

THE SHOP

SPONSORED CONTENT/ NATIVE ADVERTISING

Engage THE SHOP's Audience with Sponsored Content

Sponsored Content, also known as Native Advertising, is designed to capture the attention of your target market, engage the market, boost your brand's relevance, and establish your brand as a thought leader.

Here's how it works...

1. You provide engaging, educational content relevant to your area of expertise for THE SHOP's daily eNewsletter

The screenshot shows the eNewsletter interface for August 14, 2018. It features several sections: 'FEATURED' with an article on product-mobility, 'ELECTRONICS' with an article on Rydeen, and 'NEWS' with an article on tariffs. A 'Sponsored Content' callout points to a SummaUSA.com advertisement and an AirMark.com advertisement, both of which include the article 'Marketing and Sales: Here Come the Promises' by Jesse Kramer. The SummaUSA.com ad features a red arrow pointing down to the AirMark.com ad.

2. Your article will link from the newsletter to THE SHOP's website at theshopmag.com

The screenshot shows the website interface for the article 'Marketing and Sales: Here Come the Promises' dated July 5, 2017. The article is sponsored by Motivality. The content includes an editor's note, the article text, and a 'Find Suppliers Now' button. A sidebar on the right features a 'NEW FOR 2017' advertisement for 'BLACK UNDERHOOD THERMAL ACOUSTIC LINER'.

3. Your online content at theshopmag.com will be included in THE SHOP's online newsfeed and will be archived, categorized and searchable at the website

The screenshot shows the website's newsfeed for July 5, 2017. The article 'Marketing and Sales: Here Come the Promises' is featured prominently. The newsfeed also includes other articles like 'Top Gasket Questions Answered by Bogi and Petty's Garage' and 'Marketing and Sales: Here Come the Promises' (repeated). A sidebar on the right offers a search function and a 'Find Suppliers Now' button.

THE SHOP editorial staff will work with you to ensure the content is relevant and impactful for our audience. Content should be educational and informative, as opposed to a pure sales pitch.

Price \$995

Note: Add \$500 if content is created by THE SHOP's editorial staff

Re-runs \$495

Specifications

Headline: 45 characters with spaces max

Description/subhead: 220 characters with spaces max

Copy for article: 500-word limit preferred, but not required

A photo or illustration to accompany the sponsored article is encouraged but not required