



## VirtualExpo Group e-magazines: a new editorial approach for better news coverage

**Marseilles, February, 27<sup>th</sup> 2020** — VirtualExpo Group has been editing three e-magazines for almost 7 years: ArchiExpo E-Magazine, DirectIndustry E-Magazine and MedicalExpo E-Magazine.

With 100% free digital content, these sources of news and inspiration are available in English and target a predominantly B2B audience. These e-magazines have always endeavored to cover news through reports and interviews in the fields of technological innovation applied to industry; architecture and design; and medical equipment.

### **The importance of editorial content to accompany the marketplace**

The year 2020 marks a turning point for VirtualExpo Group as it evolves from its historical sourcing business model to a marketplace. In order to meet the expectations of the millions of visitors to its websites and better support them in their purchasing decisions, VirtualExpo Group has opted for a new editorial approach for the e-magazines.

Since the beginning of 2020, the e-magazines in their historical format have quite naturally evolved into information sites, to enable regular and dynamic communication of the latest market news.

### **Improved user experience**

The UX has been significantly improved thanks to an evolution in the design and ergonomics of the media: new news sites highlight front page articles, editor's choice, the most-read articles, etc. A sidebar also makes navigation from one theme to another much more intuitive.

### **Enriched content**

The initial publishing principle is giving way to continuous news coverage. New types of content have also been added to improve the reader experience: buying guides, technical articles, infographics and a section specifically dedicated to videos. All of this is distributed on a regular basis and a monthly newsletter highlights the very latest key articles put online.

Discover:

- The DirectIndustry news site: over 102,000 readers.
- The ArchiExpo news site: over 110,000 readers.
- The MedicalExpo news site: over 60,000 readers.

### **ABOUT VIRTUALEXPO GROUP**

VirtualExpo Group is made up of 6 B2B marketplaces specialized in different industries: AeroExpo for aeronautics, AgriExpo for agriculture and livestock, ArchiExpo for architecture and design, DirectIndustry for industry, MedicalExpo for medical devices, and NauticExpo for boating and maritime. VirtualExpo Group's mission: to help everyone with a B2B project make the RIGHT purchasing decision. The marketplaces have over 1,2 million products and receive 8,2 million visits every month.

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