

Native Advertisement

- sponsored articles on the web



Note!

- ✓ The sponsored text should be relevant to the target group and add a value for the reader.
- ✓ Do not mention your own brand too many times - it reduces credibility.
- ✓ Case and customer interviews are used successfully in native articles.
- ✓ Texts that remain on the website for too long become "dead" surface and are not read.

Why Native

- ✓ **Native articles are published in an editorial environment**
They fit into the context and engage readers to access the content. They are easy to share with your target group on social media.
- ✓ **More space to present/advertise products and services**
than can be achieved by traditional banners.
- ✓ **Natives give readers a good ad experience**
Native advertisements are sponsored online articles marked "sponsored" as they appear on the website. The content is designed as a natural part of the platform.

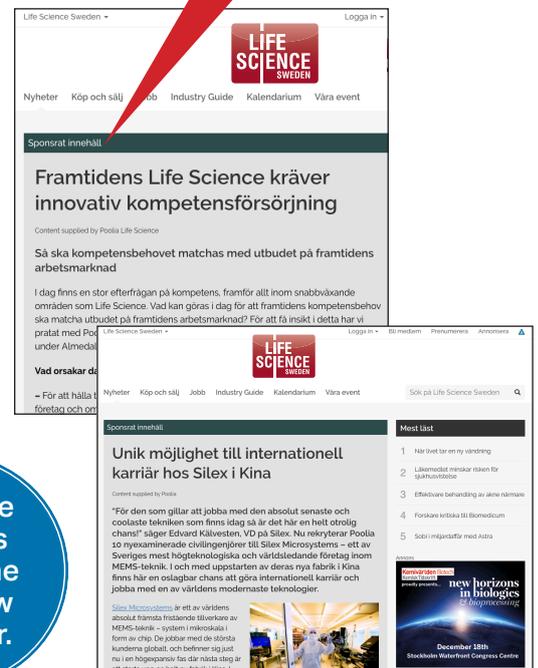
Price SEK 37.000 for native-article one week on lifesciencesweden.se (60.000 unique page views/month) + in one of our newsletters (17.000 subscribers)

Produce Native articles

- ✓ You provide us with up to 2 images of your choice (at least 700x310 pixels).
- ✓ Your choice of providing us with your own text (2.000 characters including spaces) or booking a consultation with one of our native communication experts.

The price includes telephone interview by writer.

Native advertising marked as "Sponsored"



For more information about native articles/advertising and booking contact Maria Eriksson | maria.eriksson@nordiskemedier.se | +46 (0)70 874 18 34