

Sponsored Content Channel

Align your brand around a focused industry topic.

Align your products and services with one of Informa's established industry brands to generate awareness and position your company as a thought leader in your industry. Informa's Content Channels give you an exclusive, competitor-free environment to surround your brand with a relevant topic of your choice. Your assets live on a dedicated landing page with our brand trusted editorial content.

DETAILS

- 100% exclusivity
- Customized channel design
- Mix of editorial and sponsor content (3 per month)
- Ability to surface sponsor assets and social feeds
- Option to run banners across associated pages
- Promotional marketing campaign included
- Monthly performance metrics reporting
- Minimum 3 month commitment

ENHANCEMENT OPTIONS

- Custom newsletter to drive traffic
- Custom content development
- Incremental sponsored content posts
- Webinars
- Research
- In-Feed Native Ads across web and social channels to promote sponsor assets

