Native Advertising
Digital
Authentic Positioning with Native Advertising Products

Vogel Communications Group is your experienced partner and offers you direct access to numerous target markets through its professional media.

Our digital native advertising products help you convince your target group that you are a solution provider and center of excellence in the related thematic environment.

What is Native Advertising?

Native advertising refers to paid content that is labeled as such but matches the design and style of the editorial environment.

Integration
Your content is presented like editorial content.

Design
Your content is designed in the same style as the editorial content.

Credibility
The quality standards are the same as for editorial content.
## Our Product Portfolio – Overview

<table>
<thead>
<tr>
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<th>ONLINE ADVERTORIAL CAMPAIGN</th>
<th>PARTNERZONE</th>
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</thead>
<tbody>
<tr>
<td><strong>What is the primary objective?</strong></td>
<td>Positioning as a solution provider</td>
<td>Extensive and long-term positioning as a center of excellence</td>
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<tr>
<td><strong>What benefits does the product offer?</strong></td>
<td>Reach in the relevant target group</td>
<td>Reach in the relevant target group</td>
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<td></td>
<td>Content can be created by a professional editor</td>
<td>Exclusive placement in your range of topics</td>
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<td></td>
<td>Presented in the environment of the media brand</td>
<td>Publication of content in various formats</td>
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<td></td>
<td>Maximum acceptance of the advertising message due to the high quality of the content</td>
<td>Support in populating your partnerzone with content</td>
</tr>
<tr>
<td><strong>What is your benefit?</strong></td>
<td>Maximum acceptance of the advertising message due to the high quality of the content</td>
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<tr>
<td></td>
<td>Transfer of the media brand image to your own brand</td>
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**Online Advertorial Campaign**

Solution oriented content, in the context of our editorial articles, generates a high degree of attention among the readership. Communicate your message through an advertorial and position yourself as a solution provider.

Promotion through numerous channels:
- Text ad in newsletter
- Social media campaign
- Native ad in thematically related environment
- Teaser on homepage and in suitable thematic channel

Note: Advertorials are not detected by ad blockers.
Online Advertorial Campaign – Example

Text ad in newsletter
Social media campaign
Native ad in thematically related environment
Teaser on homepage and in suitable thematic channel
Online Advertorial Campaigns – What’s the Benefit?

Facts at a Glance

Format
- Publication of a solution oriented technical article in the editorial environment on one of our professional portals
- Adaptation of content to multimedia presentation formats with picture galleries and embedded videos possible
- Integration of links on request

Marketing
- A media package spanning the portal, editorial newsletter and social media is included
- The advertorial is promoted with a teaser in related articles in the section “Read More on this Subject”

Service
- Optional content creation by a professional author
- Full transparency and measurability through our reporting in the Customer Center
- Efficient tagging, support, optimisation and final report by our campaign management

Term/Price
- 3-month campaign: 6,000.00 € plus VAT

In combination with the reservation of a title page story for the absolute preferential price of + 3,500.00 € plus VAT
**Partnerzone**

The exclusive partnerzone is the heart of your campaign, accompanied by an individual reach campaign.

- **An individual reach package** guarantees a high degree of attention.
- Enhanced credibility through a **mix of own and editorial content**
- **Design, technical implementation and hosting** – the foundation of your partnerzone
1. Elements of the Partnerzone

Design, technical implementation and hosting – the foundation of your partnerzone

Infrastructure
With hosting and the technical infrastructure, we lay the foundation for your partnerzone. On this foundation, your page is designed with a standard design template or, in case of the premium partnerzone, according to your requirements.

Content management service
All publications are managed in our content management system and by our content team.
2. Elements of the Partnerzone

Own and editorial content
– a mix that enhances credibility

Own content
There are no limits to the design in which you present your content – from classic articles and the integration of your social media channels to videos or picture galleries.

Editorial content
Our editors supplement your partnerzone with thematically related articles and thus extend the range of topics for your target group, enhancing their involvement.

Related content
An algorithm that renders related content based on semantics controls the display of your content. Your content is considered on the professional portal over the entire term – this way, you reach your target group outside your partnerzone as well.
3. Elements of the Partnerzone

An **individual reach package** guarantees a high degree of attention.

**Direct target group access**
In our newsletters, social media or the Vogel network – your individual reach package generates a high degree of attention for your partnerzone in a clearly defined target group.

**Control & optimisation through our campaign management**
We achieve your marketing objectives for you – benefit from the experience of our specialists and a personal campaign manager.

**Reporting**
You can track all performance values of your partnerzone and the related campaign in our Customer Center at any time.
Partnerzone – Example

Partnerzone on our professional portal

Connector specialist Wago positions itself around the topic “terminals”, providing helpful content like infographics.

Wago uses the attention generated by the partnerzone, for example, to directly acquire visitors for an event.

The partnerzone thus becomes a digital basis to achieve various marketing objectives in specific target groups.
Reach Package for the Partnerzone – Example

Ad bundle

With classic online banners, we direct the top-quality traffic on our portal to the partnerzone. Based on our user data, we also enhance the brand awareness on Facebook and in the Google Display network.

Banner on our professional portal

Audience targeting on Facebook
Reach Package for the Partnerzone – Example

Due to their native format, text ads in the editorial newsletter generate a lot of attention for you and your topic – directly in the mailbox of the recipient.

Take the opportunity to tell your story in the context of your partnerzone, step by step.
Reach Package for the Partnerzone – Example

Native special newsletters

Native special newsletters are your perfect stage, directly in the mailbox of the recipient.

Thanks to the native format and numerous contextual touchpoints, you can present yourself as a trustworthy solution provider and efficiently direct traffic to the individual elements of your partnerzone.

Link to e.g. a product test
**Partnerzone – What’s the Benefit?**

**Credibility** due to the native integration of target group related content

**Enhanced brand awareness** and image transfer from the media brand

**High recognition** due to long-term presence

**High degree of attention** through the individual reach package

**Full transparency and measurability** through our reporting

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**Facts at a Glance**

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<tr>
<th>Product</th>
<th>Premium Partnerzone</th>
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<tr>
<td>Design</td>
<td>You choose the design in line with the brand layout</td>
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<tr>
<td>Reach package</td>
<td>Individual Reach Package – you choose the elements</td>
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<tr>
<td>Term</td>
<td>Flexible duration</td>
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<tr>
<td>Price</td>
<td>From 25,000.00 € plus VAT</td>
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We empower you!