



# XING Sponsored Articles

Convincing content with an impressive impact.

Place your content in XING News media



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

## Focus on the following business goals:

### 1. Industry exclusivity

Reach your target audience without any disruptions from the competition.

### 2. Traffic optimisation

Direct people interested in your article to your website.

### 3. High level of credibility

Benefit from our professional editorial environment.

## How you benefit:

### Effective targeting

With 16 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 in XING News

Your articles will be displayed in the XING News overview page without any other distracting advertising, and in industry news and daily industry newsletters.

### Accurate placement

Find the right target audience for your content marketing messages from among 33 different industries, and present your articles in a professional environment.

### Call-to-action integration

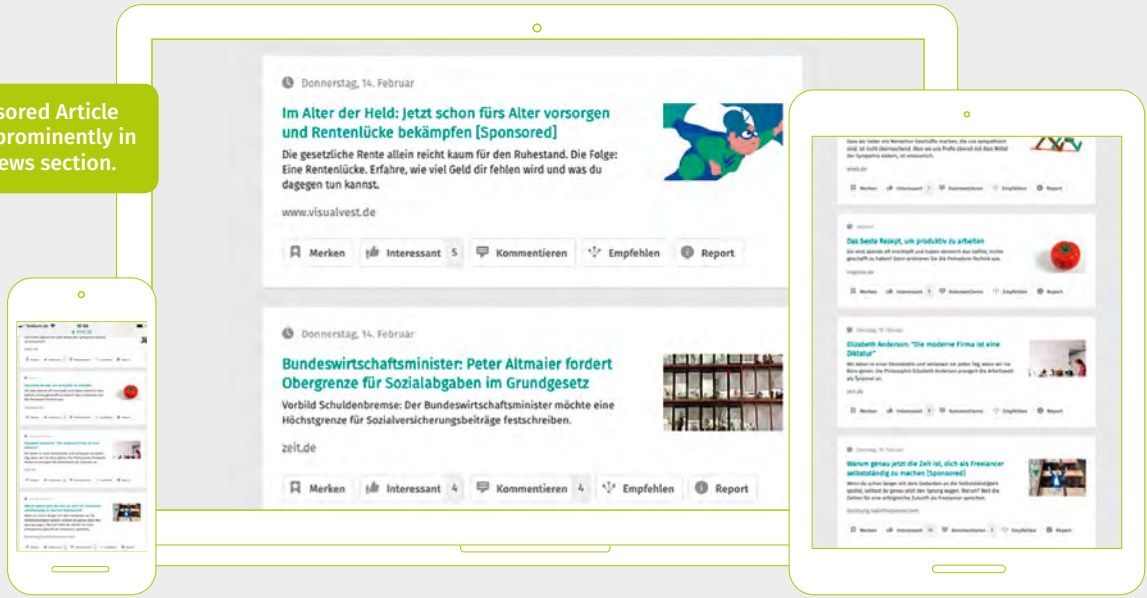
Activate your target group and link to your website from within your articles.

### Extensive reach

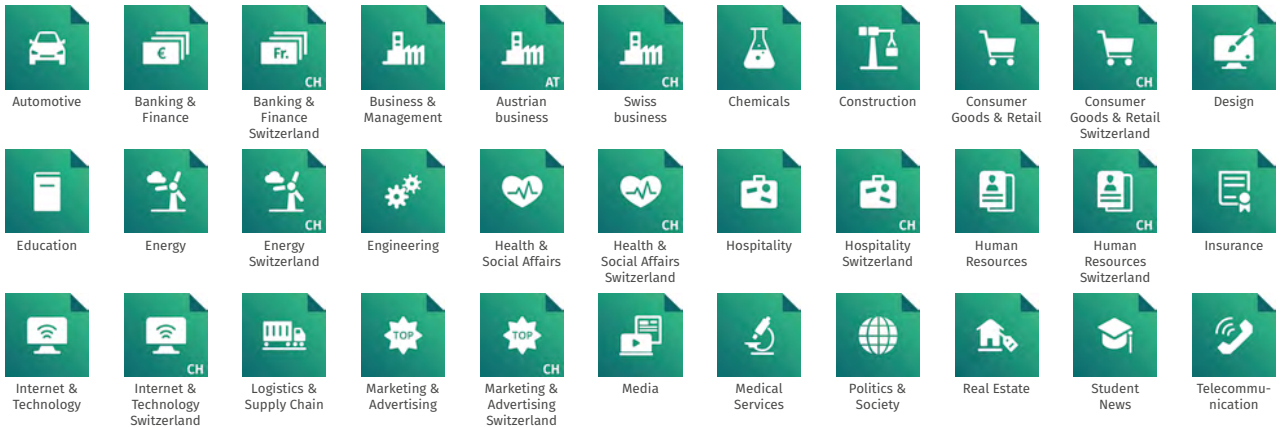
Specific industry newsletters are sent out to 5 million people every day.

**XING**<sup>Y</sup>  
Marketing  
Solutions

XING Sponsored Article displayed prominently in the XING News section.



### Our 33 industry newsletters:



### The three steps to your XING Sponsored Articles:

#### Successful content marketing on XING

Use XING Sponsored Articles with XING co-branding to exclusively address your target audience and share your content via XING News media without any other distracting advertising.

The XING editorial team check your article's headline and tonality to make sure you reach out to your target groups as effectively as possible.

#### Approach target groups by industry

Your XING Sponsored Articles will appear in the news overview page, our Industry News and in daily industry newsletters.

Choose from among 33 industry newsletters and reach around 5 million active XING users every day.

#### 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.