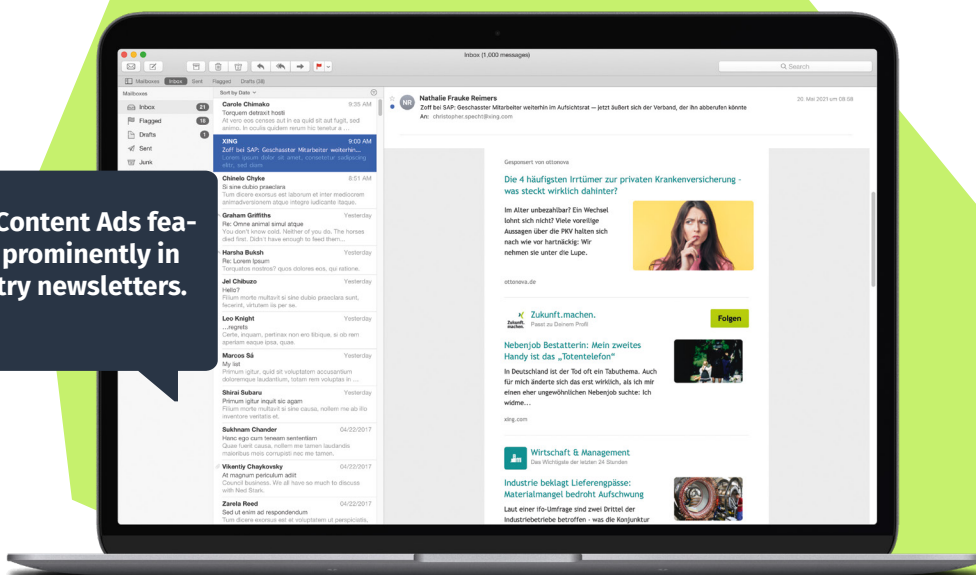




XING Content Ads

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 messages in XING industry newsletters.

How you benefit:

Effective targeting

With about 20 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.

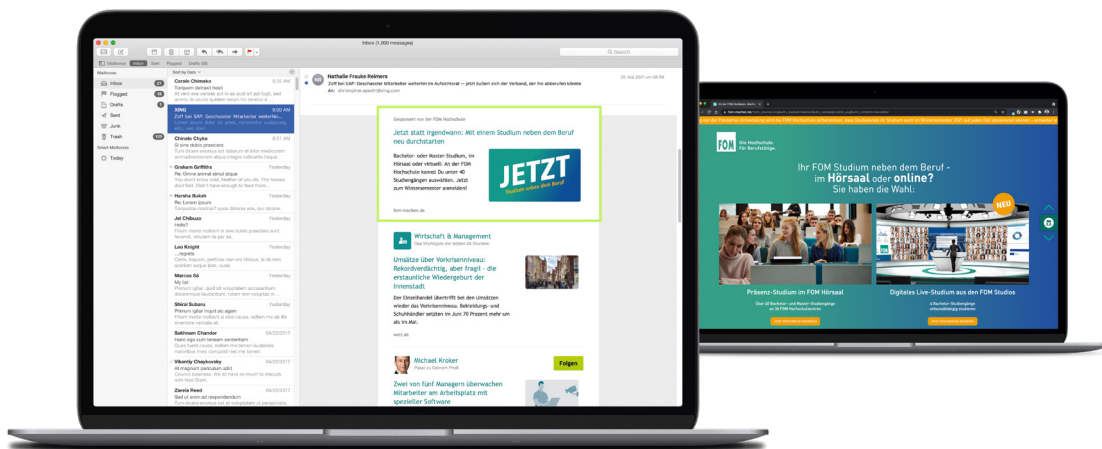
Call-to-action integration

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

Extensive reach

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

XING Content Ads



We have **over 25 industry newsletters** to choose from:

- Internet & Technology
- Student News
- Swiss business
- Consumer Goods & Retail
- Austrian business
- Engineering
- Business & Management
- Automotive
- Media
- Health & Social Affairs
- Banking & Finance
- Marketing & Advertising
- Construction
- Human Resource
- Medical Services
- Energy
- Logistics & Supply Chain
- Telecommunication
- Education
- Politics & Society
- Climate
- Insurance
- Real Estate
- Tourism
- Design
- Chemistry & Biotechnology
- Consulting

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 newsletters without any other distracting advertising.

Approach your target group via SQL query

Your XING Content Ad appears 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 query. In addition, there is the possibility of 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.