



# CONTENT MARKETING

Detailed product information

iq digital

01

# BRAND STORY

# YOUR PRODUCT SELECTION: BRAND STORY



Your message in a unique design - customised and perfectly embedded in your client pages.

We tell your story in a creative way and emotionally charge your brand.

## Your advantages

**Unique story:** Embedded in a client page.

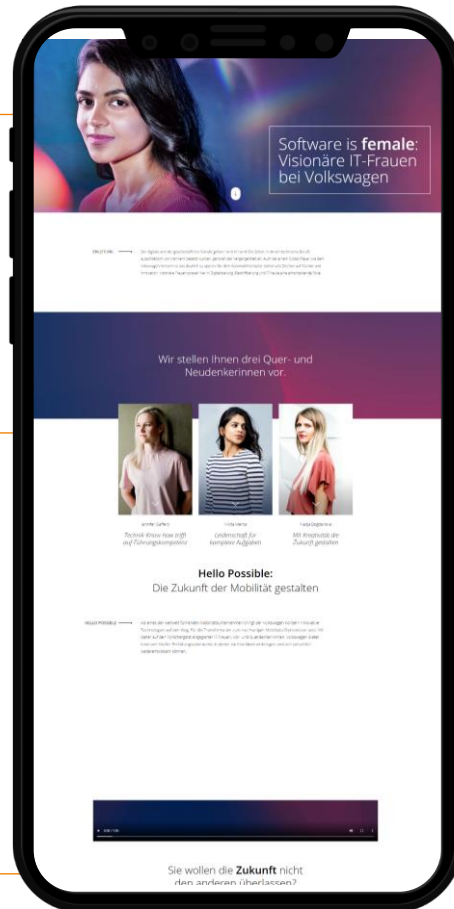
**Customisable design:** Completely according to your ideas and wishes.

**Emotional impact:** Perfect for an impressive brand presence.

# STRUCTURE OF THE BRAND STORY

Can also be booked as eco ad®

Panoramic image/video



Individual Design

ClickOut



## READERS GUIDE

- ◆ Customised display of advertising material within the iq digital portfolio that leads readers from the editorial content to the content integrations



## ARTICLE CONSISTING OF 3 - 5 PARAGRAPHS

- ◆ Character length: max. 2,000 (incl. spaces) per chapter



## PICTURES/VIDEOS

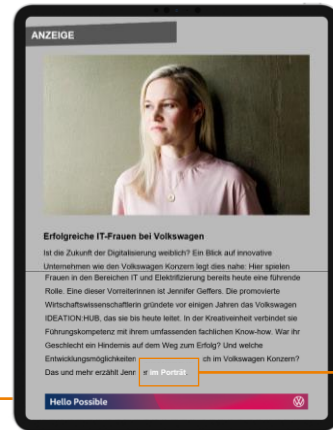
- ◆ 1 panorama picture/video (mp4) per chapter
- ◆ Otherwise, as many images as possible (landscape format, as .jpg/.png/.gif/72dpi, largest possible resolution, at least 800 x 300 px)
- ◆ Copyright information on the images/videos

# MECHANICS USING THE EXAMPLE OF VOLKSWAGEN

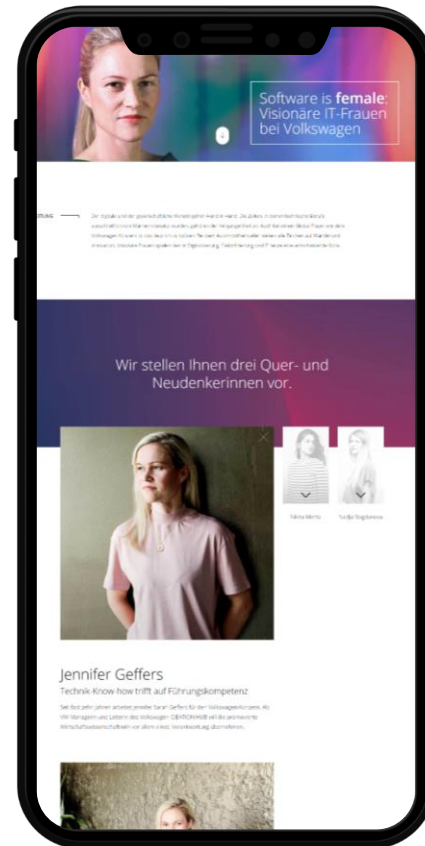
## BILLBOARD UND MOBILE 1:1 BANNER



## ADA NEWSLETTER



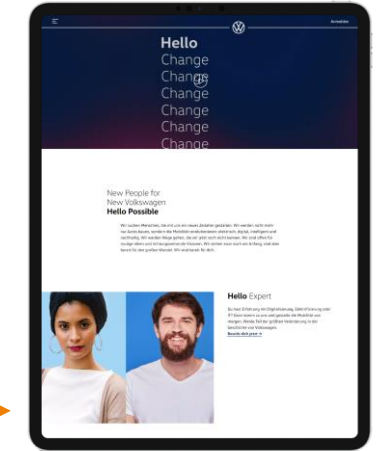
## CHAPTER LEVELS



## VW BRANDSTORY



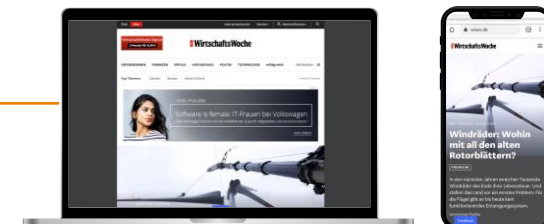
## CONTINUATION TO THE CUSTOMER PAGE



## NATIVE TEASER



## HOMEPAGE TAKEOVER UND MOBILE ROLLOVER EVENT

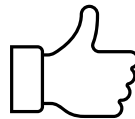


# RECOMMENDED MEDIA PACKAGE

## HALFPAGE UND MOBILE 1:1 BANNER

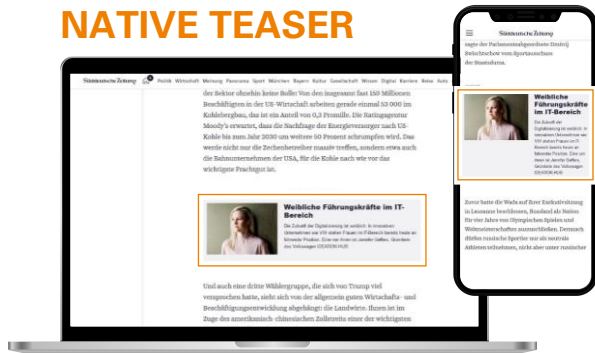


**Consistent banners:** Use banners that pick up on the layout and visual language of your brand story for a stringent reader guidance. Limited use of native advertising media: These can be used, but their design differs greatly from the brand story format.



**Media volume:** We recommend a volume of 4,200,000 ad impressions to optimise the promotion of your brand story.

## NATIVE TEASER



**Placement:** To achieve the best results, the advertising material should be displayed in portal rotation or in the corresponding channel.

1 Note: The recommended media package differs from the minimum booking package

# EXAMPLE SCHEDULE BRAND STORY PLUS

At least  
6 weeks  
before start

## **FOR BOOKING: KICK-OFF-CALL | client, agency, brandstudio**

- ◆ Feedback and detailed coordination
- ◆ Definition of responsibility for coordination and approval processes

6 weeks  
before start

## **COORDINATION OF TEXT CREATION/LAYOUT (+ OPTIONAL: COORDINATION OF ADVERTISING MATERIAL CREATION1)**

- ◆ Dispatch of image material and material for copywriting (client to brandstudio/Business editorial team)
- ◆ Creation of an editorial plan for the content of all articles and coordination with the client/agency (business editorial team)

5 weeks  
before start

## **ARTICLE CREATION AND RELEASE FOR LAUNCH**

- ◆ Dispatch of finished articles to customers
- ◆ Release of the 5 chapters (incl. 2 release loops)

3 weeks  
before start

## **LAYOUT CREATION AND VIEWING | Client/Agency, brandstudio, Grafik**

- ◆ Dispatch of the finished layout to the customer and approval by the customer (incl. 2 approval loops)

1 week  
before start

## **FINAL RELEASE**

- ◆ Final release of the finished hub (customer)
- ◆ Installation of the layout

02

# BRAND GALLERY



# YOUR PRODUCT SELECTION: BRAND GALLERY



## Emotionally showcasing your brand - the perfect stage for your product

**A wide range of applications:** Whether fascinating travel destinations, the latest fashion collection, innovative e-cars or important brand messages - anything is possible!

**Visual highlights:** Let gripping images and videos do the talking. Short, concise texts emphasise the essentials.

**Lively presentation:** We make your product even more lively and arouse the interest of users.

## Your advantages

**Increased attention:** Direct redirection of users to your website and your content.

**Emotion meets commitment:** That's our Brand Gallery!

# STRUCTURE OF THE BRAND GALLERY



## READERS' GUIDE

- ◆ Customised display of advertising media (banners, native teasers) within the iq digital portfolio, that lead readers from the editorial content to the content integrations



## CONTENT

- ◆ Header in 960 x 200 and 400 x 255 px
- ◆ 1 article page: several images with short intermediate texts (you supply at least 10 images)



## POSSIBLE PLACEMENT OF

- ◆ Videos (mp4)
- ◆ In-Text Links (e.g. "Further information", "Downloads")
- ◆ Podcast/Audiodate (mp3)



## REPORTING UND TRACKING

- ◆ Clicks, ad impressions, CTR, dwell time, page views
- ◆ Optional: Length of stay and visits
- ◆ In-text links can be tracked
- ◆ Near-time dashboard available on request

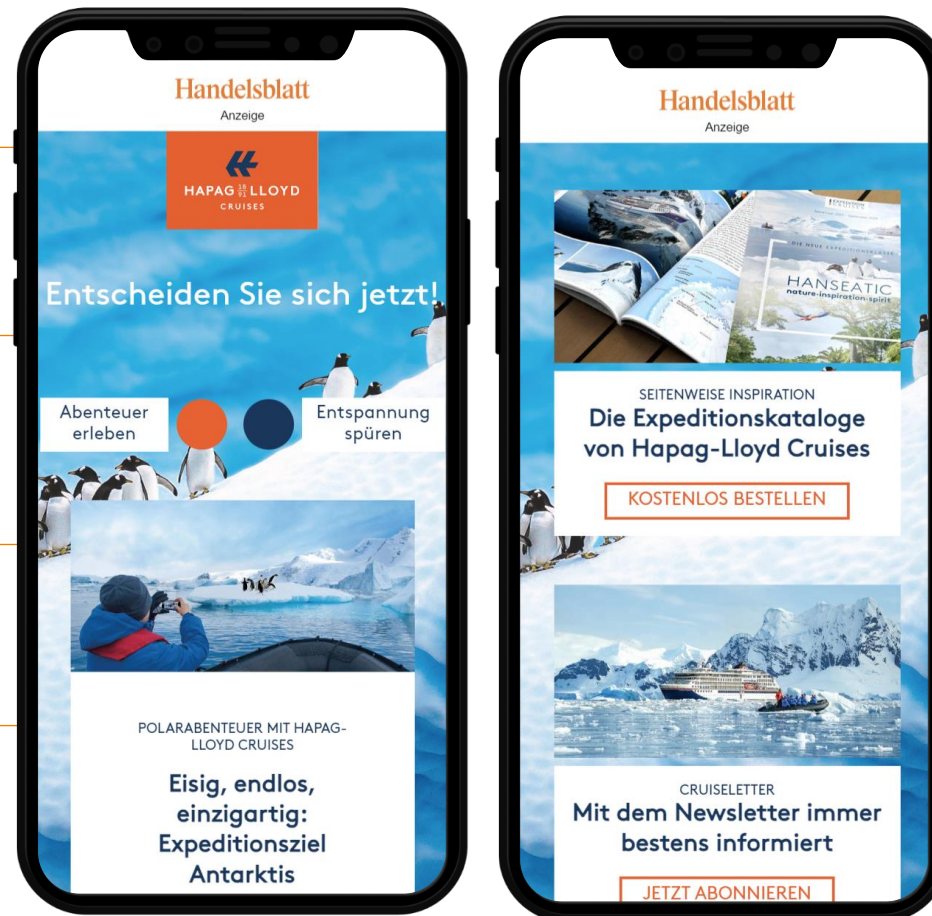
# STRUCTURE OF THE PRODUCT

## Header image

## Short intermediate texts

## Large image integration

## Boxing



## Image box with text

Image-text combination. Arrangement, font, font colour and text box colour freely selectable. Link to customer page can be integrated.

## Zoom banners

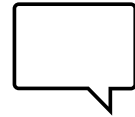
Large photos perfectly staged. Text with or without background colour freely selectable, centred or more discreet at the bottom left.

## Multi-image box

Two images of the same size next to each other, lettering placed top left, font colour selectable, optional colour background or not. Call-to-action at the bottom right.

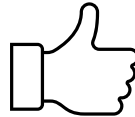
# RECOMMENDED MEDIA PACKAGE

## HALFPAGE AND MHIA



**Banners:** We recommend the use of banners that take up the layout and the emotionalising visual language of the brand gallery in order to ensure a stringent reader guidance.

**Native advertising media:** These can be used as a supplement, but differ in design from the Brand Gallery format.



**Ad impressions:** To successfully advertise your brand gallery, we recommend a media volume of 4,200,000 ad impressions.

## NATIVE TEASER



**Portal rotation and channel:** To achieve optimum results, the advertising media should be displayed in portal rotation or in the corresponding channel.

1 Note: The recommended media package differs from the minimum booking package

# EXAMPLE SCHEDULE BRAND GALLERY

At least 15 working days before start	<b>WHEN BOOKING: KICK-OFF-CALL   Client, Agency, brandstudio</b> <ul style="list-style-type: none"><li>◆ Feedback and detailed coordination</li><li>◆ Definition of responsibility for coordination and approval processes</li></ul>
15 working days before start	<b>DELIVERY OF THE FINAL TEXTS INCL. IMAGES AND VIDEOS</b> <ul style="list-style-type: none"><li>◆ Dispatch of text and image material (customer to brandstudio)</li></ul>
14-4 days before start	<b>ARTICLE CREATION AND RELEASE FOR LAUNCH</b> <ul style="list-style-type: none"><li>◆ Dispatch of the finished Brand Gallery to the customer</li><li>◆ Approval of the Brand Gallery (incl. 2 approval loops)</li></ul>
1 week before start	<b>DELIVERY OF THE CLICKOUTS AND INSTALLATION OF THE BANNERS</b> <ul style="list-style-type: none"><li>◆ Dispatch of clickouts (customer to brandstudio)</li><li>◆ Installation of banners (iq digital)</li></ul>
3 working days before start	<b>FINAL RELEASE AND LIVE CONNECTION</b> <ul style="list-style-type: none"><li>◆ Go live 2 working days after final approval</li></ul>

03

## **NATIVE ARTICLE**

# IHRE PRODUKTAUSWAHL: NATIVE ARTICLE



## **Native content in our editorial environment**

**Your content and message:** Are natively integrated into the editorial environment of the iq digital portfolio.

**Focus on informative presentation:** Together we focus on the informative presentation of your communication objective.

**Position yourself as an expert:** The aim is to position yourself as an expert in your specific field.

## **Your advantages**

**Your message in the editorial look & feel:** Your message is presented in the look & feel of our editorial environment to ensure maximum authenticity.

**Product flexibility:** Your product is ideal for short-term communication requirements thanks to its rapid adaptability and effectiveness.

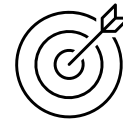
# AUFBAU DES NATIVE ARTICLE

## Headline and title

## Cover picture (further pictures within the of the article are possible)

## In-Text Links

## Social Media Sharing Buttons



## READERS GUIDE

- ◆ Customised display of advertising media (banners, native teasers) within the iq digital portfolio, that lead readers from the editorial content to the content integrations.

## CONTENT

- ◆ 1 article page: Article text with images (1 - 3 images per article) Article character length: approx. 5000-7000, header <30, title <55, teaser <220

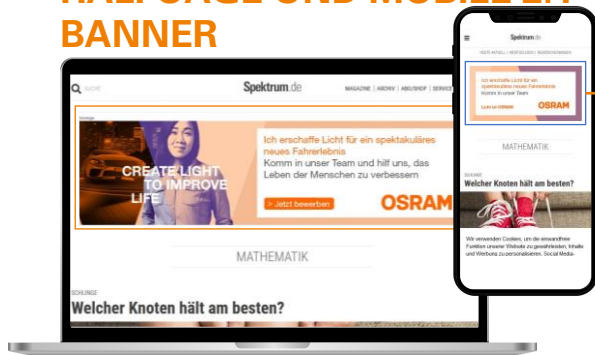
## POSSIBLE PLACEMENT OF

- ◆ Social Media Sharing Buttons
- ◆ Videos (mp4)
- ◆ In-Text Links (e.g. "Further information", "Downloads")
- ◆ Podcast/Audiodate (mp3)
- ◆ Download white papers / studies



# MECHANICS USING THE EXAMPLE OF OSRAM

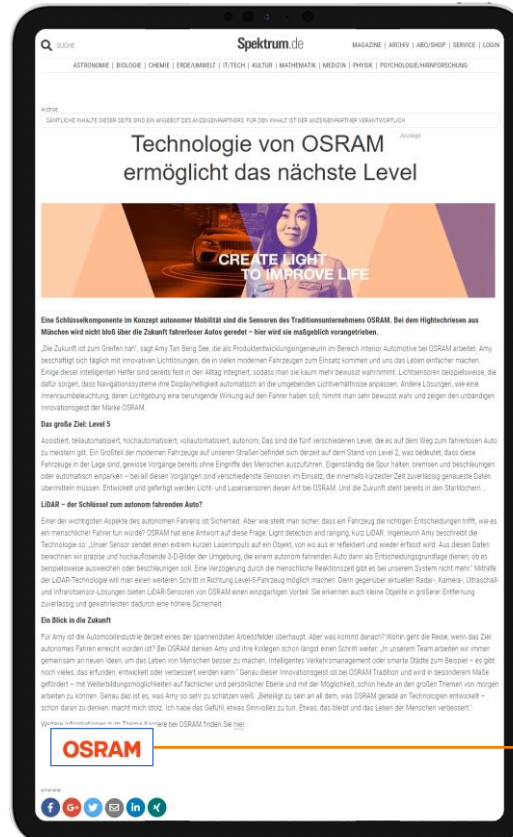
## HALFOAGE UND MOBILE 2:1 BANNER



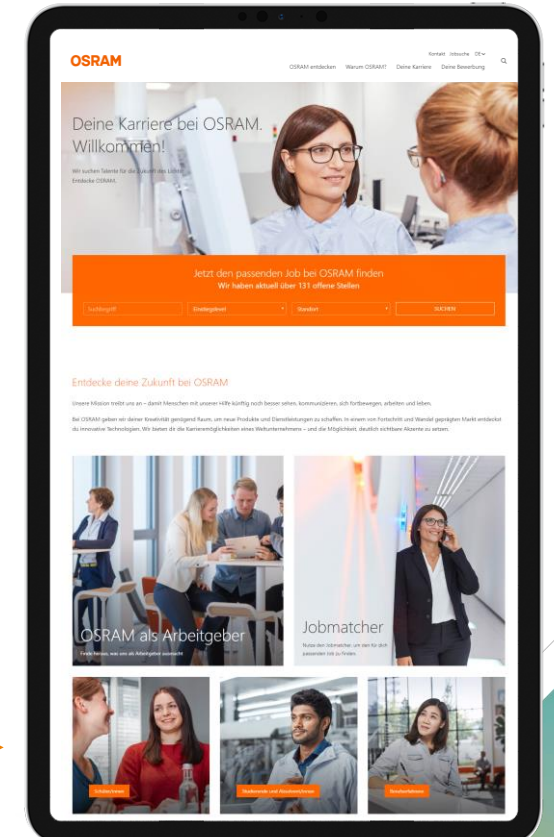
## NATIVE TEASER



## NATIVE ARTICLE BASIC

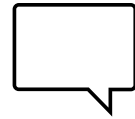
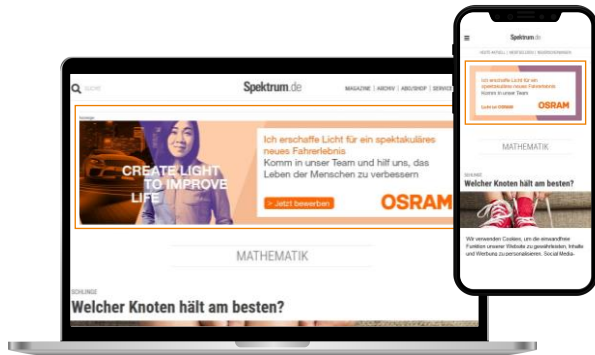


## CONTINUATION TO THE CUSTOMER SIDE



You can find further examples here.

# RECOMMENDED MEDIA PACKAGE



**Native teasers and banners:** We recommend a combination of native teasers and native banners to reach your target group effectively.



**Ad impressions:** We recommend a media volume of 720,000 ad impressions to advertise your native article.



**Portal rotation and channel:** To achieve optimum results, the advertising media should be displayed in portal rotation or in the corresponding channel.

1 Note: The recommended media package differs from the minimum booking package.

# EXAMPLE FLOW CHART NATIVE ARTICLE BASIC

At least  
10 working days  
before start

## **FOR BOOKING: KICK-OFF-CALL | client, agency, brandstudio**

- ◆ Feedback and detailed coordination
- ◆ Definition of responsibility for coordination and approval processes

1 week  
before start

## **DELIVERY OF THE FINAL TEXTS INCL. IMAGES AND VIDEOS**

- ◆ Dispatch of text and image material (customer to brandstudio)

5 working days  
before start

## **DELIVERY OF CLICKOUTS AND CREATION OF CLICKCOMMANDS**

- ◆ Dispatch of clickouts (customer to brandstudio)
- ◆ Creation of ClickCommands

2 working days  
before start

## **FINAL RELEASE AND LIVE CONNECTION**

- ◆ Go live 2 working days after final approval

# EXAMPLE FLOW CHART NATIVE ARTICLE PLUS



04

# NATIVE HUB

# YOUR PRODUCT CHOICE: NATIVE HUB



## Seamless integration of your message

**Native content:** Your content and messages are integrated natively into the editorial environment of the iq digital portfolio.

**Focus on informative presentation:** Together we focus on a clear and informative presentation of your communication objective.

**Expert positioning:** Position yourself as a leading expert in your specific field.

## Your advantages

**Editorial look & feel:** Your message is presented in an appealing editorial look & feel.

**Comprehensive communication goals:** Ideal for comprehensive communication strategies where several articles on the same topic can be published over a longer period of time.

# STRUCTURE OF THE NATIVE HUB

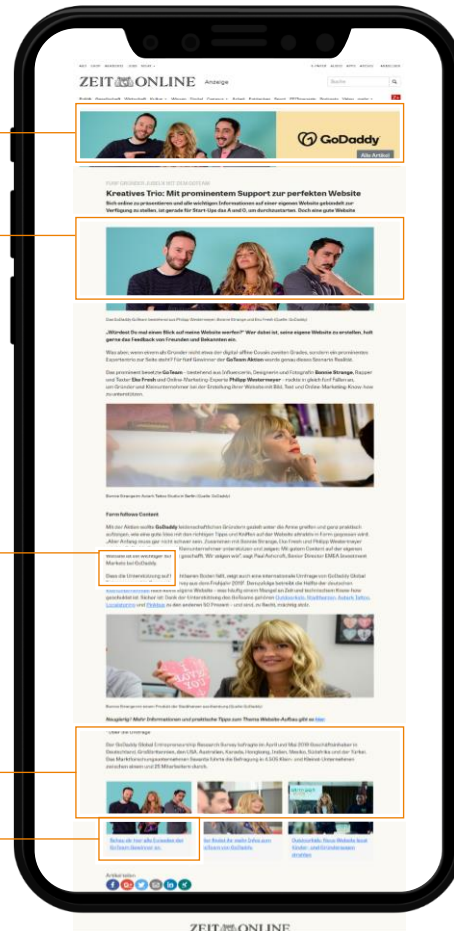
## Header

## Cover picture (further pictures within the article are possible)

## In-Text Links

## ClickOuts (studies can also be stored here)

## Social Media Sharing Button



## READERS GUIDE

- ◆ Customised display of advertising media (banners, native teasers) within the iq digital portfolio, that lead readers from the editorial content to the content integrations

## CONTENT

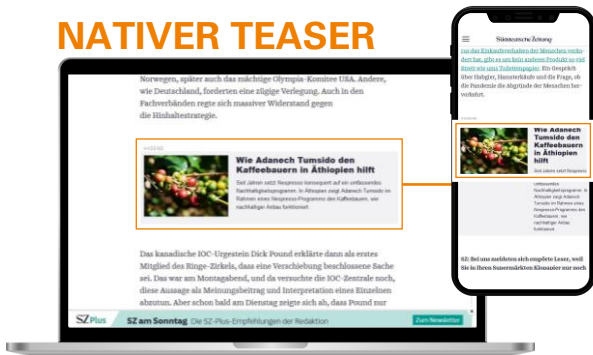
- ◆ Overview page: Access; overview of all existing articles
- ◆ Article page (2 - 5 articles): Article text with images (1 - 3 images per article)
- ◆ Article character length: approx. 5000-7000, headline <30, title <55, teaser <220
- ◆ Header in: 960 x 200 and 400 x 255 px

## POSSIBLE PLACEMENT OF

- ◆ Social Media Sharing Button
- ◆ Videos (mp4)
- ◆ In-Text Links (e.g. "Further information", "Downloads")
- ◆ Podcast/Audiodate (mp3)
- ◆ Studies for download

# MECHANICS USING THE EXAMPLE OF NESPRESSO

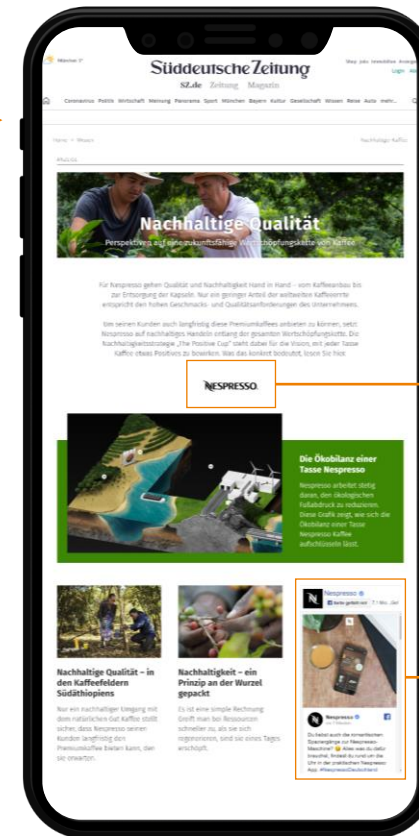
## NATIVER TEASER



## ARTICLE PAGE



## OVERVIEW PAGE



## CONTINUATION TO THE CUSTOMER SIDE



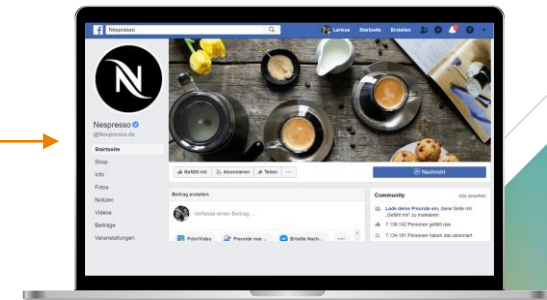
## BILLBOARD UND MHIA



## NESPRESSO INFOGRAPHIC



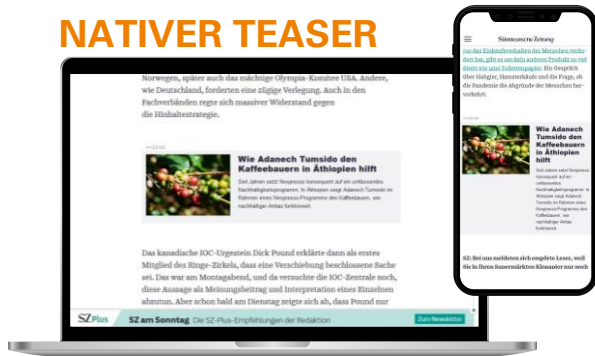
## CONTINUATION TO SOCIAL MEDIA



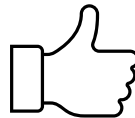


# RECOMMENDED MEDIA PACKAGE

## NATIVER TEASER



**Native teasers and banners:** We recommend a combination of native teasers and native banners to reach your target group effectively.



**Ad impressions:** To promote the hub, we recommend a media volume of 2,700,000 ad impressions, distributed across the respective articles.

## HALFPAGE AND MHIA



**Portal rotation and channel:** To achieve the best possible results, the advertising media should be displayed in portal rotation or in the corresponding channel.

1 Note: The recommended media package differs from the minimum booking package.

# EXAMPLE FLOW CHART NATIVE HUB PLUS

At least  
6 weeks  
before start

## **WHEN BOOKING: KICK-OFF-CALL | Client, Agency, brandstudio**

- ◆ Feedback and detailed coordination
- ◆ Definition of responsibility for coordination and approval processes

6 weeks  
before start

## **COORDINATION OF TEXT CREATION/LAYOUT (OPT. COORDINATION OF ADVERTISING MATERIAL CREATION)**

- ◆ Dispatch of image material and material for copywriting (client to brandstudio/ business editorial office)
- ◆ Creation of an editorial plan for the content design of all articles and coordination with client & agency (business editorial team)

5 weeks  
before start

## **ARTICLE CREATION AND RELEASE FOR LAUNCH**

- ◆ Dispatch of the finished articles to the customer
- ◆ Release of the 5 chapters (incl. 2 release loops)

5 working days  
before start

## **FINAL RELEASE**

- ◆ Final release of the finished hub (customer)

04

# MAGAZINE HUB

# YOUR CHOICE OF PRODUCTS: MAGAZINE HUB



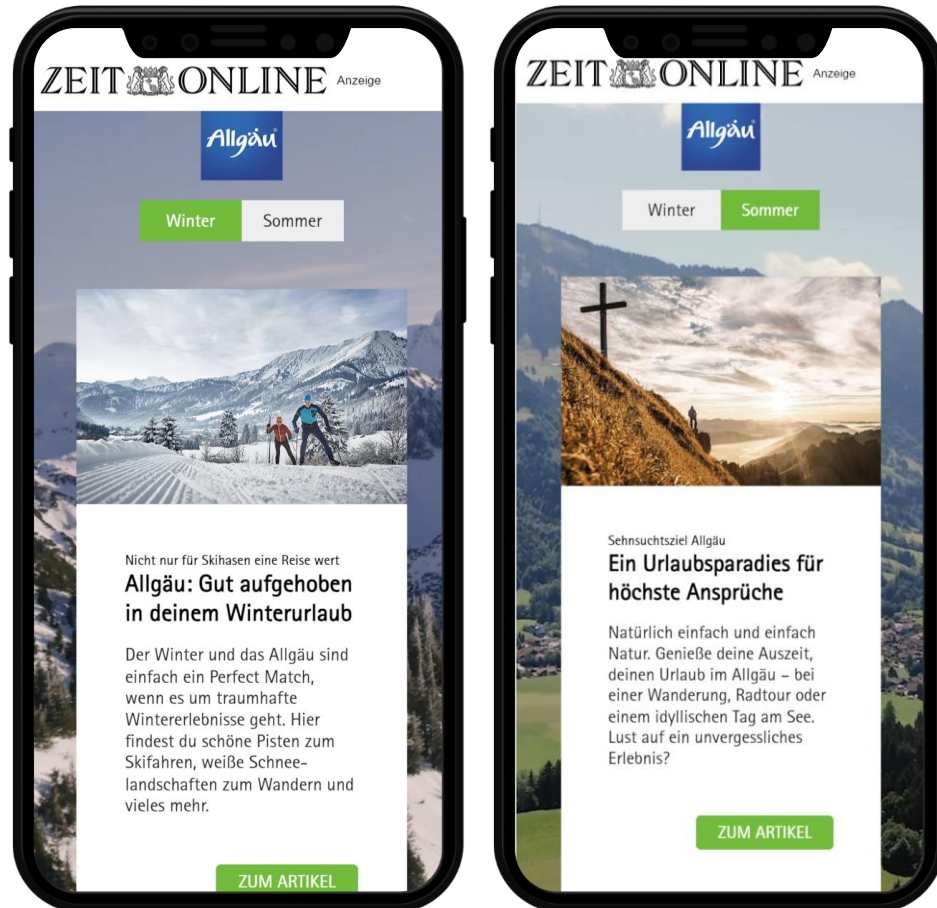
## Your content, perfectly staged

**Branding with native content:** The Magazine Hub impresses with a customised overview page that bundles several articles that open in the look and feel of the respective media brand.

**Creative design options:** Whether with a video or a static motif - visually draw your target group into the topic immediately with the designed overview page.

**Measurable trust:** Thanks to the high-quality environment of the iqd portfolio, users spend an average of around 2:27 minutes with our iqd content formats.

# STRUCTURE OF THE MAGAZINE HUB



## READERS' GUIDE

- ◆ Active promotion of content with banners and native teasers) within the editorial content of the iq digital portfolio



## CONTENT (OVERVIEW PAGE)

- ◆ Bundling of several articles
- ◆ Customised background video or image



## CONTENT (ARTICLE PAGE)

- ◆ Header in 960 x 200 and 400 x 255 px
- ◆ several images with intermediate texts (you supply at least 10 images)
- ◆ Possible placement of:
  - ◆ Videos (mp4)
  - ◆ In-Text Links (e.g. "Further information", "Downloads")
  - ◆ Podcast/Audiodate (mp3)



## REPORTING UND TRACKING

- ◆ Clicks, ad impressions, CTR, dwell time, page views
- ◆ Optional: Length of stay and visits
- ◆ In-text links can be tracked
- ◆ Near-time dashboard available on request

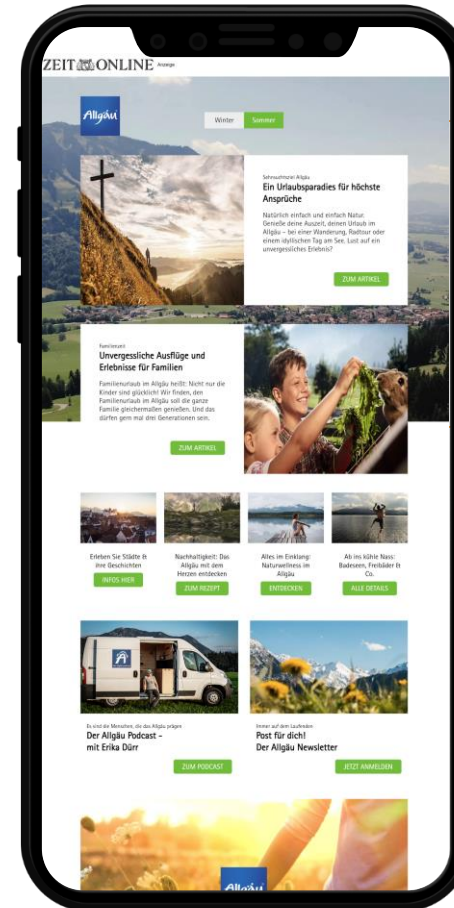
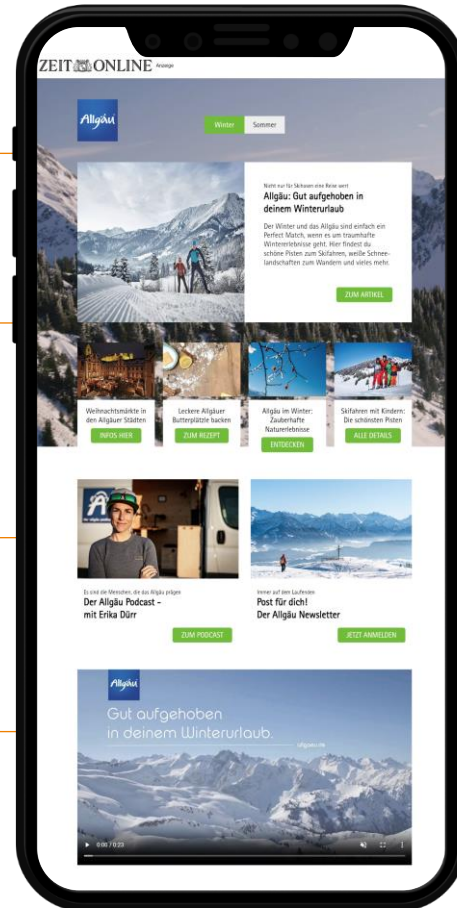
# STRUCTURE OF THE PRODUCT

Large video/ background image

Customised overview page

Article teasers lead to the articles written for you

Videointegration



Rubrication by switch

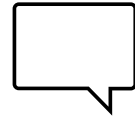
Allows users to display articles on a specific topic, especially in extensive hubs.

Background image/video

A large video or background image strengthens the branding and makes the hub's theme instantly recognisable.

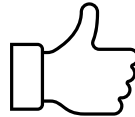
# RECOMMENDED MEDIA PACKAGE1

## HALFPAGE AND MHIA



**Banners:** We recommend the use of banners that pick up on the layout and the emotionalising visual language of the Magazine Hub in order to ensure a stringent reader guidance.

**Native advertising media:** These can be used as a supplement, but differ from the Magazine Hub format in terms of design.



**Ad impressions:** To successfully promote your brand story, we recommend a media volume of 4,200,000 ad impressions.

## NATIVE TEASER



**Portal rotation and channel:** To achieve optimum results, the advertising media should be displayed in portal rotation or in the corresponding channel.

1 Note: The recommended media package differs from the minimum booking package

# EXAMPLE FLOW CHART MAGAZINE HUB

At least  
30 working days  
before start

## **WHEN BOOKING: KICK-OFF-CALL | Client, Agency, brandstudio**

- ◆ Feedback and detailed coordination
- ◆ Definition of responsibility for coordination and approval processes

30 working days  
before start

## **DELIVERY OF THE FINAL TEXTS INCL. IMAGES AND VIDEOS**

- ◆ Dispatch of text and image material (customer to brandstudio)

30-7 days  
before start

## **ARTICLE CREATION AND RELEASE FOR LAUNCH**

- ◆ Dispatch of the finished magazine hub to the customer
- ◆ Release of the magazine hub (incl. 2 release loops)

5 working days  
before start

## **FINAL RELEASE AND LIVE CONNECTION**

- ◆ Go live 2 working days after final approval



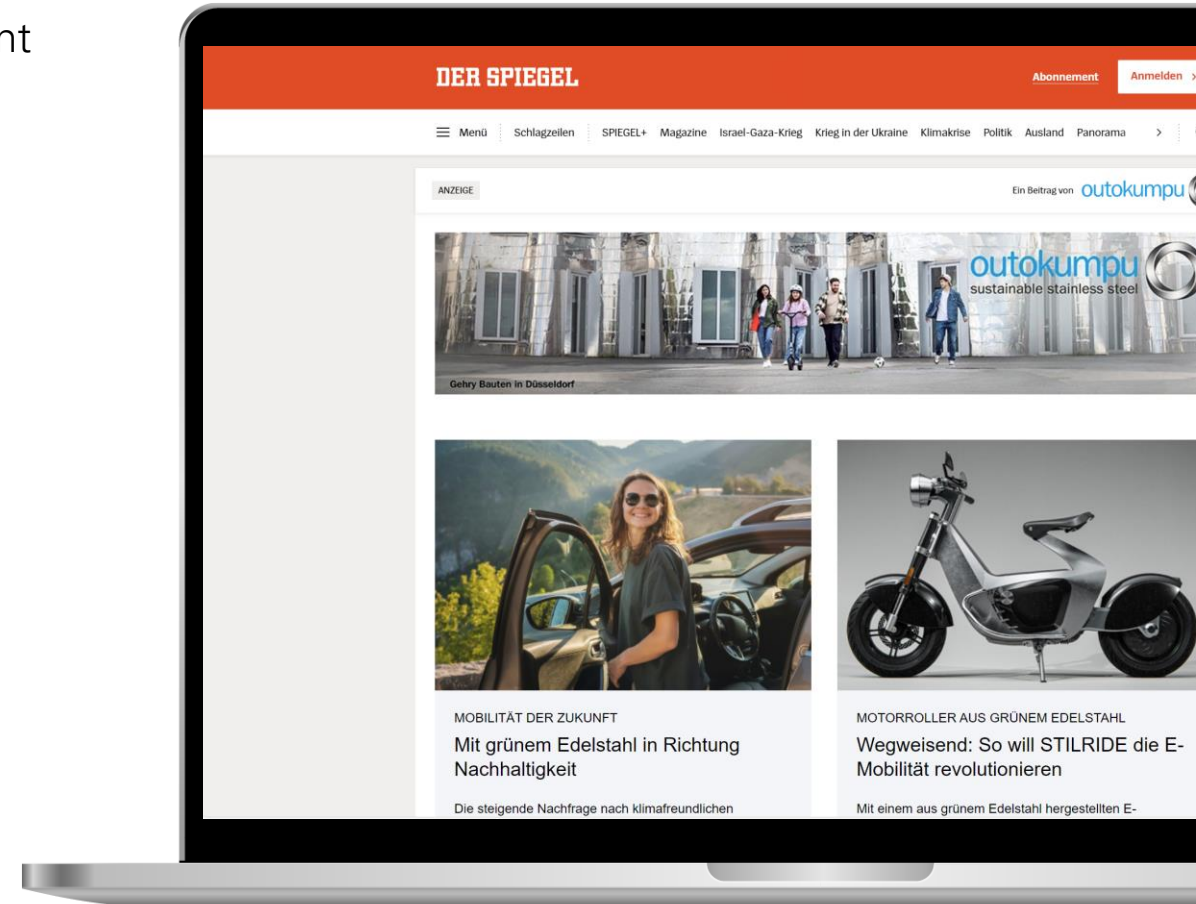
05

# **IQD-GUARANTEE**

# SUBJECT MATTER & EXPERT POSITIONING

Content marketing with a performance guarantee

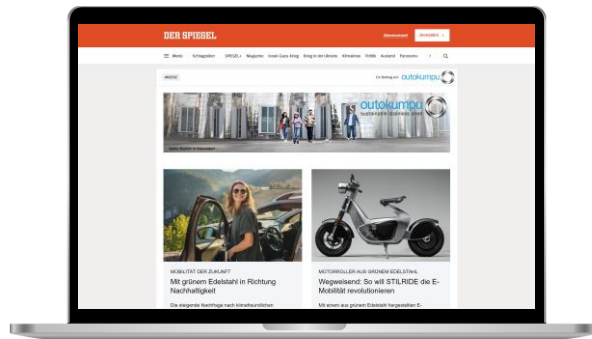
- ◆ Uses our native content marketing products for topic placement and expert positioning
- ◆ Our special content editors create the content
- ◆ Native traffic feed in the natural reading flow of the user
- ◆ Guaranteed views on the content in the premium environment
- ◆ Billing through fixed package price incl. creation



# THE PLAYOUT OPTIONS

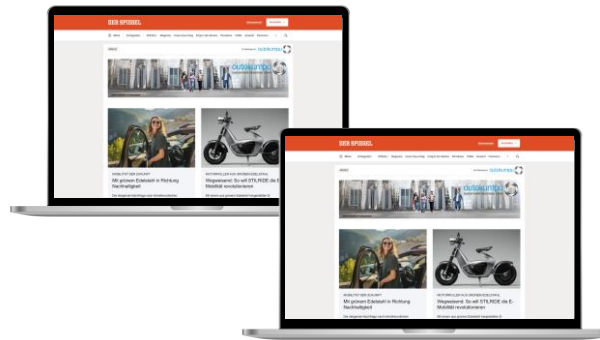
On one medium, on several media or in the channel

## A MEDIUM AS AN ANCHOR



- ◆ 1 × portal booking
- ◆ Native teasers are played out on one medium
- ◆ A firm integration

## SEVERAL SELECTED MEDIA AS ANCHORS



- ◆ Multiple portal bookings
- ◆ Native teasers run in portal rotation on the selected media
- ◆ Several fixed integrations

## IQD-CHANNEL AS AN ANCHOR

Frankfurter Allgemeine  
FAZ.NET

Handelsblatt

Süddeutsche Zeitung

Wirtschafts  
Woche

ZEITUNG ONLINE

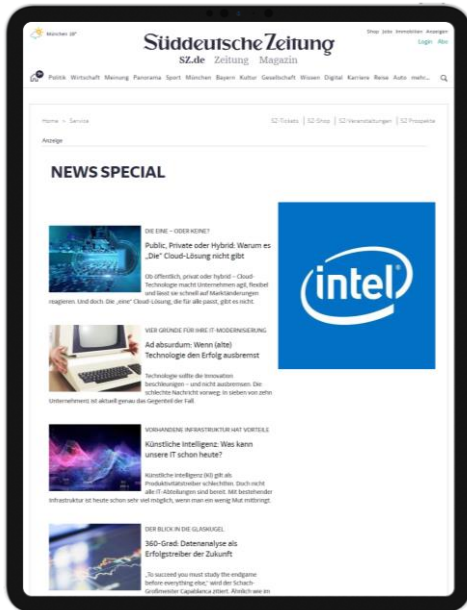
DER SPIEGEL

manager magazin

- ◆ 1 × channel booking
- ◆ Native teasers run in the channel and are played out according to availability
- ◆ Integration on all media in the channel

# NATIVE HUB/ARTICLE PLUS WITH VIEW GUARANTEE

High-quality produced article series on your topic with native traffic feed and view guarantees



## NATIVE ARTICLE PLUS PACKAGE S

1 article	
small	large
4,000 Views	10,000 Views
from 1 month term	
€19,250	€40,500

## NATIVE HUB PLUS PACKAGE M

up to 5 articles	
small	large
14,000 Views	30,000 Views
from 2 months term	
€56,125	€101,750

## NATIVE HUB PLUS PACKAGE L

up to 8 articles	
small	large
24,000 Views	50,000 Views
from 3 months term	
€86,300	€151,925

Playout	One Anchor ✓	Several Anchor ✓	Channel ✓
Billing	CPM with Advertising media selection		Package price with view guarantee ✓

1 Prices are fixed prices net/net plus VAT.

# DAS UMFELD IN A NEW DIMENSION

IF YOU HAVE ANY QUESTIONS, PLEASE DO NOT HESITATE TO CONTACT US AT ANY TIME.

[international@iqdigital.de](mailto:international@iqdigital.de)

HERE YOU WILL FIND FURTHER [CONTACTS](#):

