What is branded content?

a sales initiative that engages users with content that a client pays for, supplies, and/or participates in; an opportunity to tell your story

Branded content is 22x more engaging than display ads.
Pressboard Media, 2019

90% of people like custom content as a way for brands to engage with them.
Financial Times Survey, 2019
What is the opportunity?

**SPONSORSHIP**
Content created independently of a revenue partner (content created by editorial team, assets dictated by editorial team)

**NATIVE ADVERTISING**
Content created by the Reader but “sponsored by” revenue partner(s) (content created by editorial team, assets dictated by client)

**ADVERTORIAL**
Content created by the client (content created by client, assets dictated by client)
Creating a branded content storytelling partnership with the *Reader* can include:

- creative direction
- project management
- briefs
- copywriting
- interviews
- photography
- listicles
- promotions

We work with your needs and capabilities, from light assist (using your direction and materials) to heavy assist (taking full control of the campaign based on your tone/ideas).
drive traffic with a range of

PRODUCTS

DIGITAL

- email (standalone, Daily Reader ad slot)
- chicagoreader.com display ads
- embedded audio/video
- podcast advertising
- affiliated CIMA websites
- extended network (content targeting, native programmatic, display programmatic)

SOCIAL

- Instagram stories/posts
- Facebook stories/posts
- Twitter
- YouTube
- LinkedIn stories/posts
PRODUCTS

PRINT

• bi-weekly edition
• special issues
• pull-out insert
• special section
• gift guides
• affiliated local media partners
• other vanity publications
• display advertisements

OTHER

• connections to local nonprofits for giving opportunities that tie into social impact
RATES

PRINT:
based on size (see regular rate card)

DIGITAL:
500-600 words plus photos

$395
ADVERTORIAL

$550
NATIVE ADVERTISING

PRICED ON DEMAND
SPONSORSHIPS

topics, sections, projects
ex. music, Savage Love, cannabis,
Chicago Reader Book Club

Content will be marked SPONSORED ADVERTISEMENT.
The Chicago Reader has the right to refuse any content, as well as a right to review and approve any language.

No false medical or legal claims are allowed.

ads@chicagoreader.com