

ABOUT W CUSTOM MEDIA

We partner with clients to create and deliver sophisticated communications products that effectively reach and resonate with their target audiences to yield results. The way we do that is through the power of a great story – Yours. Washingtonian Custom Media (WCM) is a full-service custom publisher powered by award-winning creative writers, designers, and editors. We take on the creative tasks of telling your story by creating compelling content that is beautifully designed.

We work collaboratively with you to identify and develop the unique narrative that captures the attention of your audiences. The team members we assemble for each project are integrated from concept to completion, allowing them to dynamically transform your vision into stunning publications, brochures, websites, and e-newsletters.

STRATEGY



- Design consultation
- Project management
- Integrated marketing collateral
- Rebranding/brand launches
- Market-share analysis
- Sales tools and presentations
- Pricing and product strategy
- Communications consulting
- Market research
- Audience identification and development
- Circulation and distribution

CONTENT



- Content strategy
- Storytelling
- Editing: technical, substantive, copyediting
- Proofreading
- Fact checking
- Competitive editorial analysis
- Research
- Original content development
- Editorial planning
- Print management

DESIGN



- Concept development
- Editorial layout and design
- Digital and multimedia design
- Art and creative direction
- Graphic design
- Original illustrations
- Print and digital publications
- Websites/Microsites
- Newsletters: print and email

DIGITAL



- User-experience (UX) design
- Website creation, development and maintenance
- UX and usability testing
- Audience mapping
- Web and mobile app development
- Search-engine optimization (SEO)
- Content-management system (CMS) implementation
- Analytics

OTHER SERVICES INCLUDE:



Custom Events



Social Media



Photography

THE MEDIA COMPANY:

WCM is a division of [Washingtonian Media Inc.](#), the company behind *Washingtonian* Magazine. Founded in 1965, Washingtonian Media Inc. is the region's top source of information for dining, shopping, entertainment and people. We are a certified woman-owned business (WBENC).