

Amplify Your Story with Sponsored Placement - Europe

CISION®

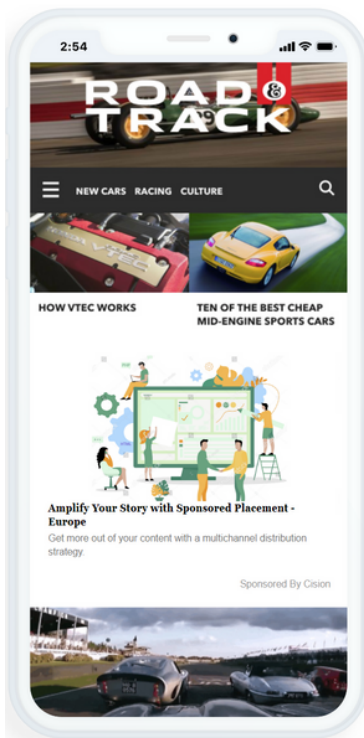
Get more out of your content with a multichannel distribution strategy. Reinforce your brand's message and reach a broader audience on premium websites with Sponsored Placement - Europe.

Reach Audiences in a New Way

Cision creates a Sponsored Placement using your press release headline and an image or video. This appears on a premium publisher's website with other relevant content and drives traffic to your press release via PRNewswire's site.

The authentic format of a Sponsored Placement encourages reader engagement and enables you to reach audiences browsing their favourite websites.

When you supplement your press release distribution with a Sponsored Placement, you reinforce your brand's message, increase visibility and improve your ROI.



81%

of consumers
trust content on
publisher
sites*

Industries

Automotive

Business

Entertainment

Fashion & Style

Food & Drink

General

Health & Fitness

Home & Garden

Retail

Technology

Travel

CISION®

*According to Digital Content Next

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Sponsored Placement - Europe

All Packages

CISION[®]

Choose from 11 Sponsored Placement Sector Campaigns.
You can also maximize the reach of your content by combining multiple campaigns (e.g. Tech + Retail + General) or by choosing to create a Custom Campaign.

Targeted Campaign

100 Premium Sites

Across Networks in UK, Germany, France, Spain, Netherlands & Italy

115K Impressions

Proof of placement report

- ▶ Automotive
- ▶ Fashion & Style
- ▶ Food & Drink
- ▶ General
- ▶ Home & Garden
- ▶ Entertainment
- ▶ Technology
- ▶ Business
- ▶ Health & Fitness
- ▶ Retail
- ▶ Travel

Custom Campaign

Customise Your Campaign

Customisation options include:

- ▶ Guaranteed clickthroughs (engagement focused campaigns)
- ▶ Audience targeting (demographics)
- ▶ Additional impressions
- ▶ Multiple industry categories
- ▶ Custom report

Sponsored Placement - Europe
Industry Packages



 Entertainment	
 Business	
 Health & Fitness	
 Retail	
 Technology	
 Travel	

Websites are subject to change

Sponsored Placement - Europe
Industry Packages



 Automotive	          
 Food & Drink	         
 Fashion & Style	         
 Home & Garden	        
 General	           

National Campaigns are available for UK, France and Germany

Websites are subject to change