



The ASJA Weekly

Custom Content Publishing and the Opportunities for Freelance Writers

The ASJA Writers Conference has always distinguished itself as being on the cutting edge of the art and business of freelance writing. ASJA2013 is no different as focus on the rise of custom content publishing and the businesses it has spawned to connect freelance writers with publishing companies and corporations. [EByline](#), [Contently](#), Demand Media Studios, and Healthline Networks are just a few of these custom content companies that support ASJA's Educational Foundation and have participated in the Writers Conference.

Next month we kick off the 42nd annual conference on Thursday, April 25 at 9 a.m. with the Career Compass Track session *Custom Publishing: Where The Real Money Is*. Andrew Siebert, chairman of the Custom Content Council and founder of Siebert Custom joins us to share his expertise as a top leader in this industry. He was recently president of Dow Jones Content Lab and president of SmartMoney (magazine, website, mobile), a joint venture between Dow Jones and Hearst Magazines.

Fellow panelist is Beth Tomkiw, executive vice president and chief creative officer at McMurry/TMG; one of the top content marketing companies in the U.S. McMurry/TMG produces custom magazines, videos, websites, apps and experiential media for many global corporations, including The Ritz-Carlton Hotels, UPS, IBM, CBS, Walmart and Disney.

At *The Inside Scoop on Finding Content Marketing Work*, Friday, April 26 at 9 am, ASJA 2013 attendees will hear from three agencies that work with some of the biggest brands in business on what they are looking for in freelance editors and writers. Panelists include Mary Ellen Slayter, founder of Reputation Capital Media, a content marketing agency that works with small, mid-sized and large companies including American Express and Monster Worldwide; Sam Slaughter, managing editor and chief operating officer at Contently, an online marketplace that connects freelance reporters to brands embarking into journalism; and Leslie Reiser, head of Midsize Insider, a website for IT news for mid-sized companies from IBM.

These sessions and more than 50 more are what freelance writers will find at [ASJA2013: Fire Up Your Writing Career](#). Early registration rates are in effect only through March 22 and the hotel room block is going fast, so don't wait. Register now and make 2013 the year your freelance career gets fired up!