

Social Fuse

Social Fuse blends together our top performing native products—Thought Leadership or Sponsored Article—with our social targeting services, extending the impact of your content natively and socially. We start by selecting and creating the type of article you want to leverage. This article is shared through ads on a selected social network and features your logo as the sponsor. Audiences click to articles surrounded by your ads, delivering 100% SOV throughout the customer journey.

HIGHLIGHTS

- Excellent social extension for your thought leadership content.
- Delivered exclusively to travel advisor audiences (using our proprietary 1st party audience data).

HOW IT WORKS

- Northstar creates a Thought Leadership Article based on client input or builds a Sponsored Article using client-supplied materials.
- Client supplies hi-res logo and standard desktop ad formats.
- Northstar provides full year article listing in our Resources section, with social ads and site promotions (first 30 days) and an email blast.

PERFORMANCE INDICATORS

- Social ad and email impressions, article page views, brand ad impressions and clicks.

SUPPORTED AD TYPES

- Social Media Platforms: Facebook, Instagram, LinkedIn, Pinterest, or Twitter.
- Northstar on-site desktop ad placements vary by article but may include 728x90, 300x250, 300x600, 970x66.

PRICING/MONTH				
Platform/Package	Social Ad Impressions	Email Impressions	Estimated Page Views	Price
Facebook/Instagram w/Thought leadership Article	75,000	100,000	4,250	\$14,500
Facebook/Instagram w/Sponsored Article	75,000	70,000	3,250	\$11,500

For LinkedIn, Pinterest and Twitter channels, please ask for pricing.



Your thought leadership article or Northstar editorial featured as sponsored ads on social platforms



100% SOV on article page



Let's start the conversation!

To get started, contact your Travel Weekly Sales Representative or reach out to **Anthony Carnevale**, SVP/Group Publisher of Travel Weekly and TravelAge West: acarnevale@ntmlc.com or 201-902-1976