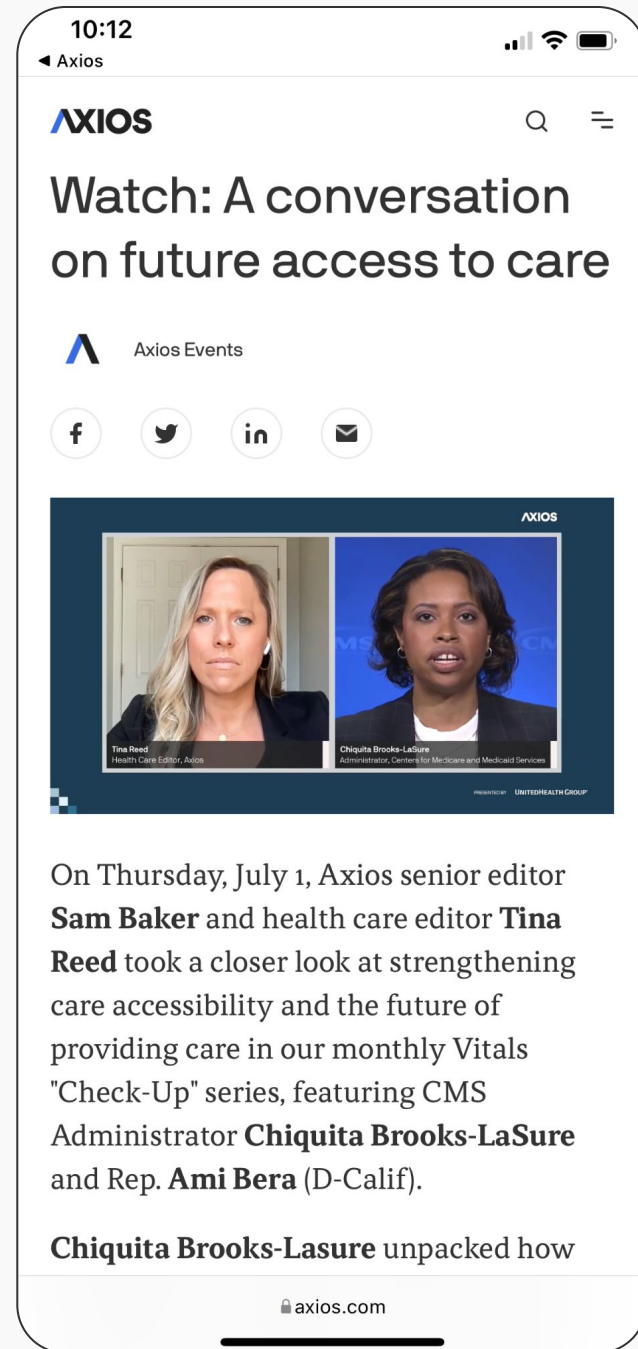


Vitals "Check-Up"

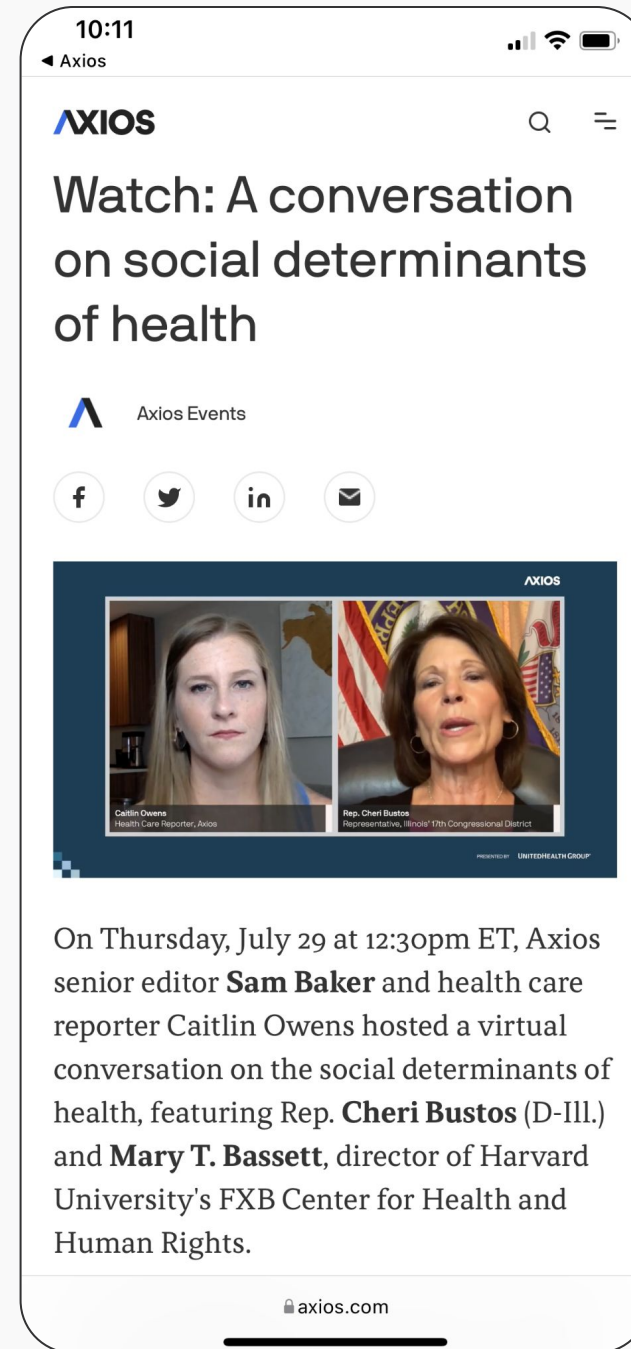
A look back at 2021



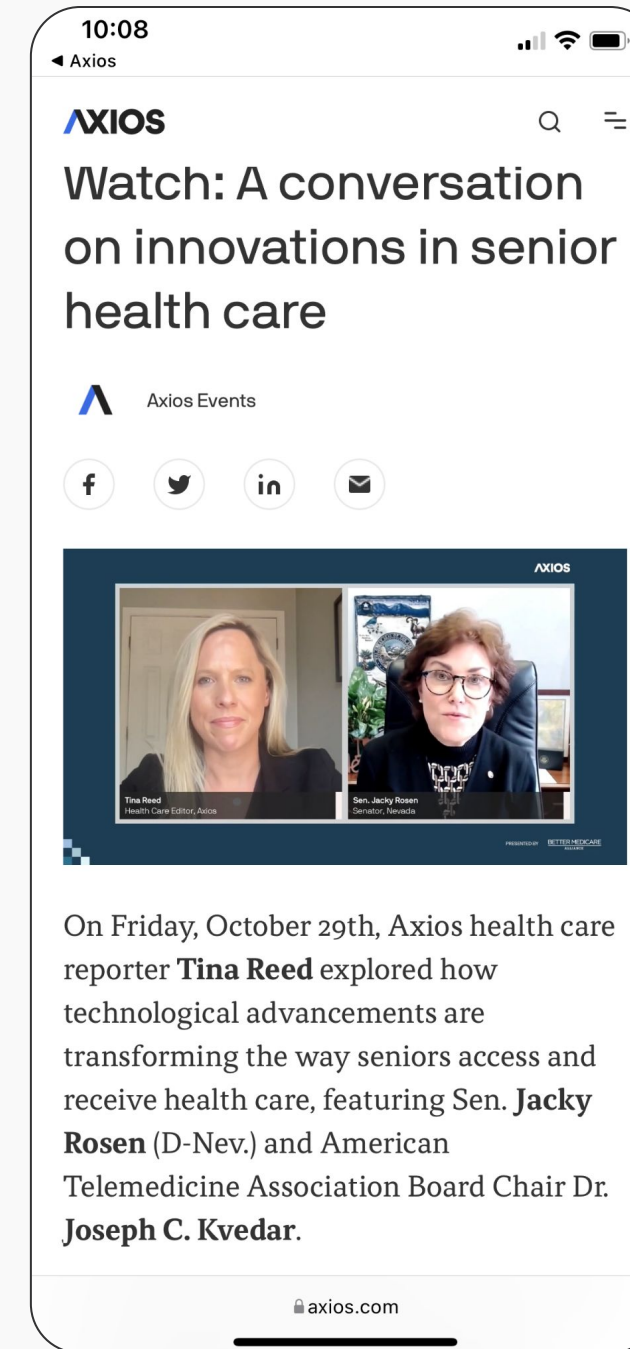
[Watch here](#)



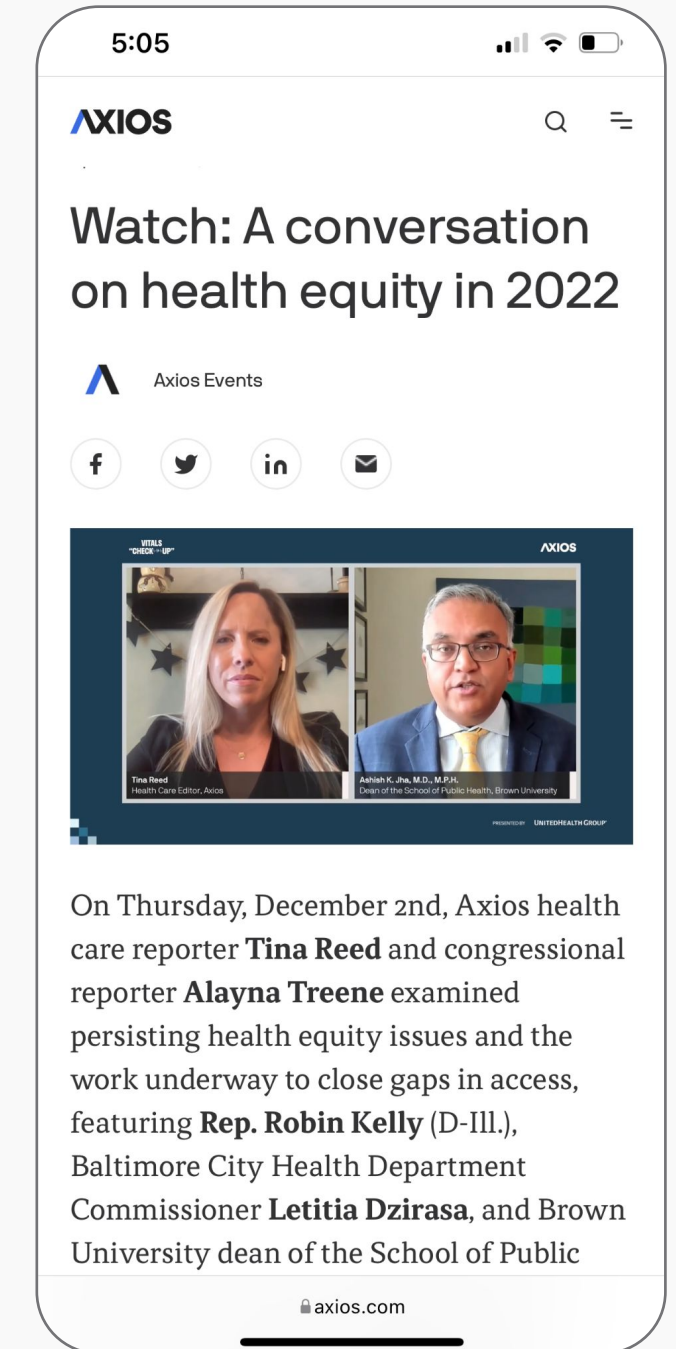
[Watch here](#)



[Watch here](#)



[Watch here](#)



[Watch here](#)

What's Next Summit

The future of work, life, and mobility

In April 2022, Axios is hosting the first annual What's Next Summit highlighting breaking news from the nation's changemakers.

Programming will include:

- Main-stage and 'Go deeper' sessions
- Immersive Interactions
- Live podcast taping
- Cocktail parties

The details

April 4-5 Timing	1.5-day Event
Washington, D.C. Event location	~250 Curated participants

See the venue [here](#).



What's Next Summit

Inaugural Sponsorship Details *(Limited to 4 partners)*

Mainstage & roundtables	Receptions & networking	Content amplification	Promotion & branding
<p>CEO VISIBILITY</p> <p>“View from the Top” CEO mainstage interview opportunity</p> <p>2-3 participants Partner’s executive seats at the “Go Deeper” breakout</p> <p>Remarks Partner offers opening remarks at “Go Deeper” breakout</p>	<p>UNPARALLELED ACCESS</p> <p>10x Tickets to What’s Next Summit session including kick-off VIP Reception</p> <p>10x Tickets to afternoon session including closing Cocktail Party</p>	<p>EXTENDING REACH</p> <p>Livestream promotion Brand promotion within livestreamed mainstage events</p> <p>Content Extension Custom-built packages for brand partners to extend presence within What’s Next Summit through long-form content</p> <p>What’s Next Newsletter Sponsor placements in dedicated newsletter sends</p>	<p>BRAND ALIGNMENT</p> <p>Promotion Logo & partner mention in event invitations, social, Axios.com and Axios app promotion</p> <p>Summit Integration Full built-in branding via mainstage, digital experiences and Go Deeper roundtables</p> <p>Digital Destination Dedicated share-of-voice across What’s Next Summit hub & content</p>

Axios Latino

Top 50 Changemakers Event

1 big thing: In January 2022, Axios Latino will partner with Telemundo and the U.S. Hispanic Chamber of Commerce to launch the first annual *Top 50 Changemakers*.

- **This in-person event** will spotlight leaders, visionaries, and advocates across the Latino community.

Why it matters: We believe in the power of convening leaders to ignite change.

The details:

- **Honorees** will be announced across five categories: Policymaker, Community leaders, Innovators and entrepreneurs, Cultural influencers, and Educators and advocates.
- **Washington, D.C.'s La Cosecha**, a contemporary market celebrating Latin American culture and conversation in the heart of NOMA, will bring this celebration to life.

AXIOS

LATINO



Studio

Smart Brevity Studio

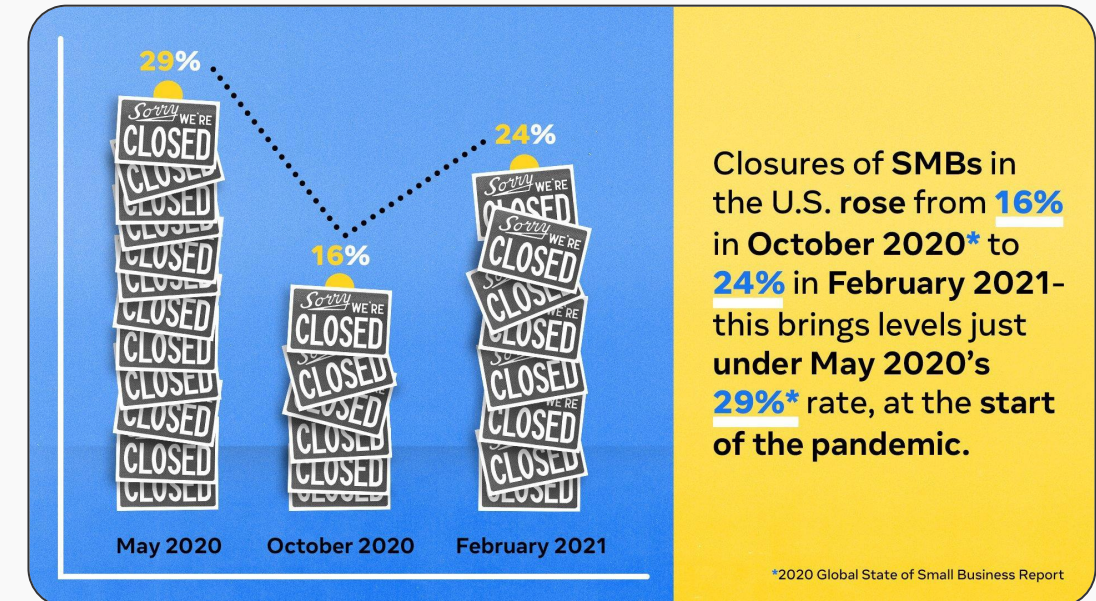
Smarter, faster about your brand

The challenge:

- According to data on 2020 branded content, the average time spent per story was :49.
- An “engaged read” was measured at only :10 and a “quality read” was measured at only :03.

Smart Brevity Studio does for brands what the Axios newsroom does for journalism - gets influencers’ attention to make them smarter, faster with information worthy of their time and trust.

Our team of expert story writers, illustrators and producers craft compelling brand narratives that cut through the noise and are proven to increase engagement by up to 5x.



Visual Posts

Effectively represent data and trends

The big picture:

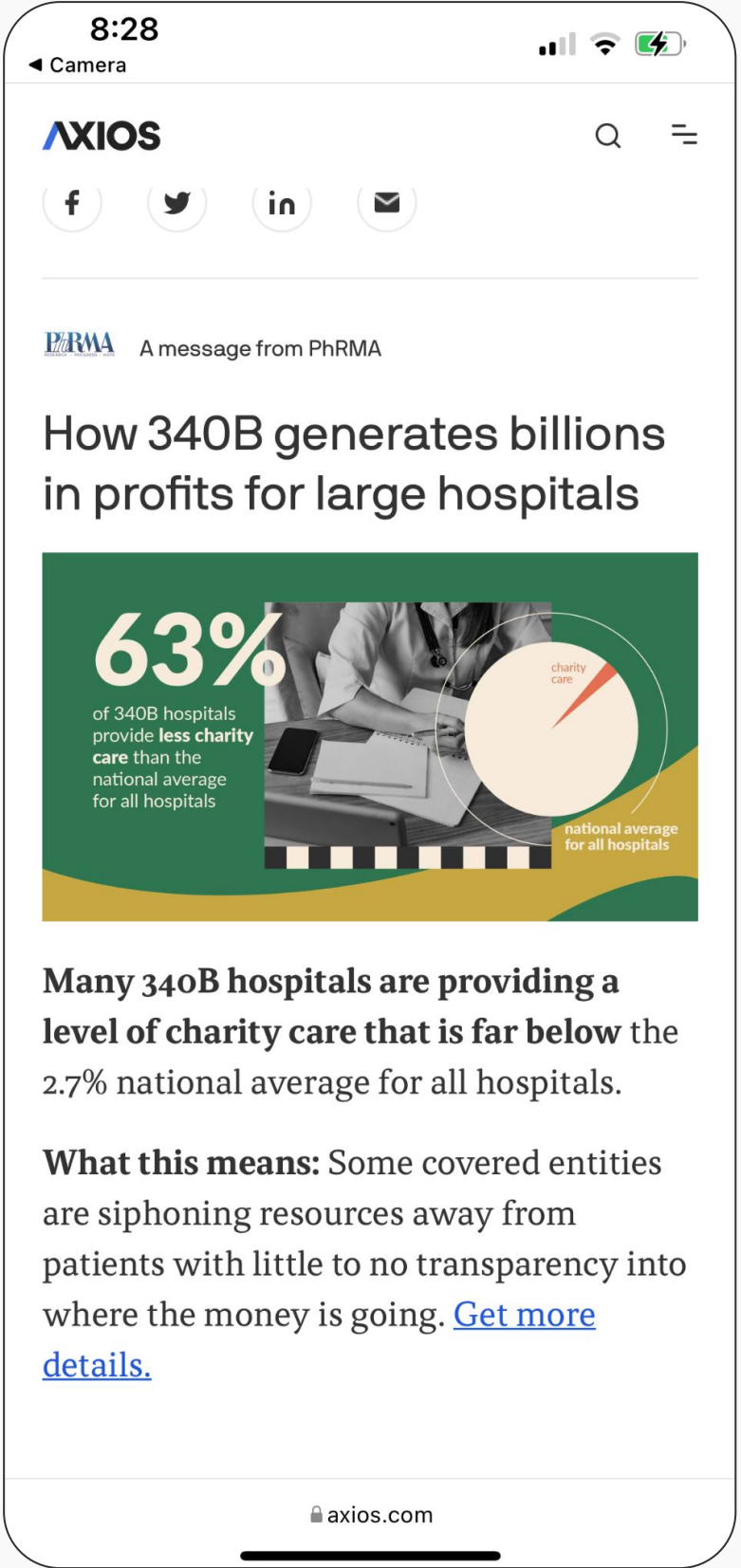
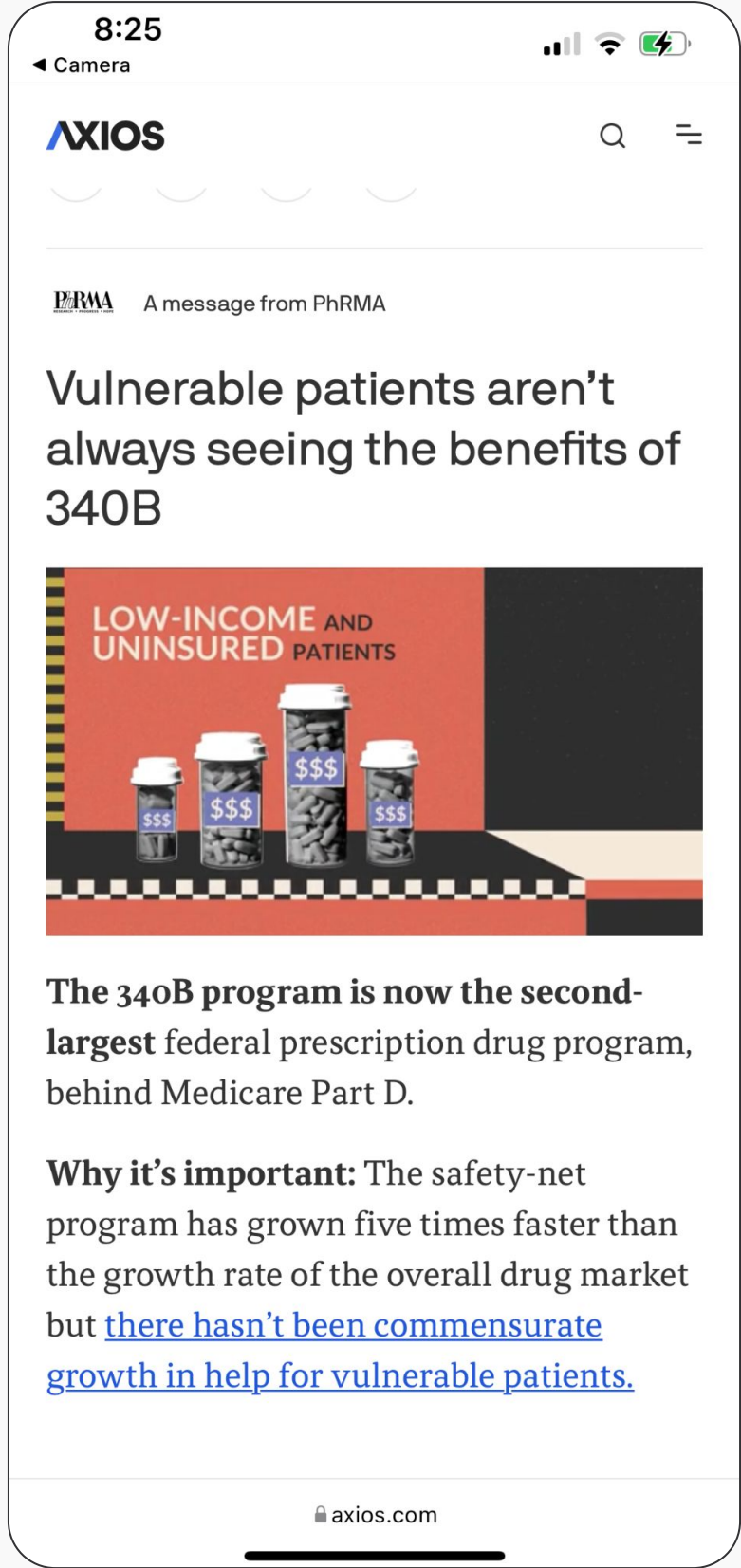
Smart Brevity Studio will create custom illustrations or data visualizations to communicate brand messages with clarity and efficiency.

Go deeper:

- Includes 5x custom visuals
- Headlines and body copy for each visual produced by the Axios brand journalism team
- Distribution across axios.com

Sponsorship elements

1.8MM Impressions	2x Smart Posts per Visual	2x Avg. CTR
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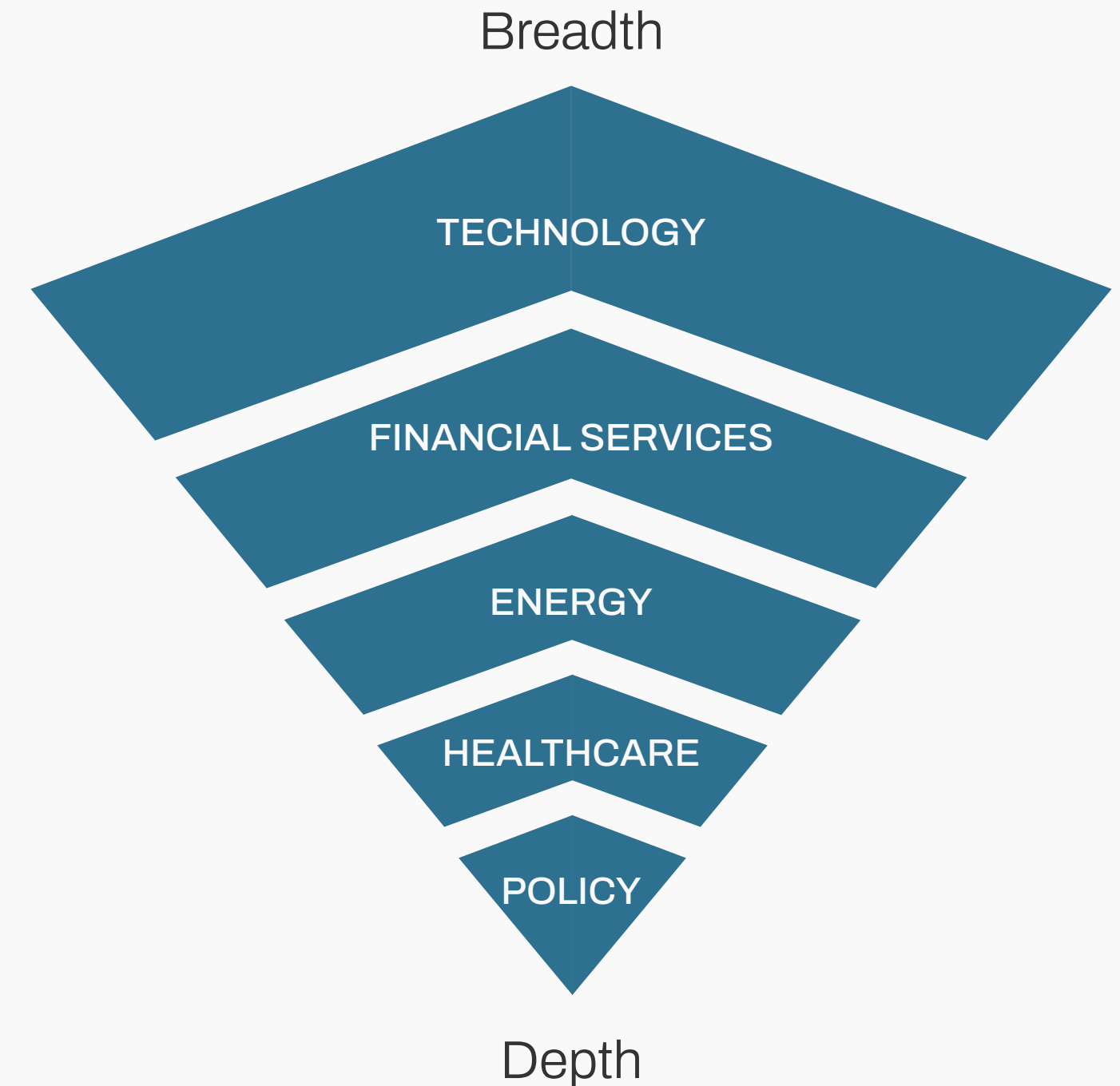
Axios Insights

Proprietary insights to power proposals, products, and partnerships

The big picture: Smart Brevity Studio partnered with The Harris Poll to conduct original research to better understand the Axios audience — particularly business & policy leaders.

What we found:

1. **Depth matters:** Information gives business and policy influencers an edge in their day-to-day work — but the depth information they prefer varies tremendously by industry.
 - Where Tech leaders value a breadth of data from a variety of sources, Policy leaders look for deeper dives from fewer sources.
2. **Business leaders keep a pulse on policy:** Regulatory shifts and policy issues are top-of-mind for business leaders.
 - **34%** of business leaders were focused on healthcare regulation to help them keep a pulse on their jobs.



Collections

House creative assets in one location

The **Collections page** provides a designated landing page to house all creative assets produced throughout a brand partner's campaign flight. The page can house video, visual and written content.

This format is ideal for consolidating campaign messaging on Axios.com.

Go deeper:

- Content is housed on it's own dedicated landing page
- The page is promoted through Smart Post placements across Axios.com. Option to include social promotion.

The details:

750K-2.25M
Impressions

[See an example](#)

Presented by
JPMORGAN CHASE & CO.


Inclusive recovery: Advancing racial equity

COVID-19 has exacerbated already unacceptably pronounced levels of economic inequality and systemic racism in America.

Unlocking opportunity

JPMorgan Chase is advancing opportunity by developing and promoting policy solutions, expanding access to capital and hiring and mentoring Black students.

Policy change can help address barriers to employment



1 in 3 adults in our country has a criminal record

JPMorgan Chase's PolicyCenter focuses on [helping to eliminate barriers to employment](#) for people with criminal backgrounds by advancing policies to:

- Restore Pell Grants to provide access to education for people in jail.
- Reform clean slate laws to clear eligible records automatically.

[Learn more](#) →

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The page has three formats:

- On-site
- On-site with custom visuals

The details:

750K-2.25M
Impressions

[See an example](#)

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Custom Web Experience

Unpack stories that matter

Unpack stories that matter on a dedicated landing page using the same tactics as the Axios Editorial team. This format is ideal for building an engaged audience around a topic or trend.

How it works: 1x Custom landing page, featuring studio-produced visuals and copy:

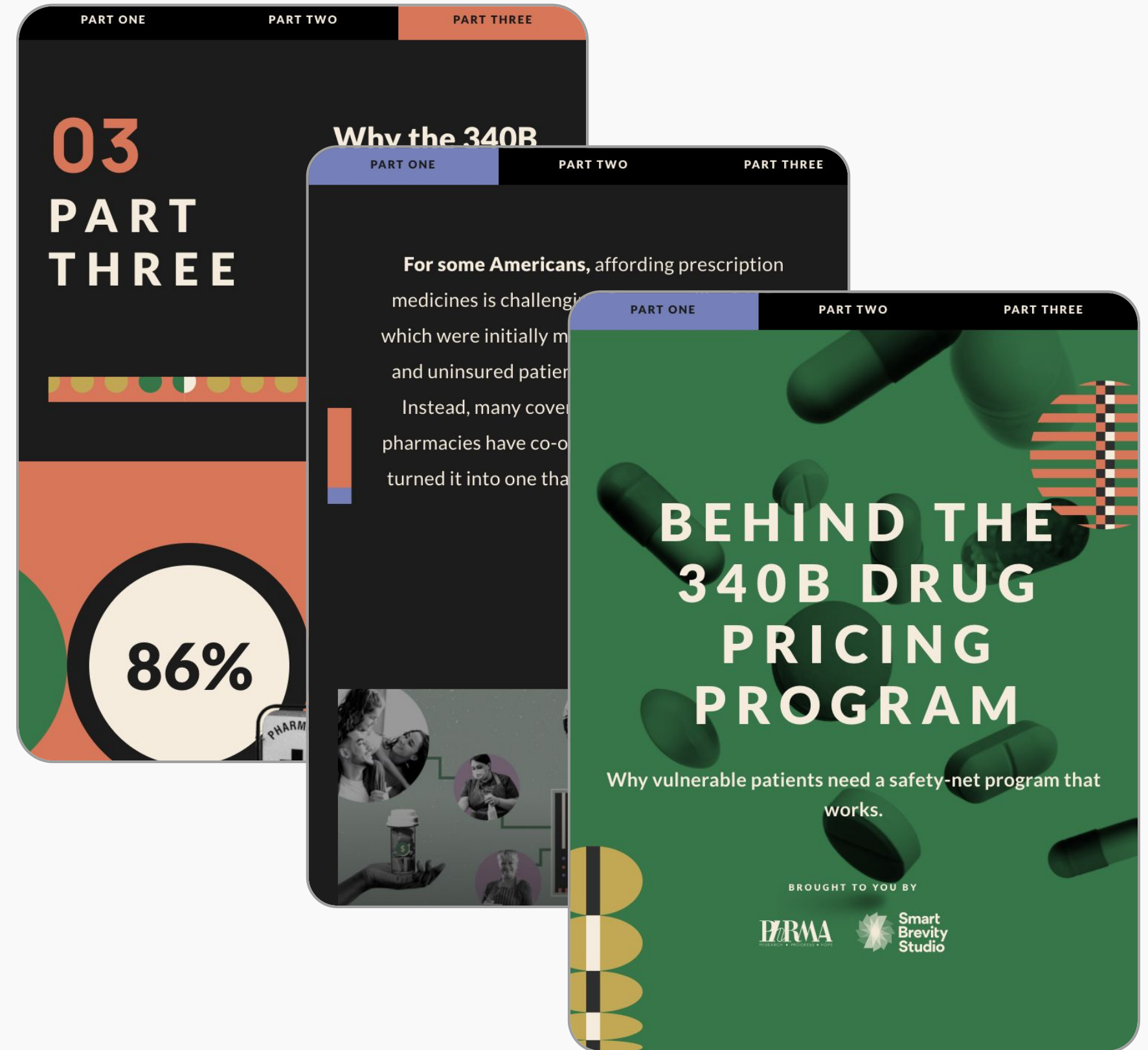
- ~750 word narrative
- 2x Custom promotional images
- 4x Promotional Posts
- 2x Promotional Apex
- 2x Side rail promotional unit (Headline)
- A/B message testing
- Social distribution (Twitter + Facebook)

Sponsorship elements

1.5MM
Impressions

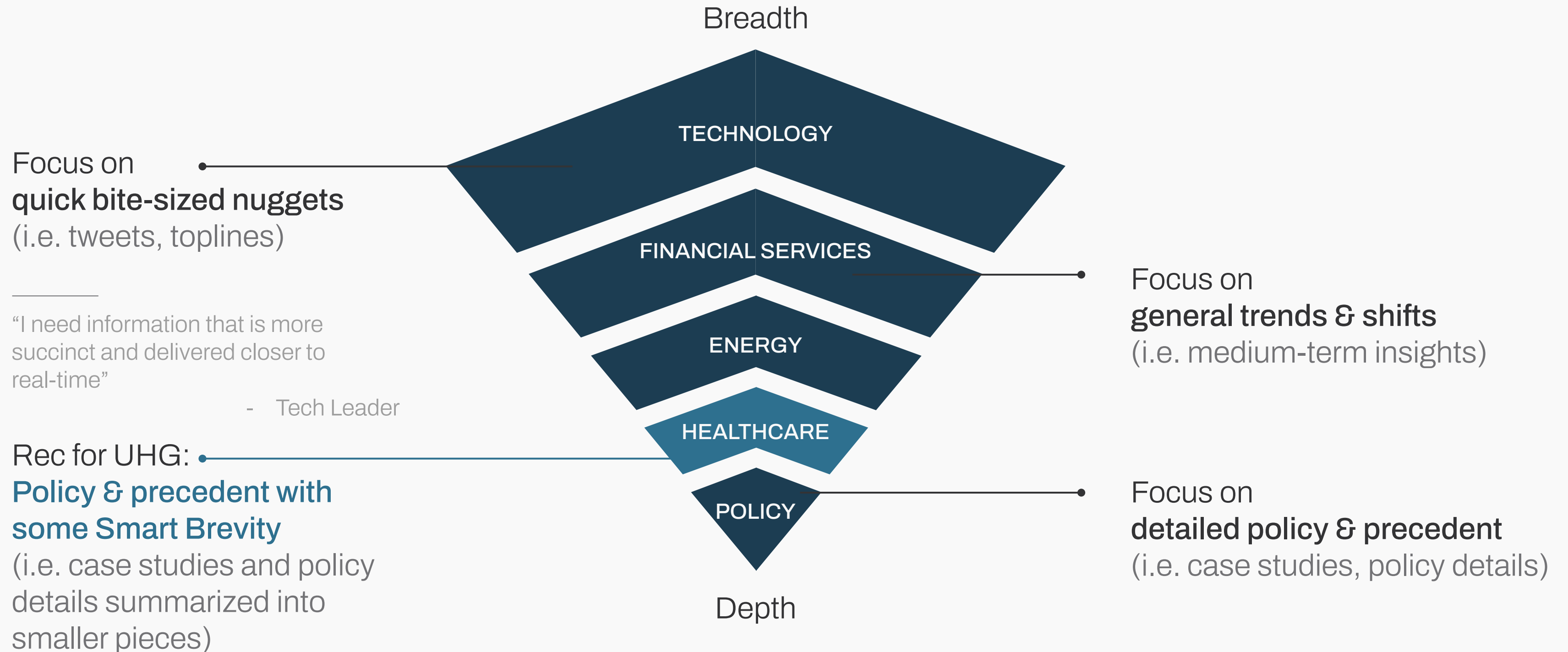
Custom
Production and
interactive units available

[See an example](#)



Axios Insights

Go deeper



Thank you

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