

CUSTOM



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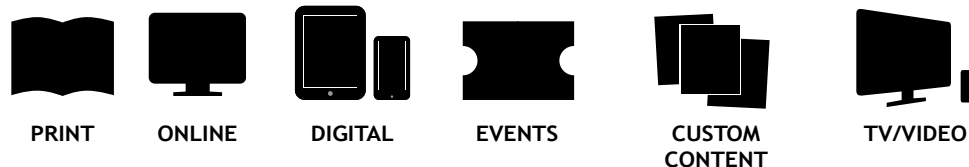
Custom Publications

MotorBoating offers our partners the opportunity to significantly expand their reach through unique creative publishing executions of content.

BONNIER CREATIVE SOLUTIONS

BONNIER offers expert cross-platform marketing solutions to build brand equity and connect partners to their ideal target audiences. We combine the authoritative power of our 50+ enthusiast brands with an array of capabilities to provide rich experiences to our audience of influential, engaged consumers. Leverage your brand on our multiple platforms and connect with the largest audience of passionate enthusiasts in the world.

MULTI-MEDIA PLATFORMS



CAPABILITIES:

- Blogs
- Branded Premiums
- CONTESTS/ SWEEPSTAKES**
- Content Licensing
- Contextual Ad Units
- Copywriting
- Crowd sourcing
- CUSTOM CONTENT**
- Custom Microsites
- DEDICATED EMAILS**
- DIGITAL PUBLICATIONS**
- eCards
- EDITORIAL INTEGRATION**
- ENEWSLETTERS**
- Enhanced Print Assets
- Enhanced Brand Placement
- Loyalty and Continuity
- EXPERIENTIAL MARKETING**
- FACEBOOK INTEGRATION**
- Send to a Friend
- Flash Ad Units
- HOMEPAGE TAKEOVERS**
- In-Banner Games
- In-Banner Sweepstakes
- In-Banner Videos
- Integrated (print+ online)
- iPhone Apps + Games
- iPad Apps + Games
- Media Roadblocks
- Partnerships
- Photo Galleries
- Professional Photography
- Podcasts
- POLLS/QUIZZES/TRIVIA**
- Prize Sourcing
- CUSTOM PUBLISHING**
- RSS Feeds
- SEO**
- Shoppable Ad Units
- Slideshows
- SMS/MMS Alerts
- Super Rich Media Ad Units
- Talent Sourcing
- Twitter Programs
- USER GENERATED CONTENT**
- Video Contests
- VIDEO + T.V. PRODUCTION**
- Viral Videos
- Virtual Tours/ Experiences
- Wallpapers + Skins
- Webisodes and Mobisodes
- Widgets

*Items specifically suggested for *MotorBoating* partners are highlighted.