



DPA TRENDS

HIGH QUALITY MODERN CONSUMER NEWS



**Reliable consumer news can be hard to find:
dpa trends offers you factual and PR-free information!**

**Today's consumers are eager for the best the world can offer them:
dpa trends provides unbiased news on stylish shopping, healthy living
and the digital tomorrow.**

Every week, dpa trends delivers 50 absorbing items of consumer news accompanied by pictures and optional weblinks. All are supplied ready to upload to your website or to print on your consumer pages and weekend supplements.

Available categories:

- Cars & Driving
- Digital World
- Leisure & Lifestyle
- Health & Science
- Travel & Events



dpa's experienced journalists in Germany and worldwide whittle down a flood of news to the core information that middle-class readers around the world seek such as: what to eat, how to stay good-looking and healthy, what car to drive, who to follow online and where to go on holiday.

Their tips are mostly affordable, sometimes dreamily aspirational and always lively, intelligent and honest.

They cut through doubtful PR claims and quote only trustworthy commentators, including medical doctors on health issues, engineers and academics on technology and recognized trends experts.

dpa trends, delivered via an online platform, covers cars, consumer electronics and software, internet trends, digital games, health and popular science, fashion, interior decoration, skin and haircare, travel destinations, cinema and major books and internationally important art shows.

This innovative, new English-language service builds on dpa's success covering trends in the German-, Arabic- and Spanish-language media.

Based on nearly 70 years experience, dpa guarantees quality reporting free from outside influence. dpa, as a privately-owned news agency, is market leader in the German-speaking world and accepted authority on European matters. Our extensive coverage and the breadth of topics we offer are

held in high regard by both customers and partner agencies alike.

Comprehensive and up-to-the-minute coverage of world events is ensured by an extensive network of staffers and cooperation agreements with leading news agencies throughout the world. Our news gathering is characterized by reliability, painstaking research and objectivity.

dpa trends in brief

- consumer news for the modern, middle-class reader
- 50 pieces per week for your consumer pages and weekend supplements
- accompanied by pictures, graphics and optional weblinks
- available online via dpa-news
- supported by interviews with trustworthy and objective experts



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