



## **Nativo Announces MNI Targeted Media as Preferred Partner to Expand Branded Content Offerings Across Regional and Local Advertisers**

*Partnership empowers small- and mid-size brands to scale high-performance native advertising campaigns*

**LOS ANGELES, CA** – Nativo, the leading technology platform for branded content advertising, today announced MNI Targeted Media (MNI), a targeted media strategy, planning, and buying company, as its preferred partner to enable regional and local advertisers' content marketing initiatives.

Effective content marketing is able to achieve 5x more conversions than traditional display retargeting. Given the success of these tactics, in 2019 U.S. advertisers will spend \$43.9 billion on native display ads, or 62.7 percent of all digital display ad spending, according to eMarketer.

Nativo offers a full suite of in-feed native advertising formats that create awareness, encourage engagement, and drive action. This preferred partnership with MNI allows advertisers to reach regional and local consumers with high-impact native advertising solutions, including Nativo's exclusive Native Article.

"Brands of all sizes will now consistently benefit from high-performance campaigns by pairing Nativo's highly effective sponsored content distribution platform with MNI's expansive footprint in markets across the country, both large and small," said Casey Wuestefeld, Vice President of Platform Operations at Nativo.

Founded more than 50 years ago, MNI is a pioneer in providing targeted advertising solutions, and has ranked as comScore's No. 1 local ad focus network for the past five years. The company has more than 80 sales representatives based in markets across the United States to deliver localized support for its nearly 1,300 advertiser clients.

"We understand the powerful impact of effective storytelling in marketing," said Klarn DePalma, Executive Vice President of MNI. "This partnership empowers MNI regional and local advertisers with the ability to leverage the Nativo arsenal of branded content formats to generate native advertising initiatives that thrive."

This story first appeared in MediaPost. To learn more, contact Nativo at [casey@nativo.com](mailto:casey@nativo.com) or contact MNI at [brooke.willcox@mni.com](mailto:brooke.willcox@mni.com).

### **About Nativo**

Nativo empowers brands and publishers with the world's most advanced technology for content. For brands, Nativo enables storytelling at scale with the largest native reach and reveals insights that unlock return-on-content. For publishers, Nativo enriches monetization with the most comprehensive platform for next-generation ad formats and breakthrough technology for accelerated webpages. Nativo's mission is to equip advertising for the age of content, improving the open web experience and creating meaningful connections for today's digital consumer. Learn more at [www.nativo.com](http://www.nativo.com).

### **About MNI Targeted Media**

MNI Targeted Media (MNI) is a division of Meredith Corporation (NYSE: MDP; [www.meredith.com](http://www.meredith.com)), the leading media and marketing company that serves 175 million unduplicated American women and 80 percent of U.S. millennial women. MNI provides targeted digital and print advertising programs and offers clients a single point-of-contact for multiplatform, customized, demo- and geo-targeted advertising. From research and strategy to implementation and analysis, MNI delivers the digital and magazine products and services needed to efficiently and effectively reach audiences, across the country or across the street.

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