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What is an Advertorial? Examples of Advertorial

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The Internet has opened up a lot of avenues for marketing of products and services. An **Advertorial** is one of the effective marketing techniques that can be used to promote product or service.

Today, we have come up with a detailed description about Advertorial. So, if you have used Advertorials as one of your marketing arsenal, it's the time when you fully acquaint yourself with this powerful marketing tool.

Advertorial Definition

To start things off, let us get to know the definition of *Advertorial*.

In simplest terms, Advertorials can be understood as paid content. It is a form of advertisement that gives information about the product in the form of an article. They

appear in the media, including newspapers, magazines, or websites. In usual circumstances, a brand pays the publisher for such an article.

Typically, Advertorials are used by marketers for educating prospective consumers about the features of a product. It is used to target a specific set of people by using the right medium for publishing the advertorial.

So, an advertorial can be understood as an advertisement which is disguised to look as if it were a regular piece of content.

Thus,

Advertorial = Advertisement + Editorial Content

An Advertorial is an amalgam of advertisement and editorial.



Getting to Know Advertorials

In an Advertorial a brand pays to have their content in a publication. A distinct characteristic of an Advertorial is that it looks like a regular article. However, it is paid content that is used to promote a product or service.

Nowadays, Advertorials are increasingly being used by companies for advertising their products on sites that go on to generate income through click-through. Advertorials are intended to sell something. However, the majority of readers can't make out that they are a paid promotion.

Another important aspect of Advertorials is that they are closely related to [native advertising](#). As with native advertising, Advertorials are also informational but go on to sell something.

In native advertising, there are sponsored content and promoted stories that can be seen on [social networks](#) and ads in search engine results. They can contain images, videos, text, and graphics.

On the other hand, Advertorials are product commercials that appear as a single piece of content. Both Advertorials and Native Advertising go on to show the importance of content marketing in sales and marketing efforts.

Advertorials have become an important constituent of the overall marketing strategy adopted by various companies. It creates white papers, videos, and other content which are distributed by companies through newsletters, social media, company websites, and other means.

They are meant to be downloaded by audiences in exchange for company information that can be used to create targeted sales campaigns.

Advertorials are used for getting a specific action from the reader.

A successful Advertorial is made up of 70% Good Content and is mixed with 30% Promotion of the Product.

For example, an Advertorial featured in a business newspaper would show up content that educates a set of people about the economy, markets, or financial products. It provides an opportunity to a company to connect with its consumers through a story which is not seen in a traditional print ad in a newspaper, magazine, and neither on a website as a banner ad.

So, an Advertorial is much more elaborate than an advertisement and goes on to provide detailed information to consumers about the product. In most of the cases, Advertorials are written by the ad agency and even by the client itself.

They go on to purchase the ad space in a newspaper, a magazine, or on the website. It should be noted that in most publications, the word “advertisement” can be seen printed in small letters at the top or bottom of an advertorial.

Advertorial vs. Advertisement

Both Advertorials, as well as [display Advertisements](#), are employed by companies and advertisers for selling products and services.

While Advertorials take the form of an article which is designed to sell a product to the reader, display advertisements show up as simple message or image. Companies use advertisements or advertorials depending upon their business model and objectives. Sometimes the purpose of Advertorials can be brand awareness.

Let's take a look at some of the major differences between Advertorials and Advertisements.

Advertorials run into the entire content of a page. It may happen that readers can go through an entire advertorial where they end up reading most of the article and still can't make out that advertiser is trying to sell them a product.

In an advertorial, an advertiser gets more opportunities to convince a reader for buying a product, whereas a display advertisement has an immediate effect on the reader.

Typically, display advertising is used to brand a product or logo. A company runs an [advertising campaign](#) to expose a consumer to its image. It usually carries a single picture of the flagship product of the companies' with or without any words.

However, an advertorial is not used for branding purposes essentially because it carries a long block of text which is not easy to remember as an image or message in a display advertisement.

Usually, advertorials and advertisements come for the same price if they take up the same space. However, at times companies may go for a professional for writing up the [sales copy](#) for the advertorial in which case the advertorial can cost much more than an image or simple message that is showcased in an advertisement.

Typically, display advertisements are used by advertisers for conveying a simple and clear message. For instance, a display advertisement can be used to show a 25 percent off a clearance sale or an advertisement can be used showing a picture of a person drinking a specific type of soft drink.

However, an advertorial is typically used for convincing a reader for buying a recurring service or an expensive item.

Advertorial Examples

So, Advertorials are paid content that can appear in newspapers, magazines, or websites and are intended to get a specific action from the reader. It could propel readers to donate to a cause, download a PDF, visit a store, and can even lead readers to subscribe to an email newsletter or to buy a product.

Every effective advertorial has a call to action and leads the reader to what to do next. Advertorials come in the form of lists or guides; they could be videos or print articles and could be one page or six. Most Advertorials are framed in the form of a story.

Sponsored eBooks are an excellent example of advertorials. In 2013, Hochwert had come out with an eBook named *The Ultimate Craft Guide: 25 Free Craft Projects for*

Every Crafter that was sponsored by as much as 18 different companies. One of the main sponsors was Michaels craft store who had their name on the cover and also in other places within the book.

Likewise, Virgin Mobile worked with BuzzFeed to create many funny, quick articles that made them buzz-worthy in social media. These posts were successful in generating millions of “engagements.” Studies showed that people who saw these advertorials were more likely to get their next smartphone from Virgin Mobile.

18 | Friday, June 20, 2008 | **Reporter** thereporter.com.au

» **Advertorial** ←

Boronia Heights childcare centre is a beacon for healthy eating



CHILDREN at Parklands Drive Early Education and Kindergarten in Boronia Heights are busy learning about food.

The children see where their food comes from, with a vegetable garden, worm farm and chickens adding to their education.

Drs Vikas and Harpreet Moudgil are celebrating their first year of owning the centre, which has been totally refurbished and is a far cry from its previous tired shell.

Situated in a quiet, tree-lined street, Harpreet said she hoped the family-owned centre would become a beacon in the local community.

Having worked at Logan Hospital for the past three years, she has developed a deep love for the area and is passionate about giving back to the community.

"I believe children should have the best possible educational start in life and this includes access to sound knowledge of healthy food."

More than 50% were unsure beetroot was grown in the ground and 25% couldn't identify a leek or radish.

Harpreet said she and her experienced and highly-qualified staff were committed to changing that.

"We grow a range of seasonal vegetables such as tomatoes and eggplant as well as a variety of herbs, which we also offer to parents when they collect their children," she said.

Children can also take turns in taking home the eggs from the two laying hens.

All meals are prepared from scratch and even morning tea snacks such as smooth bars or blueberry and cranberry muffins are home baked. Their lunch menu has no processed ingredients but features treats such as Thai chicken, delectable home-made curries and freshly made sandwiches, fresh fruit and vegetables.

The hard work appears to be slowly paying off, with several families commenting on their children's change in eating habits. One mother said her child had suddenly embraced tomatoes after seeing them growing in the centre's vegetable garden.

"She said he would always pull out the tomato from his Subway sandwich and for the first time ever didn't do that," Harpreet said.

Centre director Caitlin Warren is enthusiastic about the changes they're seeing in every area of the children's education.

"I feel very lucky to be in early childhood care and education and work with such exciting young children," Ms Warren said.

"We learn from what our children teach us and to see events through their eyes is truly inspiring, rewarding and oh so refreshing."

IMPORTANT LESSONS: Parklands Drive Early Education and Kindergarten in Boronia Heights teaches children about nutrition and where food comes from. PHOTO: IAIN CLIBBY

Harpreet Moudgil
We grow a range of seasonal vegetables as well as a variety of herbs.

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How virtualization changes the game for your SMB (Sponsored)

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Concluding

So, we see that Advertorials play a vital role in promoting products and services. The best thing about Advertorials is that they look like regular articles and still are successful in getting the desired response from readers.

In fact, they are the best way to market your products and services to your prospective customers. Advertorials are not a new phenomenon but are increasingly playing an important role in the marketing of products and services.

COMMENTS



[shahid](#) says

[September 29, 2017 at 3:27 pm](#)

was keen to know about advertorial.....thanks to u
happy to learn