

Content Marketing: Special Edition

A special is particularly suitable to allow potential customers to dive deeper into a complex topic or to present an entire product portfolio.

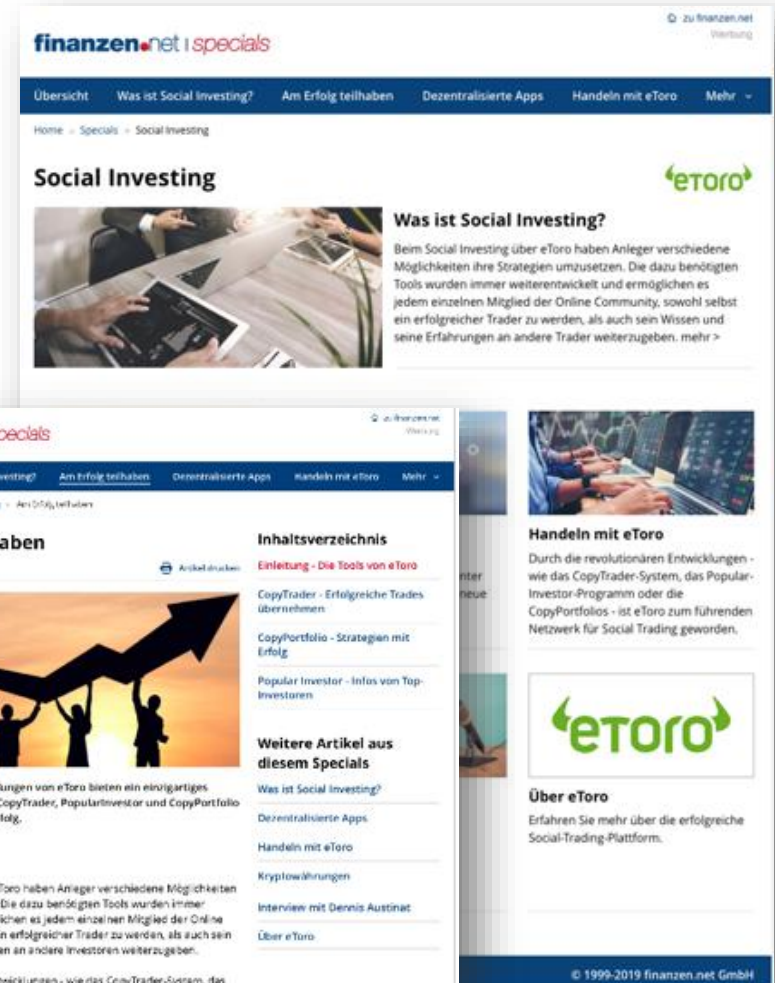
Structure

- An exclusive topic: topics are only covered by one customer
- Seven main articles, each with several sub-chapters
- Outline draft with finanzen.net

Required material

- Texts on the selected topic:
 - Customer delivers the texts in full to or
 - finanzen.net writes the texts itself (based on the information material)
- You can provide your own images (or selection from finanzen.net)
 - Header: 660x303px
 - Images within the content: customized dimensions
- Duration: at least 3 months or until 30,000 views are reached
- Creation time depending on the effort

Examples: <https://www.finanzen.net/specials-advertorials/specials/>



Your contacts: Jacqueline Lampert / Christina Lienhart; **Mail:** kolumnen@finanzen.net;
Phone: +49 (0)721 16 17 66 - 110 / +49 (0)721 16 17 66 - 111