

Advertorials

For advanced communication with our readers. An advertorial is a paid journalistic solution.

Advertorial (=advertising + editorial)

Advertorial gives corporate decision-makers information and facts more comprehensively than ordinary advertising. It's advertising based in full service, where creative editorial and visual planning fit the media environment. An advertorial consists of

- text
- graphics
- advertiser's logo and possible contact information.

The client decides on the content and viewpoint of the advertorial. The copy is written by professional editors in co-operation with the client. An interview format is often useful. The article should be enriched with graphics, which clarify the facts and textual information.

Advertorials are always distinguishable from regular editorial content by typography and special indentation.

An advertorial does not replace advertising. It completes and enhances the effect of other communication channels. It is informative, credible and best of all – people notice it. After magazine publication, the advertorial can be reprinted or adapted into a brochure.

There is a fixed price for advertorials in Talentum publications. The price includes the media space, interviews, photography and layout. You will know the total cost of your publicity project in advance.

Once approved, the material is delivered to the desired media for publishing. Versatility of existing material can easily be increased by adapting it to internal brochures or reprints.

Considering an advertorial?

Each media has specific requirements for advertorials. If you want to find out more about advertorials in Talentum publications, our international advertising sales will be happy to help you.

Ps. Talentum advertorials can be created using client-delivered materials including graphics, text and logos.