

Native Ads

Traffic for your content

Direct booking of programmatic native ads

The programmatic native ad is **harmoniously integrated into the editorial content** and therefore attracts high attention.

Your benefits:

- Present your advertising message in the native look & feel of the publisher, incl. the same typography
- The native ad has its own dedicated position and is not part of a widget, i.e. not competing with several teasers
- High viewability thanks to the placement above the fold and not at the bottom of the article
- The high quality of the users ensures lower bounce rates on the customer's site.
- You can make a network booking and you can also book single publishers.
- Targeting options are available.



Native ads can be either booked programmatically via Google ADX or via IO (direct sales).

BurdaForward

Our distribution advantages

SEO STRENGTH



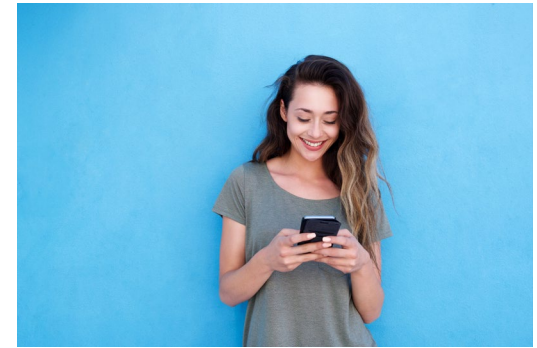
All our portals have a very high SEO visibility ranking.

SOCIAL MEDIA



Our portals benefit from a very high organic reach (publisher trust).

CREDIBILITY



Media provide orientation and thus often generate a significantly higher dwell time and click probability.

» MORE EFFECTIVE TRAFFIC PURCHASE AND CREDIBILITY!

Interested in Native Ads?

We are looking forward to your message!