

# Dow Jones Custom Publishing



## Grow your business by connecting with customers in unique ways

Dow Jones' custom publishing program helps you build valuable relationships with your customers and prospects. Leveraging our strengths as the leading name in business publishing, Dow Jones works closely with your firm to create a high-value custom offering that matches your business goals. We create custom electronic newsletters, print magazines, reports, Webinars, as well as conferences to help you reach your client base.

## Key Benefits

- Strengthen customer relationships
- Fill your lead pipeline
- Reinforce your thought-leadership position
- Differentiate your message from the competition's
- Enhance your company's brand value
- Educate the marketplace about areas critical to your business

## End-to-end custom publishing engagement

Dow Jones takes a consultative approach to designing a complete custom program that meets your strategic objectives. Whether we create for you an electronic newsletter, a print publication, or a custom event, the Dow Jones team manages the end-to-end engagement, including:

**Content:** Dow Jones editors and reporters, who have domain expertise in the selected area, create the most relevant, timely material for your custom offering.

**Design:** Our professional production team develops a format to meet your firm's requirements, and will align with the look and feel of your company's own marketing materials.

**Delivery:** Custom offerings can be distributed in a variety of formats, including email, Web, mobile, RSS or print.

**Distribution:** We can manage your electronic or print distribution list for you.

## Comprehensive Editorial Coverage

Dow Jones draws from its wealth of global coverage and expertise to create the content set that fits your objectives. We can produce offerings of broad interest, such as daily wrap-ups of market trends. We can also focus specifically on a topic to suit a very specific audience, such as management trends for executives.

## Sample Topics

- Strategy – Innovation, outsourcing, supply chain management, leadership
- Trends – Clean technology, emissions trading, security regulation, investments
- Sector – Pharmaceuticals, health care, automotive, airline, food, energy
- Economy – Global economic news and trends, developed and emerging markets
- Finance – M&A, venture, private equity, capital markets, equities, foreign exchange, fixed income
- Corporate Governance – Risk management, compliance, regulatory issues

## Your ticket to reaching your audience

Dow Jones custom publishing is an efficient, effective way to enhance your marketing program. The program we create for you is of the highest editorial and production standard, ensuring that you provide quality, objective insights to your client base.

Contact us to explore how we can help you can use Dow Jones custom publishing to meet your business objectives.