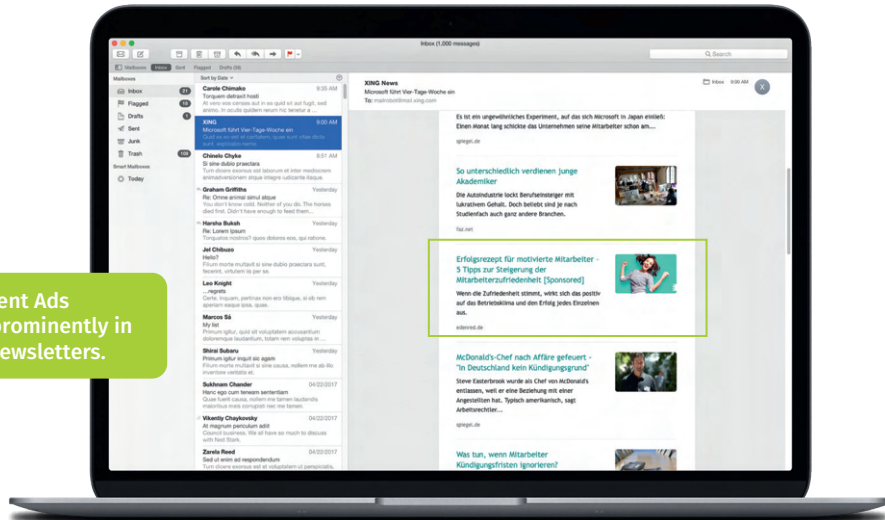




XING Content Ads

Convincing content with an impressive impact.



XING Content Ads featured prominently in industry newsletters.

Win over your target group with interesting, first-rate content posted in a professional environment. XING Content Ads offer exclusive native placement of your editorial messages in XING industry newsletters.

How you benefit:

Effective targeting

With about 19 million employees from every industry, the XING network gives you access to a vast range of target groups and is the ideal place to successfully position your content.

Exclusive placement

Your articles appear in a professional environment in an otherwise ad-free XING industry newsletter.

Accurate placement

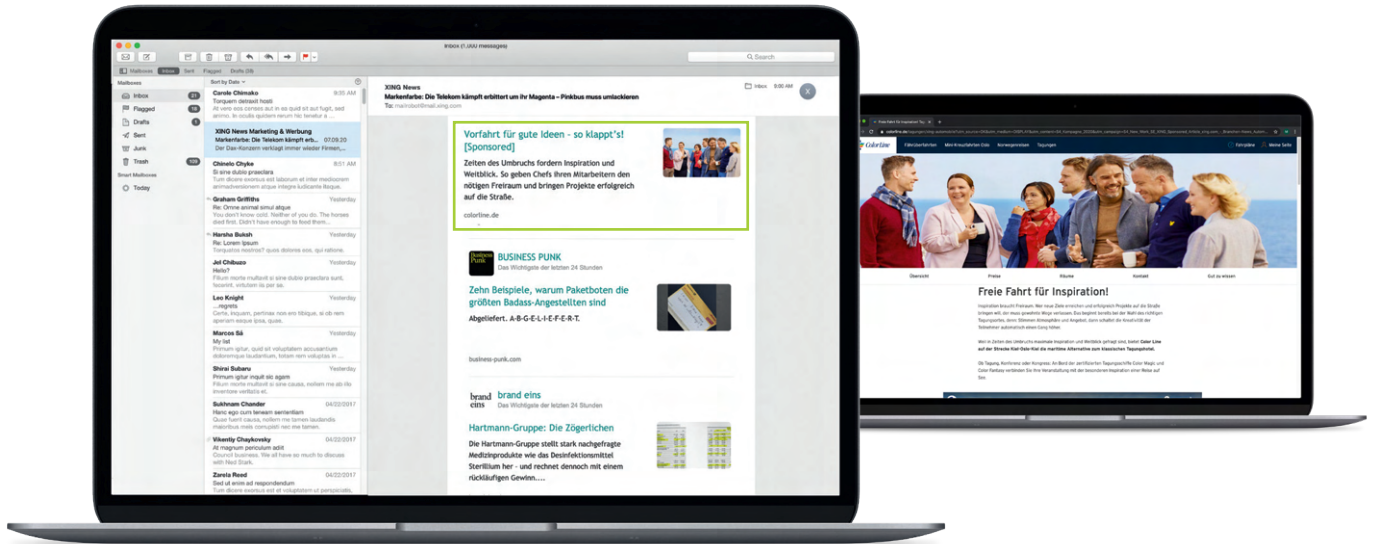
You can either target a certain industry or XING users. That way, you always reach the right target group for your content marketing messages.

Native content integration





























Activate your target group and link to your content, such as blog articles or whitepapers

Extensive reach

Specific industry newsletters are sent out to more than 5 million people every day.



We have over 25 industry newsletters to choose from:

 Automotive	 Banking & Finance	 Business & Management	 Chemicals & Biotechnology	 Climate & Environment	 Construction	 Consultation	 Consumer Goods & Retail	 Design	 Education
 Energy	 Health & Social Affairs	 Human Resources	 Industry & Engineering	 Insurance	 Internet & Technology	 Marketing & Advertising	 Media	 Medical Services	 Pharmaceuticals & Medical Technology
 Politics & Society	 Real Estate	 Student News	 Telecommunication	 Tourism	 Transport & Logistics	 Austrian business	 Swiss business		

Good to know:

Successful content marketing on XING

Use XING Content Ads with XING co-branding to exclusively address your target audience and share your content via XING industry newsletter without any other distracting advertising.

Approach your target group via SQL queries

Your XING Content Ads appear in our daily industry newsletter. Choose from more than 25 different industries and reach highly attractive target groups. You can also target XING users effectively via SQL queries. In addition, there is the possibility to reach out to users with retargeting.

Swift and simple support

After making a booking, let us know your target group and campaign goal along with a contact person to coordinate your theme and copy. This could be your media agency, for example. Then just send us the URL for the page you want to link to, as well as image and copy, and we'll handle the rest.

Your main contact person at XING will help make sure your content campaign is as successful as possible. After the campaign ends, you'll receive a summary report.