

Custom article

The use of complex methods of influence on the target audience, increases sales of the advertised goods and services. One of the most effective ways of presenting information about the advertiser is the use of advertising in the press. Placement of customized articles allows you to attract the attention of consumers due to the lyrics stylized as a regular newspaper and magazine material. In connection with high influence of various media, the modern man has developed a subconscious habit of closing excess excess knowledge. Target audience polling becomes increasingly difficult to gain her attention. Custom paper also allows you to submit required data in plain journalistic material. This text may be made in the form of an interview report stories from the life of famous people. As a rule such publications with interest are perceived by readers. We suggest to familiarize with the advantages of advertising in the press in the table below. Newspapers Magazines Currently there are two types of custom-made articles one officially indicate that offered the article is published the other serves as a hidden promotional message. Last option advertisers editorial is presented as journalistic material or as the opinion of independent experts. Sponsored articles may not necessarily be disguised as informational text. Very effective related analysis of current economic, social political aspects of life presented on behalf of the advertiser. It is worth noting that this type of advertising in the media requires special knowledge and skills. When developing print advertising media professionals ARTWELL pay attention to the choice of the genre to illustrate the published text. The authors of the company competent written literary language have a logical structure and maintain the reader's interest throughout the article. No less sensitive we come to the choice of illustrations for each publication because a large part of the text without images and photo perceived not effective. In the course of work on the selection of advertising sites in the press we are considering all the most suitable on the subject of the publications Newspapers magazines guides various handbooks bulletins etc. depending on the theme of the advertised products or services we give preference to socio-political or specialized industry publications press interest. Promotional articles about products and manufactured goods is designed for reading specialists in certain industries are being prepared for publication in relevant journals. To achieve the desired result of advertising in

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