

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 30.000 for one week on
lifesciencesweden.se (30.000 visitors/week)
+ in one of our newsletters (14.500 subscribers)

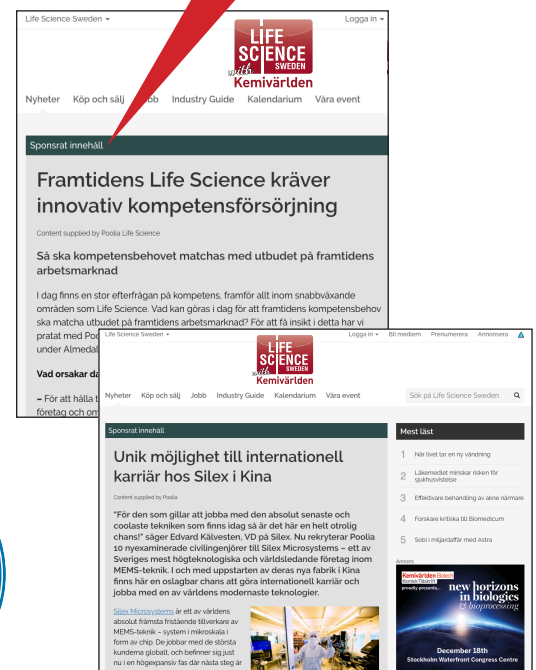
Produce Native articles

- ✓ As an advertiser you provide us with facts and images.
- ✓ We write and design your advertisement in an editorial manner according to a complete concept.
- ✓ Images should be at least 700x310 pixels.

For more information about native articles/advertising and booking contact

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Native advertising
marked as "Sponsored"



The price
includes
telephone
interview
by writer.

