

NAVAJO

Grow ■ Adapt ■ Win

Corporate
Publishing

ELEVATE YOUR INFLUENCE

The collection of words and images between glossy covers; the weekly newsletter touting your company's many successes; the journal of white papers; the executive blog inviting open discussion—these are your means to be recognized as a socially responsible innovator and a respected voice in your marketplace.

Yet, as you know, periodicals—both print and digital—and especially corporate-sponsored publications, often require more time, effort and money than budgets allow.

It's a challenge we're familiar with. We can help.

At NAVAJO Company, we combine editorial development, deep subject matter expertise, and specialized program management to deliver effective, sustainable corporate publications.

Contain The Complexity

While it's not too hard to imagine one issue of a magazine or an executive blog, to maintain reader interest and inspire action, your publication

needs to be fresh, substantive, and satisfying—time after time. You need to identify the subjects that matter most and the people best qualified to write about them. You can't afford to take chances on less than the most credible thinkers in your field. You need to constantly expand the discussion and the line-up of talent to continue to engage a smart, busy audience.

But there's more to creating an effective publication than content. The more moving pieces are involved, the more organizational skills matter. If you can't put a finished product in your customers' hands on time and on budget, none of the other stuff matters. You need an experienced, hands-on project manager who can manage the nitty-gritty of your publication—writers, references, photographers, contracts, deadlines, proofing—things you don't have time for.





With 18 years experience in high-tech marketing communications, an exceptionally qualified team of technology and business writers, and in-house, media-savvy program managers, NAVAJO can provide the editorial leadership and oversight to create a publication you'll be proud of.

The NAVAJO Value

- **Credentials.** We're the agency of choice for some of the largest and most prestigious technology companies in the world. Our clients trust us to plan, manage, and execute their key marketing initiatives—for the global stage. Because of our experience with customer reference and product marketing programs, we have unusually broad and deep knowledge of the high-tech industry.
- **Full-service.** From editorial oversight to art direction and design, program management, advertising, and distribution, you can entrust all of your publication needs to us.
- **Accountability.** We can advise you on the best way to get the most exposure within a limited budget. And we take the time to keep you informed every step of the way.

Call Us—We're Ready To Get Started

We're geared to manage publishing deadlines and last minute crises. Whether you're considering an online newsletter or a glossy print magazine, we can help. Call us to discuss your next corporate publishing project.

Our publishing team is experienced in:

- Editorial calendar development
- Publication design and production
- Resource discovery and management
- Customer liaison
- Project scheduling
- Copy editing
- Subscription management
- Ad space sales
- Distribution
- Web content

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