



STRATEGY | CONTENT | DESIGN

2017  
MEDIA KIT

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LET US  
TELL YOUR  
STORY



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OUR WORK IS DESIGNED WITH  
PURPOSE AND PRECISION,  
KEEPING YOUR AUDIENCE IN MIND  
EVERY STEP OF THE WAY.



The background is a collage of various Washingtonian magazine covers. Visible titles include 'WHERE FOODIES SHOP', 'THE GRISLY...', 'SHINGT...', 'Out for', 'FAKEFA...', 'NEW APPROACH TO SELF-DEFENSE', 'THE SAVVY TRAVELER'S GUIDE TO DCA, IAD, & BWI', 'HOW TO ROCK ROCK CREEK PARK', 'WASHINGTONIAN', 'TOP DOCTORS', '1900 PHYSICIANS', 'WASHINGTONIAN', 'BEEF', 'TO DO IN DC THE HOLIDAYS', 'INSIDE THE...', 'WASHINGTONIAN', and 'OUR ANNUAL ARCHITECTURE A...'. A large blue circle is centered over the collage, containing the company name and description.

# THE MEDIA COMPANY

Washingtonian Custom Media (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).



# ABOUT W CUSTOM MEDIA

Today's communication world is a complicated place and creating a communication strategy that cuts through the noise can sometimes feel like a daunting task.

At WCM, we create custom products that effectively reach and resonate with our client's target audiences. The way we do that is through the power of a great story – **Yours**.

We believe that your story is the core of your brand. It should inform everything you communicate. 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 beautifully designed and compelling content.

We work collaboratively with you to identify and develop the unique narrative that captures the attention of your desired 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.

Our writers, our editors, our designers.  
**Your Story.**

## WE OFFER OUR CLIENTS A RANGE OF CUSTOM SOLUTIONS AND PRODUCTS:



Content Creation



Communications Consulting



Digital Development



Project Management



Print Solutions



Design



User Experience



Production & Distribution



The background is a whiteboard covered with numerous sticky notes and handwritten text in blue and black ink. The sticky notes are in various colors including yellow, orange, and light green. Some of the visible text on the sticky notes includes 'MAKING', 'ACTION PLAN', 'PEOPLE RESOURCE', 'SYSTEM PROCEDURE', 'LIFE BALANCE', 'PROFIT', 'TEAM', 'WEB DESIGN', 'IDEA', 'PLAN', 'STRATEGY', 'VISION', 'PEO', 'ORMAN', and 'ACTIO'. A large blue circle is centered on the whiteboard, containing the text 'OUR PROCESS' in white, bold, sans-serif capital letters.

# OUR PROCESS



Using our three-step process – **Strategy, Content, Design** – we develop a plan to tackle your toughest communication challenges and tell your story the way it's meant to be told.





# STRATEGY

We collaborate with our clients to create effective communications strategies that are authentic to their brand. Because no one knows your brand better than you.

We start all of our projects by evaluating the current communications strategy and asking simple questions: What is your communications goal? What are you trying to accomplish? Who are you trying to reach? What would you like them to do? The answers to these questions will inform everything we do.

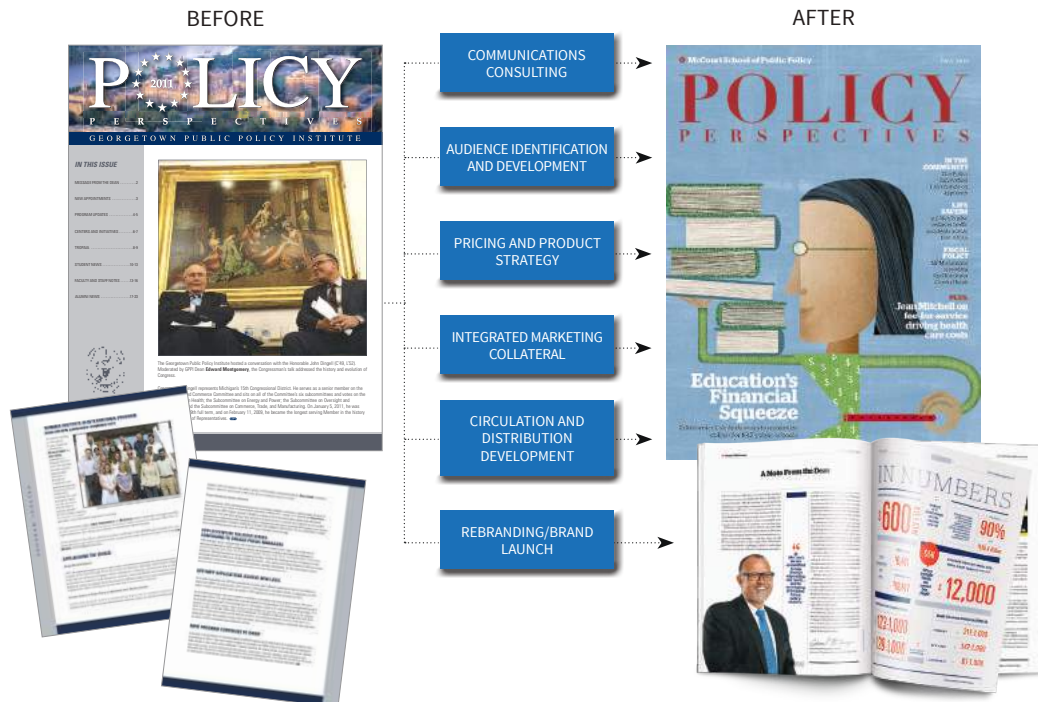
Together we'll work to identify your target audience and develop the best ways to reach them. Strategies might include growing your social media presence, designing a new website, launching or redesigning a publication, or changing the voice and tone of existing products. Whatever it is, our team will hone in on the most effective ways to get in front of each audience segment and target them in a way that reflects your brand's vision.

## OUR COMMUNICATIONS-STRATEGY SERVICES INCLUDE:

- 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 development

## OUR STRATEGY SOLUTIONS INCLUDE:

- Print and digital products
- Marketing collateral
- Readership studies
- Surveys
- Rebranding launch
- Sponsorship program development



*Policy Perspectives Magazine*

Georgetown University McCourt School of Public Policy



# CONTENT

With your project goals and vision in mind, WCM develops content solutions tailored to impact your target audience.

While no modern brand is complete without a digital presence, print is still the most reliable way to reach certain audience segments. We've been creating award-winning print publications for half a century, and our writers know how to tell a story that resonates effectively and engages readers in print, online and on social media.

Our award-winning editors can adapt existing copy for voice and tone, condense it or expand it, and alter it depending on the platform. Taking an integrated approach to each project, our editorial, design and digital teams work together to amplify your content through social-media efforts, mobile apps, e-newsletters and on the web.

Developing thought leadership with bold, content-rich products adds authority to your brand, connecting readers to your name and telling your story the way it's meant to be told.

## CONTENT DEVELOPMENT PROCESS



## OUR CONTENT SERVICES INCLUDE:

Content strategy  
 Storytelling  
 Editing: technical, substantive, copyediting  
 Proofreading  
 Fact checking

Competitive editorial analysis  
 Research  
 Original Content Development  
 Editorial planning  
 Print management



# DESIGN

Making a great first impression is the key to success. The design of your product is that first impression and often your only opportunity to engage potential clients.

## OUR DESIGN SERVICES FOR PRINT & DIGITAL INCLUDE:

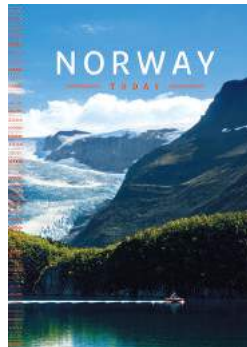
- Concept development
- Editorial layout and design
- Digital and multimedia design
- Art direction
- Creative direction
- Graphic design
- Original photography and illustrations
- Style Guides

## OUR DESIGN SOLUTIONS INCLUDE:

- Annual reports
- Guides
- Brochures
- Books
- Magazines
- Newsletters
- Websites/Microsites
- Mobile apps
- Digital publications

From annual reports to digital magazines, we create designs that are relevant, attractive, reader-friendly and reflect our client's brand. But what works for one brand may not work for another. We collaborate with you to ensure your materials meet your unique needs and that the content informs the design.

Our design team can work with an existing design theme or create an entirely new concept to bring your content to life.



Norway Today Magazine  
Norwegian Embassy



# DIGITAL

Bringing together cutting-edge technology, strategy and creativity, the experienced digital team at WCM can help amplify your content through websites, 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 landscape. Our goal is to maintain your digital relevance by ensuring your content is leveraged across all digital channels. Our storytelling expertise is instrumental to the digital strategy, design and development of all of our projects.

Our digital strategy is twofold: Achieve our clients' goals while ensuring the highest quality experience for the end user – your stakeholders. We believe user experience is vital to the success of any digital product, and that's why we create clean, user-friendly interfaces.

Our team has an extensive understanding of UX design and knows what it takes to merge eye-catching front-end design with functional, flexible back-end web development. They work seamlessly with our editorial team to ensure the design and content for your website reflect your messages and vision.



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



*Norway Today Magazine*  
Norwegian Embassy

## OUR DIGITAL & WEB SERVICES INCLUDE:

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



The background image shows a grand, multi-story hall with a high, vaulted ceiling and numerous arched windows. The ground floor is filled with people, many of whom are holding large, colorful beach balls. In the center of the hall, there is a large, circular fountain with a tall, central water jet. A stage is visible in the background, with a banner that reads "BEST OF WASHINGTON". The overall atmosphere is festive and celebratory.

# OTHER SERVICES



# CUSTOM EVENTS

Custom events offer the opportunities to promote your brand and directly engage with current and potential customers.

Now the same team that plans the consistently sold-out Best of Washington party can plan your events, too.

WCM has access to the best local venues, vendors and entertainers. With a focus on authenticity and sophistication, events produced by WCM will reflect your organization's excellence while further engaging your audience.

Let us plan your next event, whether it's a team-building activity, 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





# PHOTOGRAPHY

**Whether you need new visuals for an annual report or images to accompany a feature story, our photographers have the expertise and eye to capture what you want.**

Our team of in-house professional photographers capture the moment in-studio, on-location and at events. We leverage their talent to visually encapsulate a story and bring it to life on the web, in print and on social media.

Our photo editors and retouchers are pure magic. They can turn night to day, and adjust the lighting, shadow, coloration, tone and focus to create the perfect cover shot.

We also maintain a cost-effective stock-photo library of high-quality images for our clients and have vast experience using them across genres. We work only with the best stock available and negotiate rates with all major agencies so our prices for you remain competitive and reasonable.

## OUR PHOTOGRAPHERS PROVIDE:

- |                       |                         |
|-----------------------|-------------------------|
| Archiving             | Formatting              |
| Color correcting      | High-resolution imaging |
| Composition           | Image manipulation      |
| Digital development   | Light manipulation      |
| Digital-file delivery | Photo shoots            |
| Digital imaging       | Processing              |
| Editing               | Resizing and retouching |





# SOCIAL MEDIA

**We take a mobile-first approach to content development ensuring your story renders seamlessly across all digital platforms.**

Not everything should be said in 140 characters or less or be shared via video. Our holistic approach tailors social-media strategy to fit your message and audience, expanding your reach by putting your message in front of customers regardless of the device they are using. Whether you are targeting C-suite executives or Millennials, we make sure your social-media 'story' connects.

The members of our in-house digital team are experts in content-creation, scheduling, Search Engine Optimization (SEO), and providing engagement with your followers.

Our designers create infographics for data visualization to boost engagement and shareability to support your social-media strategy and amplify your position as a thought leader in your industry.



## OUR SOCIAL MEDIA STRATEGISTS PROVIDE:

- Optimized content
- Community management
- Influencer outreach
- Campaigns and initiatives
- Strategy and planning research
- Video integration

- Social media management and monitoring
- Analytics and tracking
- Blogging
- Ongoing support
- Social-media optimization
- Trend monitoring





STRATEGY | CONTENT | DESIGN

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SO WHAT  
ARE YOU  
WAITING  
FOR?

Tell us about your next project.

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A WASHINGTONIAN MEDIA COMPANY