



**W** CUSTOM  
MEDIA

STRATEGY | CONTENT | DESIGN

**MEDIA KIT 2017**

**WASHINGTONIAN CUSTOM MEDIA**

*Helping you connect with your audience*

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*At WCM, our goal is to help clients define and articulate who they are and deliver that to their customers using compelling design and engaging custom content.*

## WHY?

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### WHY CUSTOM MEDIA?

*Make your brand synonymous with VALUE*

Custom media and content marketing are more than just trends; they're the number-one way for organizations to associate their brands with value.

Just think about the power that comes from customizing your own print publication, e-newsletter, digital product, or event. You shape the message. You define the voice, look, and feel of your brand. And you reap the marketing benefits that come from delivering value-added media products to your target audience.

At Washingtonian Custom Media, we pride ourselves on being your trusted partner in branded content marketing. We work collaboratively with you to develop your concept—but then we take on the heavy lifting, managing writing, design, and production. Investing in custom media:

- Produces focused, high-value marketing content that engages, informs, and persuades your target audience
- Connects you to essential partners for your business
- Allows your staff to focus on other opportunities
- Delivers turnkey solutions that bring production cost savings
- Grants you access to the industry's best designers, editors, writers, and photographers

**OUR WRITERS  
OUR EDITORS  
OUR DESIGNERS  
OUR PHOTOGRAPHERS  
OUR DIGITAL DEVELOPERS  
OUR SALES TEAM**

**yOUR CUSTOM MEDIA**

## ABOUT

*Helping you connect with your audience*

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Great content plus compelling, interactive design—it's the perfect recipe for an integrated media campaign that drives sales and boosts your brand awareness. That's our sweet spot at Washingtonian Custom Media.

WCM is a full-service custom publisher powered by award-winning writers, editors, and designers from *Washingtonian* magazine. We help clients connect directly with their target audiences through dazzling print publications, digital magazines, custom content, mobile apps, branded events, and more.

Whether you're looking to communicate with your customers, engage your peers, or compete in your marketplace, WCM can help you create sophisticated media products that make a lasting impact. We'll help you tell your story the way it's meant to be told—powerfully, vividly, and persuasively.



Your custom media partner should have a proven track record of publishing excellence—and that's where Washingtonian Custom Media delivers.



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# CONTENT DEVELOPMENT

*The foundation of powerful custom media*

Custom content establishes your brand and gives a voice to its mission and values. Washingtonian Custom Media’s writers, editors, and researchers create print and digital content that serve as the foundation of your custom media—content that tells your story while informing, engaging, and entertaining your audience.

Backed by nearly 50 years of editorial excellence, our writers have the knowledge base and ability to craft content for any industry and platform. They understand your audience’s point of view and deliver powerful messages that resonate.

### OUR TEAM CAN PROVIDE THE FOLLOWING CONTENT SOLUTIONS:

- ▶ Competitive editorial analysis
- ▶ Research
- ▶ Writing
- ▶ Editing
- ▶ Proofreading
- ▶ Fact checking

### CONTENT DEVELOPMENT PROCESS



*Washingtonian Custom Media’s editorial team generates high-quality content consistent with the Washingtonian’s 48-year standard of excellence.*

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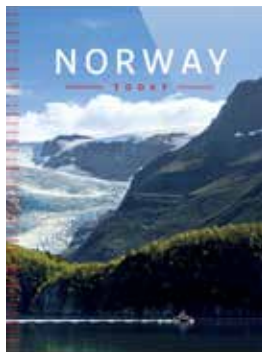
# DESIGN

*Clean. Crisp. Sophisticated.*

The design of your product is your first opportunity to make an impression on clients. From annual reports to digital magazines, *Washingtonian's* award-winning design team—recognized for compelling layouts, photography, and illustrations—will craft a product that's attractive, reader-friendly, and in line with the aesthetic of your brand. We can build on your existing look and feel or work with you to create an entirely new concept that brings your custom content to life.

### OUR EXPERTISE IN DESIGN ENCOMPASSES A BROAD SPECTRUM OF PRINT AND DIGITAL SERVICES:

- ▶ Editorial layout and design
- ▶ Graphic design
- ▶ Illustrations
- ▶ Photography
- ▶ Mobile-app design
- ▶ Website design



Strong graphic design, coupled with stunning photography and illustrations, are effective communications tools to convey your brand message and make your content stand out. [zoomedia.ca]



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# DIGITAL SERVICES

*Stand out on every platform*

The rapid growth of new media has generated a considerable range of platforms on which your company can—and needs to—stand out. Bringing together the best of technology, strategy, and creativity, the experienced digital team at Washingtonian Custom Media will help amplify your content through social-media efforts, e-newsletters, mobile apps, and other digital products.

We provide comprehensive digital-media services, customized to align with your brand and optimized for the latest digital capabilities. Our goal is to ensure that you maintain your brand presence in an increasingly media-driven society.

### OUR DIGITAL PRODUCTS & SERVICES INCLUDE:

- ▶ Digital publications
  - Interactive Web and Mobile*
- ▶ Social media
- ▶ Web design
- ▶ Video production
- ▶ Online marketing
- ▶ E-newsletters
- ▶ Mobile apps
- ▶ Search Engine Optimization (SEO)



Over half of American magazine readers access magazine content and advertising through digital channels including smartphones, eReaders, tablets, and other mobile devices. [media-post.com]

**POLICY PERSPECTIVES**  
*The fall 2013 digital edition.*



**THE ROSE REPORT**  
*Rose Financial Services' e-newsletter.*



## PRINT SOLUTIONS

*Speak to your readers through bold, content-rich publications*

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With more than 850 new magazine titles launched last year, print is still the most reliable way to provide customers with a tangible editorial experience. Bold, content-rich magazines and reports lend legitimacy to your product or organization. They speak to readers and connect them to your brand.

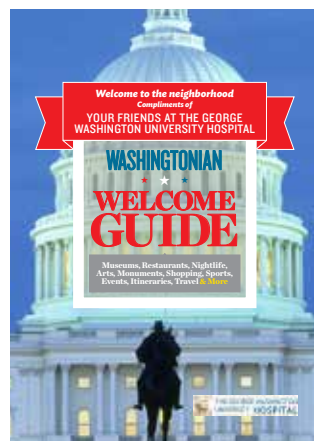
*Washingtonian* has been creating award-winning print publications for half a century, applying high intellectual and visual standards to all the publications we produce. We know what works in print and how to leverage that for the greatest impact across digital and social media—because the reality is that print is no longer a standalone communications tool; it’s a launchpad for engaging an audience. And keeping that audience engaged requires an integrated platform that starts with print and continues in digital and social media.

**WITH YOUR VISION IN MIND, WE’LL WORK TO DEVELOP A CONCEPT AND PRINT STRATEGY GUARANTEED TO MAKE AN IMPACT. OUR PRINT SOLUTIONS FOR YOUR MAGAZINE, ANNUAL REPORT, OR OTHER PUBLICATION INCLUDE:**

- ▶ Editorial planning
- ▶ Custom content
- ▶ Design
- ▶ Advertising sales
- ▶ Original photography and illustration
- ▶ Print management
- ▶ Information graphics (infographics)
- ▶ Circulation development



Successful people read up to five magazines over the course of a month, according to a 2012 study. [forbes.com]



**WASHINGTONIAN WELCOME GUIDE**  
*Custom Branded Banner*



**WASHINGTONIAN WELCOME GUIDE**  
*Washingtonian's biannual ancillary publication.*

# COMMUNICATIONS STRATEGY

*Optimize your custom-media efforts with an integrated strategy*

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The best custom-media projects involve upfront communications planning and market strategy, which help align your custom-media efforts with your brand and business goals.

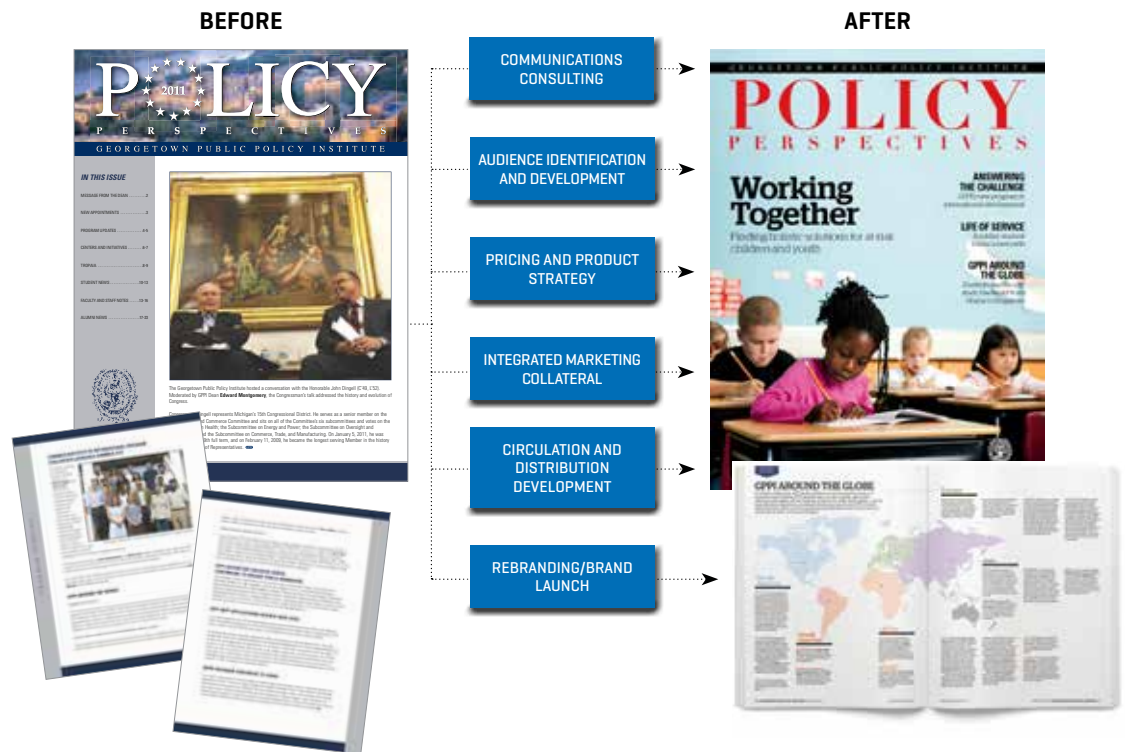
Every Washingtonian Custom Media project begins with a focused communications-strategy exercise. We work with clients to identify their goals and the marketing tools and techniques they'll employ in order to achieve them. Our aim is to integrate your custom-media efforts into a unified campaign that optimizes all available promotional channels to reach your target audiences.

### OUR COMMUNICATIONS-STRATEGY SERVICES INCLUDE:

- ▶ Communications consulting
- ▶ Market research
- ▶ Audience identification and development
- ▶ Circulation and distribution development
- ▶ Integrated marketing collateral
- ▶ Rebranding/brand launches
- ▶ Market-share analysis
- ▶ Sales tools and presentations
- ▶ Pricing strategy
- ▶ Product strategy



A successful communications strategy conveys your brand's concept and satisfies the long-term plan of your organization. [\[linkedin.com\]](https://www.linkedin.com)





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# ADVERTISING SALES

*Offset your custom-media investment with the help of our sales team*

The best way to offset the cost of custom-media products is to sell paid advertising within them. But you don't have to shoulder this burden alone. *Washingtonian's* top advertising professionals, with decades of experience and strong relationships in both local and national markets, are pleased to offer their services for your custom-media project.

We'll work with you to identify your needs and match you with an advertising solution that accomplishes your brand and budget goals.

### OUR ADVERTISING AND SPONSORSHIP SALES SOLUTIONS INCLUDE:

- ▶ Print and digital sales
- ▶ Sponsorship-program development
- ▶ Readership studies
- ▶ Integrated advertising solutions
- ▶ Media-kit development
- ▶ Sales collateral



An integrated advertising sales strategy can offset your investment while strengthening bonds with important industry partners.



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# CUSTOM EVENTS

*Throw an industry party they'll never forget*

Custom events are a winning marketing strategy, offering opportunities to promote your brand and engage with your clientele. Now the same team that plans the consistently sold-out Best of Washington party can plan your events, too.

Washingtonian Custom Media has access to the best local venues, vendors, and entertainers. Partnering with WCM's events team grants you access to our custom-event experience and expertise—whether for a team-building activity, or the launch of a bold, new brand, or anything in between.

### OUR EVENTS TEAM PROVIDES:

- ▶ Full-service event management
- ▶ Location scouting
- ▶ Event marketing
- ▶ Pricing strategy
- ▶ Speaker management
- ▶ Logistics
- ▶ Event-specific branding
- ▶ Specialty promotional items
- ▶ Sponsorship sales



Marketing executives are allotting more of their budgets to custom events that offer brand promotion while providing ideal environments to interact with industry partners and customers. [\[customcontent-council.com\]](http://customcontent-council.com)



**UNVEILED**  
Washingtonian Bride & Groom hosted its sixth annual Unveiled wedding showcase at the Park Hyatt Washington DC on January 26.



**BEST OF WASHINGTON PARTY 2013**  
2,000 guests filled the National Building Museum for sips and bites from the Washingtonian 100 Very Best Restaurants issue.

