

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

Why Native

- ✓ **Native articles are published in an editorial environment**
They fit into the context and engages readers to access the content. The native article is easily shared on social media to the target group.
- ✓ **More space to describe products and services**
than traditional banners can achieve.
- ✓ **Native give readers a good ad experience**
Native advertising is sponsored text on the web that is marked "sponsored" as it appears on website. The content is designed as if it's a natural part of the platform.

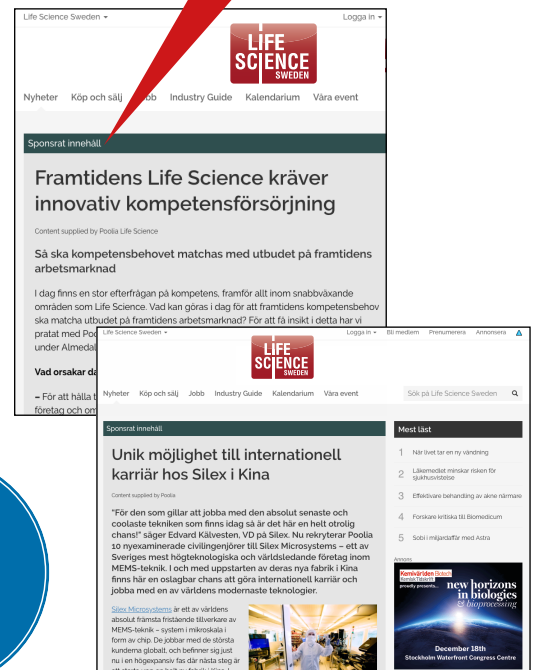
Price **SEK 34.000** for native-article one week on lifesciencesweden.se (up to 50.000 unique page views/ week) + in one of our newsletters (16.200 subscribers)

Produce Native articles

- ✓ You provide us with up to 2 of your images (at least 700x310 pixels).
- ✓ You choose if you will send us your own text (2.000 signs including spaces) or book a telephone interview with one of our experts in native communication.

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

