

ABOUT WCM

WCM partners with you to create and deliver sophisticated media offerings that are tailor made for YOUR TARGET AUDIENCE.

Washingtonian Custom Media offers clients access to high-quality content and design. We work closely with clients to ensure that their message is engaging to customers and prospects through the power of great content.

Our capabilities range from creating custom designed, full-color magazines and newsletters to producing visually engaging and robust websites. Our digital team optimizes content for social-media, e-newsletters, and other digital assets.



CONTENT DEVELOPMENT



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



PRINT SOLUTIONS



- ▶ Editorial planning
- ▶ Design
- ▶ Original photography and illustration
- ▶ Infographics
- ▶ Custom content
- ▶ Advertising sales
- ▶ Print management
- ▶ Circulation development



DESIGN



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



DIGITAL SERVICES



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

OTHER SERVICES



Communications Strategy



Photography



Social Media



Custom Events

OWNERSHIP

WCM is a division of Washingtonian Media Inc., the company behind *Washingtonian* magazine. It is the region's top source of information for dining, shopping, entertainment, and personalities.

Founded in 1969, Washingtonian Media Inc. is a certified woman-owned business.

