

BrandView

NATIVE ADVERTISING SOLUTIONS

ITP Business is introducing native advertising solutions to its magazines and websites for the first time. Under the **BrandView** umbrella, native advertising solutions will be available across print and digital platforms.

BrandView: The idea

Businesses are increasingly looking to step outside the usual parameters offered by print or online advertising and engage readers with their own content. In a response to the changing dynamics of the market, ITP Business is introducing **BrandView**.

BrandView allows industry experts to share their views on important industry issues and trends in ITP Business' range of magazines and websites.

Supply-side companies face many of the same challenges that buy-side companies – our readers – face, and as a result have valuable opinions and insights as to what firms need to do to tackle these challenges and boost their bottom lines.

ITP Business's **BrandView** allows supply-side companies to connect directly with the buy-side organisations that comprise the readers of its business-to-business magazines, digital newsletters and websites by creating dedicated content, written and produced by their senior management, marketing teams or public relations departments.

By providing clear, transparent and clearly marked content, ITP Business is giving supply-side firms an opportunity to demonstrate their depth of knowledge and to position themselves as a thought leader within an industry, without impinging upon the editorial authority and integrity of its journalists.

BrandView enables suppliers to align their brand with perceived experts, places an unofficial seal of approval on a brand by ITP Business' magazine brand, aids customer education and understanding, compliments and deepens brand recall, and acts as an effective way of differentiating high-quality from low-quality.

Supply-side organisations and their marketers are now able to put forward their own thoughts, and interact with ITP Busi-

ness's audiences in a new way. **BrandView** will be published under specific parameters that protect the magazines' editorial integrity and maximise the return of investment for clients.

BrandView: The benefits

Companies engaging in ITP Business's **BrandView** initiative will avail themselves of multiple business benefits. These include, but are not limited to, the following:

- 1) Align your brand with acknowledged industry leaders
- 2) Share specific industry knowledge and insights
- 3) Aid user understanding and education
- 4) Showcase thought leadership
- 5) Demonstrate understanding of real industry issues
- 6) Deepen brand recall
- 7) Differentiate your organisation from high volume, low interaction firms

BrandView: The options

There are a number of options available to companies wishing to take part on the **BrandView** initiative. Details of these packages can be found below.

PACKAGE	WHAT'S INCLUDED	PRICE
Print only	Single page article (350-450 words)	US\$6,000
Web only	Online posting of article only. (Hyperlinking and promotion will be charged extra)	US\$8,000
Print & website	Single page article, (350-450 words) and an online posting of the story on the relevant website	US\$14,000
Print, website and newsletter	Single page article, (350-450 words), online posting of the story on the relevant website and inclusion in digital newsletter	US\$15,000

BrandView: The process

Once a company has decided that the **BrandView** approach is right for them, the process is a simple one. Having agreed the package with one of our commercial managers, clients will follow the simple steps of the **BrandView** process:

Step 1: Book your **BrandView** campaign with ITP Business

Step 2: Send your **BrandView** submission to your commercial manager, including the following elements:

- Article text
- Article by-line
- Accompanying image (headshot of author is preferred although a stock image can be used)
- Suggested headline and strap line



Step 3: Your article will be reviewed by an ITP Business editor in order to identify any content that may breach either ITP's internal code of ethics, or regulations set out and enforced by the National Media Council or the title's publishing proposition.

Step 4: Dates will be agreed when your article will be published (either in print, online, in the digital newsletters) ready for readers and potential customers to interact with.

BrandView: The contacts

Stephen Price

T: +971 4 444 3246 M: +971 50 22 44 6715

E: stephen.price@itp.com

Riad Raad

T: +971 4 444 3319 M: +971 50 702 2970

E: riad.raad@itp.com

