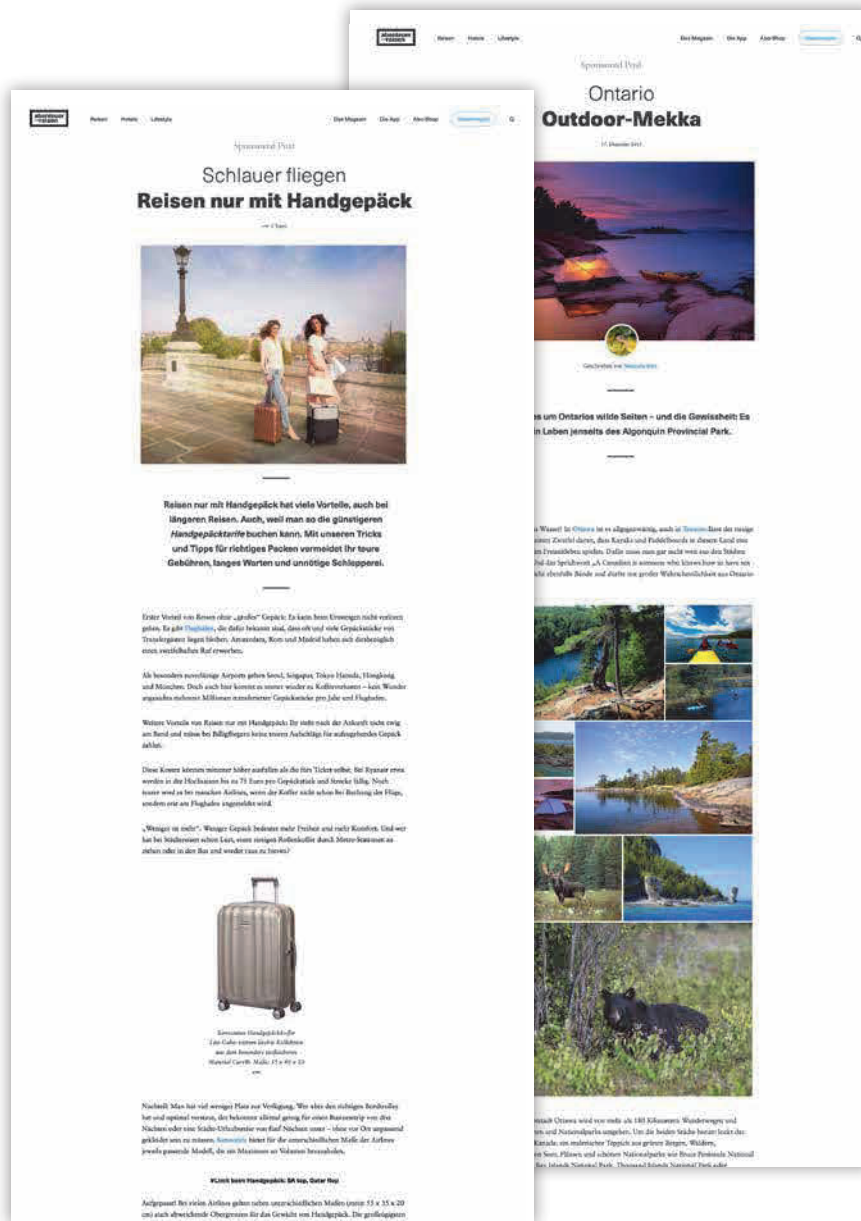


Native advertising: sponsored post



Your subject matter (article, portrait or interview) will be integrated into the layout of abenteuer-reisen.de in the form of an editorial article for a period of three months.

What are the benefits for me?

- It attracts attention and there is a high level of acceptance among readers due to the fact that it looks editorial in nature
- Your advert is perceived as content
- Your subject matter is disseminated among the “abenteuer und reisen” target group
- You can take advantage of the credibility and reach of “abenteuer und reisen”

What must I deliver?

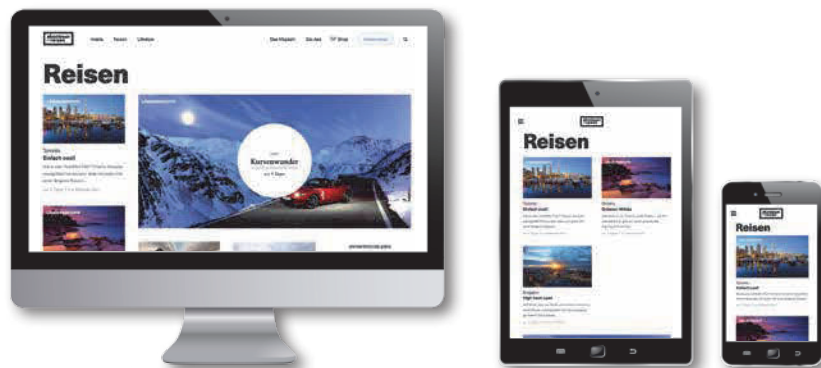
You supply a finished text with a maximum of 3,000 characters and a maximum of six photos in landscape format, which we will integrate into the editorial system. Up to four links and a video can also be integrated. The article will be identified as a “Sponsored Post”.

What must I bear in mind?

Please do not use a normal press release for a sponsored post. Your article should offer the reader some kind of utility value. For example: "The five best city destinations in Spain", "The best hiking hotels in the Alps" or "The best tips for a culinary tour around Italy". If the article headline already clearly shows the utility value, it will be viewed more frequently. You can add the obligatory call-to-action link at the end of the article, but you are also welcome to direct the reader to your website within the article itself by incorporating up to three links.

Lead time: two weeks

Approval: The editorial team must approve the sponsored post in advance.



The sponsored post is automatically configured for all end devices (desktop, tablet and smartphone) and can be viewed via the home page and the appropriate overview page (travel, hotels, lifestyle).

