What is advertorial

Large advertisement deliberately styled to look like the editorial (non-advertisement) matter of a newspaper or magazine in which it appears. Its television equivalent is 'infomercial.'
An advertorial is a term that combines the words “editorial” and “advertisement”, an advertorial refers to a type of print advertisement designed to resemble editorial content.

An advertorial is written in the form of an objective opinion editorial and may resemble a news story about a product or service. Like any other form of advertising, an advertorial is a paid placement in a magazine, newspaper, or other printed publication, but is a less obvious form of advertisement than traditional ads.
**Advertorials** frequently feature information about a new product or technological advancements in existing services.

An advertorial is written similarly to a **press release** and often contains statistics on scientific research, consumer trends, or other authoritative pieces of information. Though it may appear to be an objective opinion, an advertorial is actually paid advertising. There may or may not be a disclaimer printed with the advertorial that tells readers it is advertising.
Advertorial is a concept that was popularized by Mobile Oil’s revised marketing strategies in the early 1970s, advertorials have proven to be an effective means of marketing a company or product. Much like product placement, an advertorial is a non-obvious form of advertising that can subtly grab the attention of consumer audiences since they believe they are learning useful information that can guide them to a consumer decision rather than being blatantly sold a product or service. Though an advertorial appears objective, there is no trace of negativity because it is paid advertising, making it non-objective in reality.