

FIWARE



## Cross-Media Editorial Campaign - First semester 2021\*

\*Subject to availability. For an update on slot availability, pls contact [valdirene.deoliveira@fiware.org](mailto:valdirene.deoliveira@fiware.org).

## Content driving the smart digital future

We've joined forces with international publications to to be part of a series of **collaborative thought leadership campaigns** published on their respective content platforms, including (among others), Business Reporter's Brand Voice Hub on Bloomberg.com. The aim of the series is to target, educate and engage senior decision makers like **CEOs and decision-makers** across the public and private sector with content on the smartest cities across the globe and the businesses that are the backbone of new innovation.

The FIWARE editorial team will support the content creation phase with you, distribute and promote your content on a number of specific collaborative platforms such as **Bloomberg, Smart Cities World** and **Business Reporter**, educating decision makers across the public and private sector on new innovations which will improve cities.





The campaign in a nutshell	GOLDEN <span style="color:red; font-weight:bold;">SOLD OUT</span>	SILVER <span style="color:red; font-weight:bold;">SOLD OUT</span>	OFF WHITE <span style="color:red; font-weight:bold;">SOLD OUT</span>
350 words of editorial space* on <b>Bloomberg.com</b> about Smart Cities and Sustainability (to be featured as part of a full article produced by FIWARE that will include several FIWARE members)	√	-	-
<b>12 month marketing campaign</b> by Bloomberg.com around the published content, promoting it across their <b>459 million</b> monthly unique readers	√	-	-
800 words of editorial space* in Business Reporter's <b>Smart Cities Digital Report</b>	√	-	-
350 words of editorial space* on <b>Business Reporter webpage</b> and its sister publication <b>17 Global Goals</b> (to be added as part of a full article produced by FIWARE featuring several FIWARE members)	√	-	-
350 words of editorial space* on <b>Smart Cities World</b> webpage (to be added as part of a full article produced by FIWARE featuring one member each time) - Release dates: <b>May, July</b>	-	√	-
(One time) sponsoring of the <b>FIWARE monthly newsletter**</b> (the actual month will depend on availability and is at FIWARE's discretion)	√	√	-
150-200 words of editorial space*** in the <b>White Paper on Artificial Intelligence (AI)</b> . Guidelines are <a href="#">here</a>	√	√	√
Extensive and multi-platform <b>social media push via FIWARE's social media channels</b> promoting the content and the involved members	√	√	√
Mention in <b>FIWARE</b> and the Marketing Round up <b>Newsletters</b> throughout the campaign & copyright licence to content. Members will be able to repurpose all content on their external channels (website, LinkedIn etc)	√	√	√
<b>INVESTMENT</b>	<b>€ 1.950 (exc. VAT)</b>	<b>€ 950 (exc. VAT)</b>	<b>€ 350 (exc. VAT)</b>

\*Content provided by members: FIWARE's editorial team will advise on structure, messaging and proofreading, whenever deemed necessary.

\*\*The value of this benefit alone is 500 euros for FIWARE Members and 800,00 euros for non-members.

\*\*\*Content provided by members. The White Paper's editorial team will oversee structure, messaging and proofread.

# How can you be part of this editorial campaign? **Golden Package**

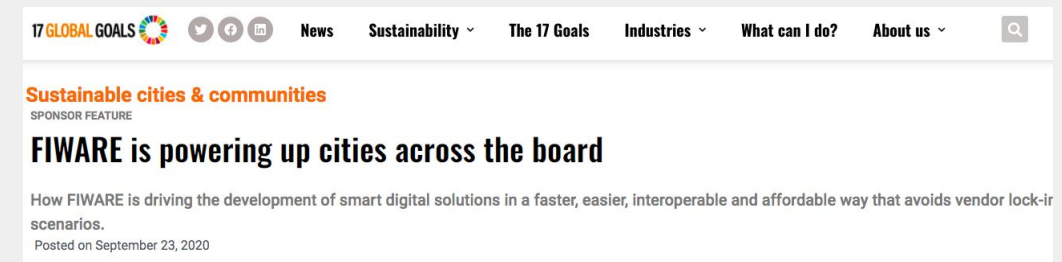
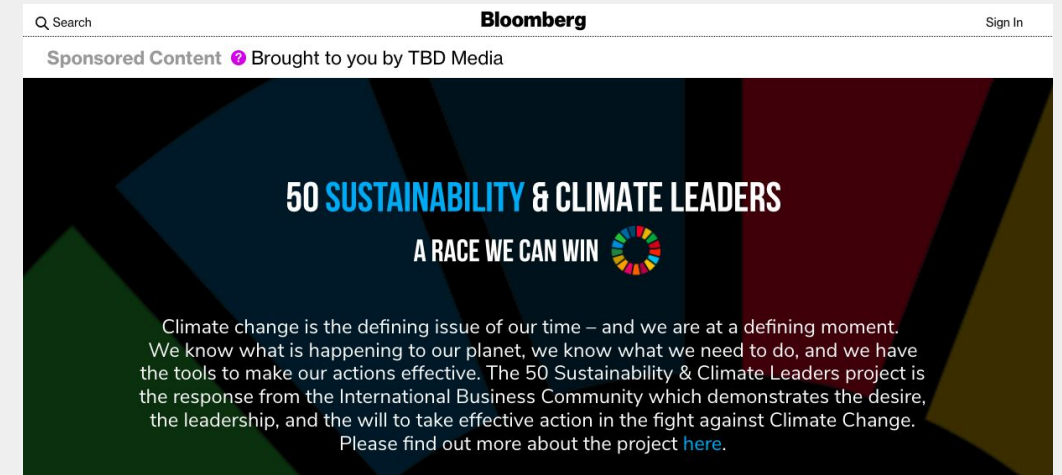
**SOLD OUT**

- 350 words of editorial space\* on Business Reporter's hub on [Bloomberg.com](https://www.bloomberg.com) about Smart Cities and Sustainability (to be featured as part of the full article produced by FIWARE that will include several FIWARE members). Release dates: **March 2021** and **June 2021**.

With nearly 500 million unique readers, Bloomberg is highly positioned as one of the key [thought leaders](#) in Smart Cities and is an advocate for [Open Source projects](#)

- **12 month marketing campaign by Bloomberg** around the overall published content, promoting it across their 459 million monthly unique readers (the ins and outs of the marketing campaign and publication date is at Bloomberg's discretion)
- 800 words of editorial space\* in Business Reporter's **Smart Cities Digital Report** (FIWARE to add a short introduction to set the tone for the article). Release dates: **March** and **June 2021**. To check out previous reports click [here](#)
- 350 words of editorial space\* on [Business Reporter webpage](#) and [17 Global Goals](#) (to be featured as part of the full article produced by FIWARE that will include several FIWARE members). Business Reporter has been producing specialist thought leadership content for almost 20 years

Click [here](#) to check the audience demographics for the publications above mentioned.



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# ... Golden Package

**SOLD OUT**

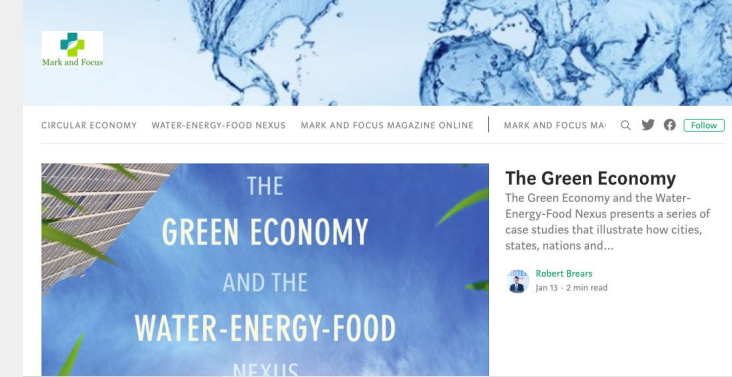
- 150-200 words of editorial space\*\* in **the White Paper on Artificial Intelligence (AI)**. The White Paper explores, from a practical perspective, how cities can mindfully advance their singularity and partnership with artificial intelligence. How does the development of AI intersect with cities development and citizen experience? How can artificial intelligence help us better understand both our urban and rural areas and assist us to advance our design, increase performance of service delivery, create an equitable and meaningful citizen experience, evolve our partnership with the environment and for cities to leap into a future beyond challenges of today and liberated into a true reality for a Smart City. Content guidelines can be found [here](#) and for our previous White Papers, click [here](#) and [here](#)
- (One time) sponsoring of the **FIWARE monthly newsletter\*\*\*** (the actual month will depend on availability and is at FIWARE's discretion)
- This campaign will be distributed by Business Reporter's partnership network
- **Extensive and multi-platform social media push via FIWARE's social media channels** promoting the content and the involved members
- Company mention in the **FIWARE newsletter** throughout the campaign when mentioning the given content and involved publications
- **Copyright licence** to all content – **Members will be able to repurpose all content** on their external channels (website, LinkedIn etc)

**€ 1,950 (exc. VAT)**

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\*\*Content provided by members. The White Paper's editorial team will oversee structure, messaging and proofread.

\*\*\*The value of this benefit alone is 500 euros for FIWARE Members and 800,00 euros for non-members.



# Silver Package

**SOLD OUT**

- 350 words on Smart Cities-related topics published on **Smart Cities World** [webpage](#). Articles to be released in **May, July** and **November** (the actual publication month will depend on availability and is at FIWARE's discretion)\*
- 150-200 words of editorial space\*\* in **the White Paper on Artificial Intelligence (AI)**. The White Paper explores, from a practical perspective, how cities can mindfully advance their singularity and partnership with artificial intelligence. How does the development of AI intersect with cities development and citizen experience? How can artificial intelligence help us better understand both our urban and rural areas and assist us to advance our design, increase performance of service delivery, create an equitable and meaningful citizen experience, evolve our partnership with the environment and for cities to leap into a future beyond challenges of today and liberated into a true reality for a Smart City. Content guidelines can be found [here](#) and for our previous White Papers, click [here](#) and [here](#)
- (One time) sponsoring of the **FIWARE monthly newsletter\*\*\*** (the actual month will depend on availability and is at FIWARE discretion)
- Extensive and multi-platform **social media push via FIWARE's social media channels** promoting the content and the involved members
- Company mention in the **FIWARE newsletter** throughout the campaign when mentioning the given content and involved publications

**€ 950,00 (exc. VAT)**

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SmartCitiesWorld  
Sharing Ideas to Solve Urban Challenges

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**Rethinking the urban jungle through biophilic building design**

Opinions 14 Dec 2020

by Rory Doak, Business Development Manager UK & Ireland at Stora Enso  
It's time to make the phrase "urban jungle" something to aspire to, writes Stora Enso's Rory Doak.

FIWARE  
Open APIs for Open Minds

NEWSLETTER  
AUGUST 2020

THIS NEWSLETTER IS PROUDLY PRESENTED BY  
**BUSINESS REPORTER**

FIWARE Tourism DAY

REDEFINING "SMART"  
NEW PARADIGMS FOR TOURISM

30 July 2020, 14:00-16:30 (CEST)

IN COLLABORATION WITH ANY SOLUTION BUSINESS REPORTER COMPASSLIST euobserver IZTTM

PREMIUM MEDIA PARTNER

MEDIA PARTNERS

# Off White

**SOLD OUT**

- 150-200 words of editorial space\* in **the White Paper on Artificial Intelligence (AI)**. The White Paper explores, from a practical perspective, how cities can mindfully advance their singularity and partnership with artificial intelligence. How does the development of AI intersect with cities development and citizen experience? How can artificial intelligence help us better understand both our urban and rural areas and assist us to advance our design, increase performance of service delivery, create an equitable and meaningful citizen experience, evolve our partnership with the environment and for cities to leap into a future beyond challenges of today and liberated into a true reality for a Smart City. Content guidelines can be found [here](#) and for our previous White Papers, click [here](#) and [here](#)
- Extensive and multi-platform **social media push via FIWARE's social media channels** promoting the content and the involved members
- Company mention in the **FIWARE newsletter** throughout the campaign when mentioning the given content and involved publications



**€ 350,00 (exc. VAT)**

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**Be the first one to  
join the smarter  
future with this  
curated campaign,  
exclusive for  
FIWARE members**

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