

Engage THE SHOP's Audience with Sponsored Content

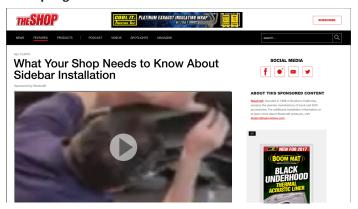
Sponsored Content, also known as Native Advertising, is designed to capture the attention of your target market, engage the market, boost your brand's relevance, and establish your brand as a thought leader.

Here's how it works...

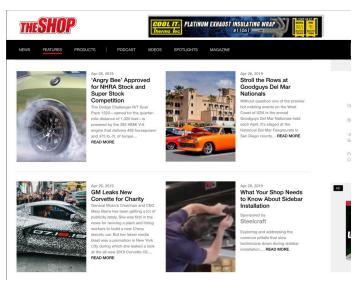
1. You provide engaging, educational content relevant to your area of expertise for *THE SHOP*'s daily eNewsletter



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



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



THE SHOP's 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.

