

Branded area on Innovando News

Short service overview

Short document for commercial enquiries

English-language document

Editorial principle

Branded area, journalistic responsibility, clear separation between information and promotion.

In brief

A branded area on Innovando News is an editorial presence for a company, institution or organisation that wants to build a stable, credible and recognisable public presence over time.

It is not a simple advertising page and not a collection of press releases. The branded area enables the partner to be presented through journalistically contextualised content that is coherent with its sector, activity and fields of interest.

Objective

To strengthen reputation, qualified visibility, thematic authority and digital recognisability through a continuous editorial presence.

What is included

Element	Description
Presentation page	Profile, identity, vision, expertise and thematic framework of the partner.
Branded magazine	Dedicated section within Innovando News with a growing archive of articles.
Journalistic articles	Scheduled, newsworthy and contextualised content created through journalistic method.
Editorial links	References to the client website or useful pages when they fit the content.
Annual presence	Maintenance of the branded area and continuity of the editorial presence.

Journalistic articles and advertorials

Journalistic articles address topics of interest to the client, but must retain informational value, newsworthiness and usefulness for readers. They are not copied press releases, advertising texts disguised as information, product sheets or sales pages.

Advertorials are advertising content. They may have a more direct commercial purpose and are used when the client wants to present a product, service, campaign, corporate position or specific initiative in a comprehensive way.

Transparency rule

The advertorial is a legitimate and useful format, but it is never presented as journalistic content.

Annual editorial plans

Editorial plan	Frequency	Price per article	Annual article total
12 articles per year	1 article per month	205 CHF	2,460 CHF
24 articles per year	2 articles per month	155 CHF	3,720 CHF
36 articles per year	3 articles per month	142 CHF	5,112 CHF
52 articles per year	1 article per week	130 CHF	6,760 CHF

The price per article decreases with editorial continuity, because a structured annual plan allows greater efficiency, better sector knowledge and a more coherent thematic line.

Fixed costs

Item	Type	Amount
Annual branded area subscription	recurring annual fee	1,200 CHF
Creation of the presentation page	one-off fee	1,600 CHF
Advertorial	one-off advertising content	3,500 CHF each

Conditions for Innovando GmbH clients

Item	Standard price	Discount	Reserved price
Creation of the presentation page	1,600 CHF	50%	800 CHF
Annual branded area subscription	1,200 CHF	15%	1,020 CHF

The discounts apply to the creation of the presentation page and the annual subscription. The costs for journalistic articles and advertorials remain unchanged, unless specific conditions are agreed separately in writing.

Why it is useful

A branded area enables the client to build a coherent, credible and searchable editorial archive over time. Every article strengthens the brand's thematic presence. Every publication contributes to reputation. Every piece of content can become a digital trace relevant to readers, stakeholders, search engines and generative AI systems.

The advantage is not only being visible. The advantage is being placed in a credible context, with content that helps the public better understand the organisation's expertise, vision, projects and role.