



# Partnership Recommendations

# Why Axios

## The big picture

### The big picture:

**Our mission** is to get our audience smarter, faster on the information they need to live their lives and do their jobs more effectively.

- **Influencers across industries** engage with Axios on a daily basis as a source of news, truth, and unbiased coverage.

### The bottom line:

**Leaders rely on Axios** to understand the trends shaping our world and to inform their decisions.

### How it works:

**Axios uses Smart Brevity™** to get people smarter, faster on what matters – helping readers navigate their communities with information worthy of their time and trust.



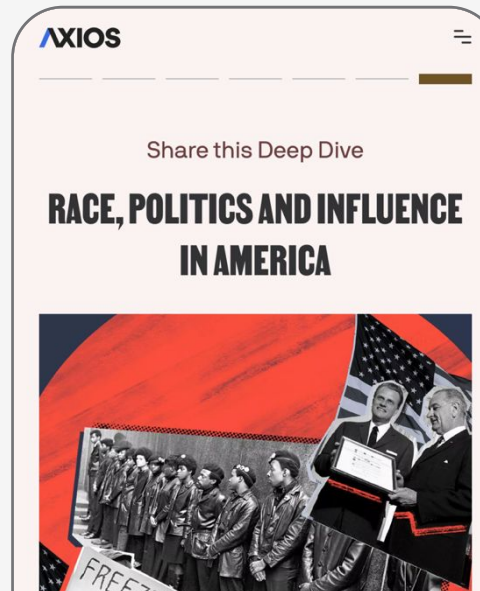
PodBoard100 Podcast Trends  
@PodBoard100

The no.1 #podcast globally today is @axios How It Happened. This is the first time a debut episode has achieved this since Michelle Obama @jonathanvswan presents this unparalleled piece of journalism. Go and give this podcast a listen. Its exceptional

podboard100.com



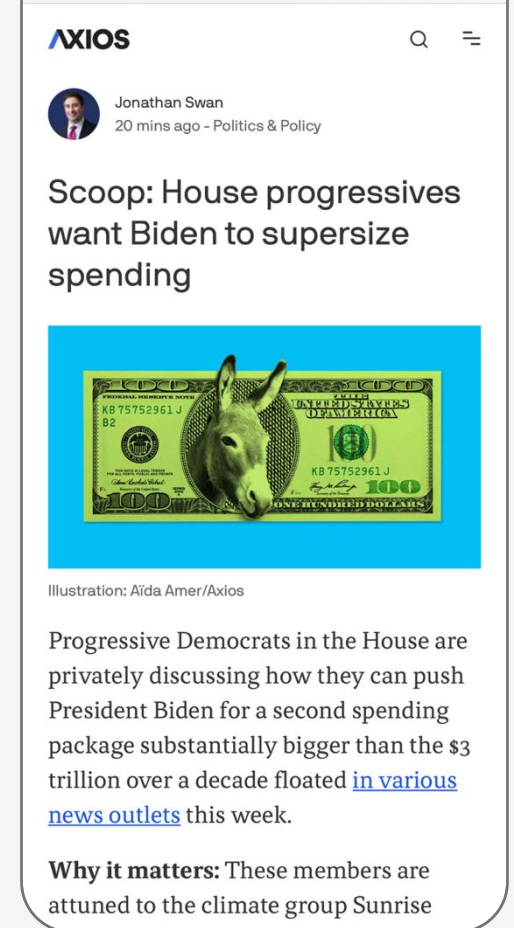
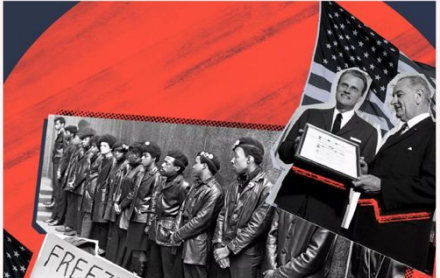
Tweet your reply



AXIOS

Share this Deep Dive

### RACE, POLITICS AND INFLUENCE IN AMERICA



AXIOS

Jonathan Swan  
20 mins ago - Politics & Policy

### Scoop: House progressives want Biden to supersize spending





Illustration: Aida Amer/Axios


Progressive Democrats in the House are privately discussing how they can push President Biden for a second spending package substantially bigger than the \$3 trillion over a decade floated [in various news outlets](#) this week.

**Why it matters:** These members are attuned to the climate group Sunrise



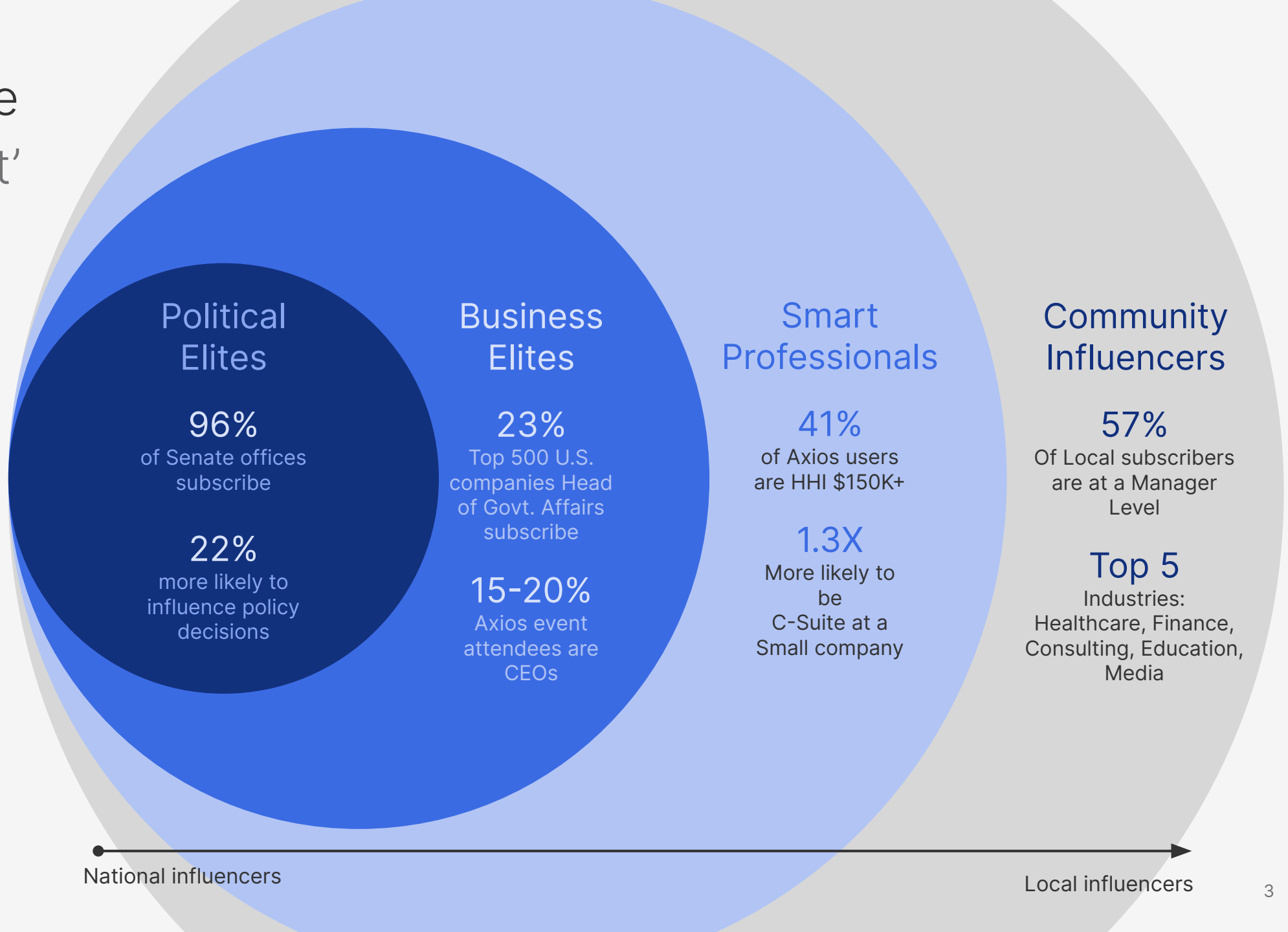
Bill Gates ✓  
@BillGates

Nearly one billion malaria cases have been prevented since 2000, but infection rates have plateaued or even increased in some areas. @axios explains how we can #StepUpTheFight and end the disease for good.



# Our Audience

A 'radiate out' approach to influence



**National influencers** rely on Axios to inform their decisions, but local readers look to influencers to understand their world.

National influencers

Local influencers

# State of Play

## Axios x Janssen Partnership

### The big picture:

Janssen is looking to -

- **Raise awareness** and broaden the narrative around the challenges associated with treatment choices.
- **Reach** policymakers, advocacy researchers, and health care professionals.
- **Position** Janssen as a thought leader through executive visibility and promoted content.

### An Axios partnership will:

**Engage key audiences through Axios' Smart Brevity storytelling format**, crafting compelling narratives to bring this important story to life through custom content.



# Axios Smart Brevity Studio Visual Posts

## Situational awareness:

Axios Studio will create a series of custom visuals to visually breakdown the challenges in the diagnosis and treatment space, and the ways in which the industry can adapt to better serve its patients.

**This format is ideal for visually representing data and trends with both clarity and efficiency.**

## Go deeper:

- Includes 5x custom visuals
- Headlines and body copy will be drafted by the Axios Brand Journalism Team to accompany each custom visual.

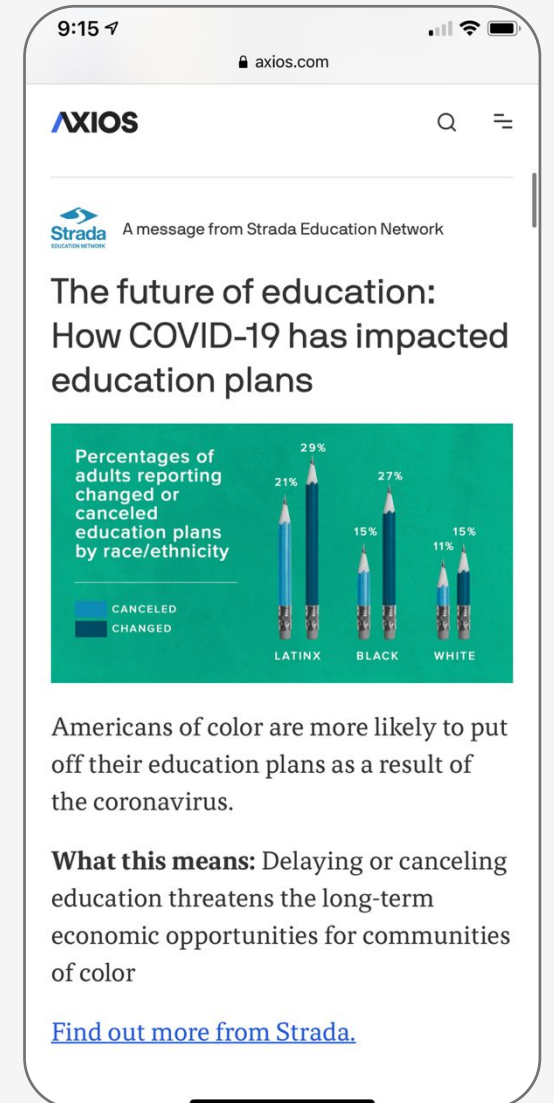
1.2M Visual Posts will be distributed across Axios.com.  
Guaranteed Impressions | 2x Avg. CTR

## The details:

Example | Snapchat



Example | Strada Education



# Axios Smart Brevity Studio

## Axios Stories

### Situational awareness:

**Stories mirror the editorial style** we've honed on Axios.com. Axios Studio will work with the client to craft compelling long-form content through the lens of Smart Brevity.

**This format is ideal for readers to engage with key narratives on a deeper level.**

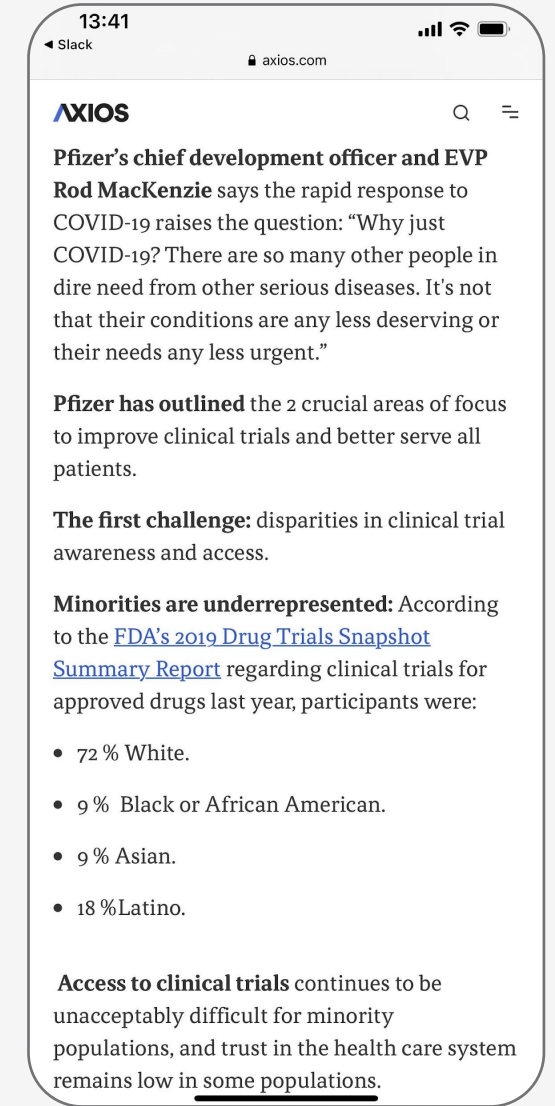
### Go deeper:

- Content is custom-built by the Axios Studio in alignment with the client's goals and objectives.
- Lives at a dedicated Axios.com URL.
- 5x promotional posts are developed by the Axios Brand

1.5M Journalism Team to drive traffic to the Story.  
Guaranteed promotional Impressions | 3:39 Avg. time on page

### The details:

[Example | Pfizer](#)



# Axios Smart Brevity Studio Q&A Stories

## Situational awareness:

To efficiently provide the client with executive visibility and a platform to amplify thought leadership, the Smart Brevity Studio will curate a Q&A Story based on editorial best practices.

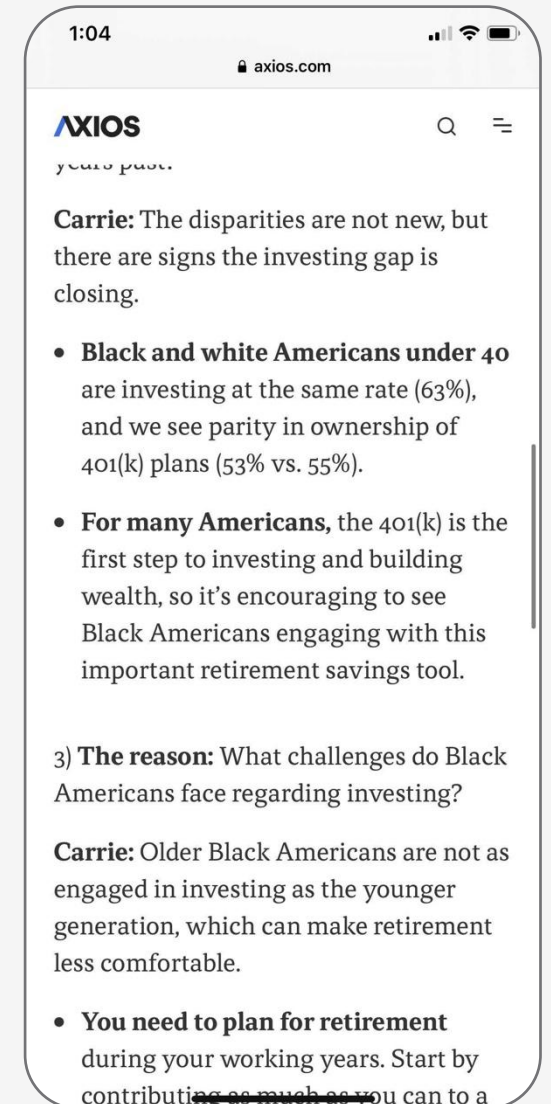
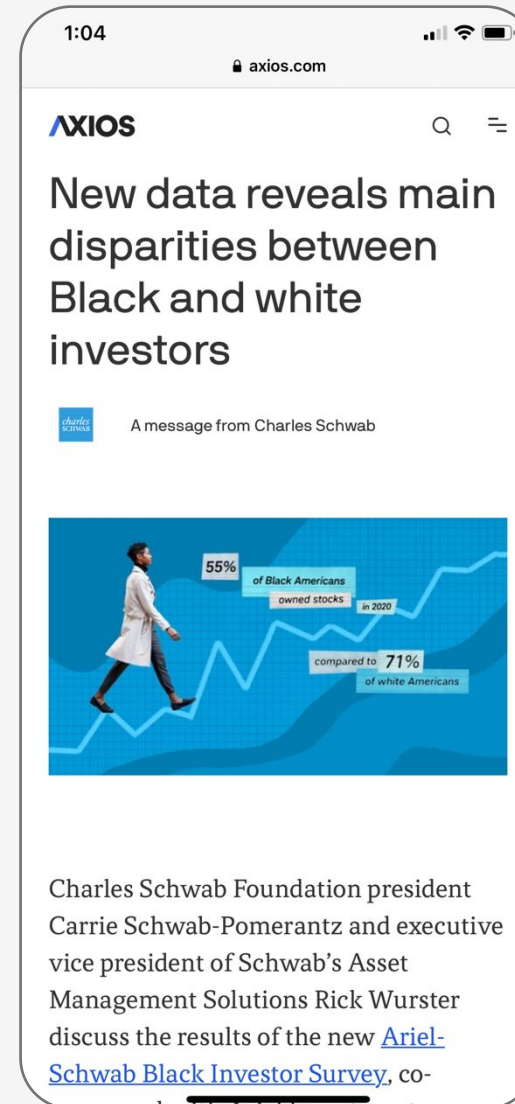
## Go deeper:

A brand executive or subject matter expert will respond to a series of written prompts inspired by Smart Brevity journalism.

## The details:

- Q&A Story will live at a dedicated Axios.com URL
- 5x promotional posts will be developed by the Axios Brand Journalism Team to drive traffic to the Q&A Story.
- 1M guaranteed promotional impressions

[Example | Charles Schwab](#)



# Axios Smart Brevity Studio

## Axios Branded Content

### Advertising that works:

**Axios.com branded content** includes two custom, native ad units embedded between editorial articles in the Axios newsfeed:

- **Apex units** are top-of-stream, high-viewability placements (75-90 characters).
- **Smart Posts** are our signature short-form native units (200-250 characters).

### Go deeper:

**The Axios Studio will leverage the client's video assets** to develop a series of custom placements designed to highlight key points and resonate with our audience.

### By the numbers:

2X

Industry average touch rate

2X

Industry average CTR

6%

Average brand lift in H2 2020

