

IndustryVoice

Inject your content into our trusted editorial communities.



IndustryVoice extends the reach of your educational content by placing it within a relevant category on an Informa brand site. Your content lives seamlessly next to our brand site's credible editorial content in a manner that matches our website's form and function.

DETAILS

- End-to-end program management includes content review, setup, promotion and reporting
- Hosted on an Informa brand site for 12 months
- Content types available include articles, videos, galleries
- Content should be educational in nature, brand and product information can be included as long as the overall story is educational and topical (e.g., no press releases, product overviews/spec sheets, etc.)
- Content is labeled as sponsored
- Content appears in the site's feeds, gets tagged to relevant categories of the site and is searchable
- Promoted via brand newsletters and social networks
- Report provided at end of program includes page views