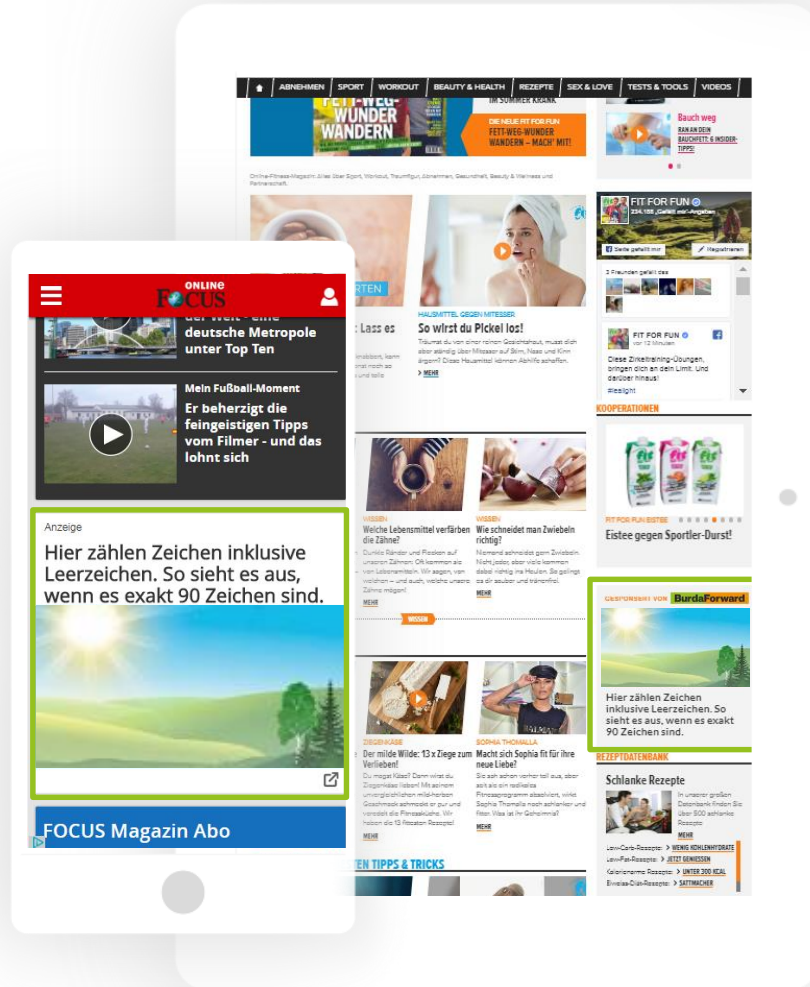


# Native Ads

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.

# 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!**

**BurdaForward**