

## Embracing your inner fashion advertisement

Remember the last banner ad you saw online? My guess is you don't. It's what's called 'Horse Blinder Syndrome'. Often when people scour magazines, websites and social media sites, they are bombarded by the insistent banner ads; a counterproductive form of advertising which many wouldn't dare to pursue. Native advertising has almost become the hottest buzzword of the advertising and digital industry, making publishers and retailers collaborate through a new found enthusiasm.

## So what is native advertising?

Often cited as 'the holy grail of advertising', native advertising envisions a brighter and collaborative relationship between retailers and publishers. This poses the question, what is the future of native advertising in an industry that is expanding beyond measure? The future is looking bright for native advertising. Where digital fashion platforms are engaging with their much loved brands and publishers, they bring to you the content you wish to know about in an advertisement through an editorial manner. You may wonder how native advertising will benefit you as a publisher. Well, native advertising is becoming the forefront of digital technology, allowing retailers to dive into the deep end of publishing. With this significant step towards collaboration with retailers and publishers, many powerful publishing houses are climbing aboard this new advertising platform. Hearst, a hugely successful publishing platform has incorporated native advertising, allowing sponsored features to appear with marketers to publicise their brands across an array of digital platforms. Native advertising is the latest craze in the advertising industry and has most definitely become a positive feature of publishing.

In turn, TAGMAG offers a close relationship with digital publishers and the brands who work so effortlessly to bring you editorial content you love. We applaud those advertisers who are incorporating written content into ads, engaging with your readers beyond the static banner format. Native advertising can be seen all throughout digital fashion with Conde Nast also joining the band wagon. Though native advertising blurs the boundaries between retailer and publisher, companies who are embracing this new and innovative form of advertising are fast becoming the latest trend in fashion digital advertisement. As digital publishers in fashion, it is our responsibility to bring to you the brands which you absolutely adore, by embracing an ever changing technological world. So be sure to see an industry that expands and collaborates, bringing you a bigger and brighter future for digital fashion.