

DOW JONES

# CUSTOM PUBLISHING



ALIGN YOUR BRAND WITH MARKET-MOVING  
NEWS AND INFORMATION FROM THE WORLD'S  
MOST TRUSTED AND RELIABLE SOURCE

## ABOUT US

## WHY US

AS THE WORLD'S LEADING INDEPENDENT PUBLISHER, DOW JONES & COMPANY CAN PROVIDE INNOVATIVE CUSTOM PUBLISHING SOLUTIONS ON A DAILY, WEEKLY OR MONTHLY BASIS. OUR NEWS CONTENT ENCOMPASSES EVERYTHING FROM WORLD ECONOMICS TO PERSONAL FINANCE AND FROM GEOPOLITICAL CONCERNS TO NEW OPPORTUNITIES AND MARKET TRENDS.

THE BREADTH AND EXCELLENCE OF DOW JONES & COMPANY EDITORIAL COVERAGE FORMS THE CORNERSTONE OF OUR HIGHLY TARGETED CUSTOM PUBLICATIONS, PRESENTING KEEN INSIGHT INTO CHANGING MARKETS AND TRENDS. PARTNERING WITH US ALLOWS YOU UNPARALLELED VALUE AND THE ABILITY TO POSITION YOUR BRAND AT THE FOREFRONT OF INNOVATION.

LET US DESIGN A CUSTOM PUBLICATION THAT CAPTIVATES YOUR AUDIENCE AND CONVEYS YOUR MESSAGE.

Dow Jones Custom Publishing allows you to leverage content from The Wall Street Journal, Dow Jones Newswires, Dow Jones Indexes and many other respected Dow Jones publications.

- Dow Jones print and electronic publications, indices and databases have the leading market share in numerous business areas and are trusted by millions of subscribers
- Expertise is provided by thousands of business and financial news journalists as well as news staffers worldwide via partner publications
- Dow Jones publishes about 12,000 news items per day across all publications
- Global coverage is ensured with 134 bureaus in 96 cities



# CUSTOM PUBLISHING SOLUTIONS

LAUNCH A HIGH QUALITY PUBLICATION IN ANY FORMAT AND  
FREQUENCY TO STRENGTHEN YOUR CLIENT RELATIONS

SECURE NEW CUSTOMERS WITH A TARGETED INDUSTRY  
PUBLICATION TO SEND TO YOUR TOP PROSPECTS

ENHANCE YOUR BRAND VALUE BY USING DOW JONES  
CONTENT IN A CO-BRANDED WEEKLY NEWSLETTER

*A variety of options is available, including electronic and print delivery, or by hosting on your server.*



## OUR SERVICES

**EDITORIAL EXCELLENCE** | Package editorial content from leading Dow Jones publications to create a custom publication with true informational value while getting your message across. Access exclusive on-demand content tailored to your audience, staff or customers.

**BROAD DATA COVERAGE** | Choose from our wide range of price and index data the information that is most relevant to your readers.

**BRAND ASSOCIATION** | Emphasise your brand by partnering with a publisher associated with the values you share: integrity, reliability, loyalty.

**OPERATIONAL EXPERTISE** | Access full consultative services to help meet your marketing objectives with turnkey solutions, including expert production, fulfilment and analysis plus high-throughput email delivery systems.

**DELIVERY AND WEB INTEGRATION** | Benefit from our best practices in electronic list management, providing subscribers with easy access to your publication via email and facilitating subscription strategies to increase readership via the Web.

**LIST MANAGEMENT** | Gain assistance in extending your list of prospects with targeted, relevant contacts.

# CASE STUDIES



**Case Study 1 /** A leading financial institution wanted to expand outside its domestic market and generate more business across Europe among a highly-targeted audience.

## Solution

- Creation of a quarterly hard-copy publication with high production values that would stand out above its competitors' offerings to become a "must-read" for the targeted professionals in the European market.
- Use of Dow Jones' extensive contacts database.
- Client selects the theme of each issue, which contains many exclusive articles from both Dow Jones and the client's research department, providing a distinctive mix of in-house and independent viewpoints.



**Case Study 2 /** A new trading website providing access to the energy markets needed to make prospects aware of its existence and the services available through the site. Using the Web as an interactive and user-friendly tool was a real plus for this client.

## Solution

- Initial creation of a one-page daily newsletter, including price quotes and Dow Jones market commentaries, sent by email to prospects.
- Conversion of the newsletter to HTML format. The recipients benefit from the functionalities in an HTML format such as direct links to the website. For the client this means more visitors, driving a flow of business to the new site.



**Case Study 3 /** A leading private banking & institutional sales firm wanted to increase financial market awareness among its staff and to provide market updates and research to financial advisors.

## Solution

- Creation of a daily newsletter combining the morning's financial news from Dow Jones with internal research in PDF format delivered at 8:00 AM.
- Dow Jones Newsletters produced the design for the newsletter, incorporating the client's branding, logos and colour scheme.
- The bank chose Dow Jones for its reliable reporting and experience in producing customized newsletters.

## TESTIMONIAL

"WE HAVE BEEN COLLABORATING WITH DOW JONES FOR MORE THAN A YEAR AND WE ARE DELIGHTED WITH THE TEAM'S CREATIVITY AND KNOWLEDGE OF THE MARKET. WHAT WE VALUE MOST, HOWEVER, IS THE FLEXIBILITY OF THE PEOPLE AT DOW JONES TO RESPOND TO OUR WISHES. THEY SIMPLY MAKE IT HAPPEN."

DR. DANIELA SCHWARTZ, THE ROYAL BANK OF SCOTLAND,  
MARKETING, GLOBAL BANKING & MARKETS

# WE COVER

THIS IS A SAMPLE OF THE CONTENT WE COVER.  
YOUR REPRESENTATIVE WILL BE PLEASED TO TAP  
INTO OUR COMPETENCE TO TAILOR THIS CONTENT  
TO YOUR BUSINESS REQUIREMENTS.

CONTACT FOR OUR CUSTOM PUBLISHING SERVICE:

E-MAIL: [CUSTOMPUBLISHING@DOWJONES.COM](mailto:CUSTOMPUBLISHING@DOWJONES.COM)

PHONE: +49 (0)69 29 72 5 - 152

INNOVATION

EMERGING TRENDS

PRIVATE EQUITY

VENTURE CAPITAL

PERSONAL FINANCE

REITS

TECHNOLOGY NEWS

AUTOMOTIVE NEWS

INVESTMENT TRENDS

AIRLINE NEWS

E.U. LAWS/REGULATION

FOREIGN EXCHANGE STRATEGY

WORLD TELECOMS NEWS

IPOS

EMERGING MARKETS

INT'L TENDERS & PROJECTS

CLEAN DEVELOPMENT PROJECTS

GLOBAL FIXED INCOME

GLOBAL EQUITIES

GLOBAL COMMODITIES

- INCLUDING METALS,

AGRICULTURE

AND LIVESTOCK

GLOBAL M&A NEWS

GLOBAL FOREX

GLOBAL CENTRAL BANKING NEWS

GLOBAL ECONOMIC NEWS

MORNING BRIEFING FINANCE

MORNING BRIEFING COMMODITIES

EMISSIONS TRADING

CORPORATE GOVERNANCE

INTERNATIONAL TRADE

ETFs

CHINA ECONOMICS

SECURITIES REGULATION

DERIVATIVES INDUSTRY

PHARMACEUTICAL INDUSTRY

CREDIT TRENDS

ALTERNATIVE ENERGY

MEDIA

FOOD INDUSTRY

TRANSPORT

STRATEGIC PRACTICE MANAGEMENT

COMPLIANCE

GLOBAL TRENDS

SUPPLY CHAIN MANAGEMENT

OUTSOURCING

SECURITY TECHNOLOGY

daily corporate  
markets monthly  
weekly news  
trade deals quarterly  
data finance  
media venture capital  
compliance china  
global supply chain  
private equity retail energy