Native Advertisement
- sponsored articles on the web

Native advertising is sponsored text on the web that is marked "sponsored" as it appears on website. The content is designed as if it is a natural part of the platform and should, for desired effect, be relevant to the target audience and add reader value.
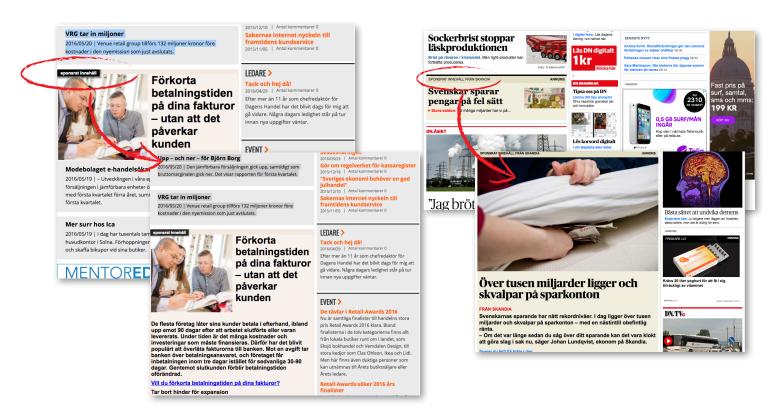
Why Native

✓ **Native articles written by professional editors**
fit into the context and engages readers to access the content.
The native article is easily shared on social media in the target group.

✓ **More space to describe products and services**
than traditional banners can achieve.

✓ **Native give readers a good ad experience.**
You can scroll forward among similar ones. Native articles written by our professional writers place them in a relevant context, adapted to the target audience. If you need our help, our journalists help you to write and adapt to the target audience.

Note!

✓ Texts that stay too long on the website become dead surface and is not read.

✓ Do not mention your own brand too much - takes away credibility.

✓ Case and customer interviews are used succesfully in native articles

Turn page to find examples of Native advertising!

Once you have decided!

What is required from the writer?

- A dedicated commercial writer who has journalistic grounds, but who likes and knows working with clients and clients' materials.

- The writer needs to be able to assess if the material has the right touch

- If the customer writes his own lyrics. Our editor demands proofreading

- We will help you put together the text, for consideration.

- The text may contain a maximum of 3000 characters and image of at least 500x500 pixels.
  If your native is pubished for a longer period, it is recommended that you deliver two texts and pictures, so that the message can be replaced during the period.

SEK 10 000 /week