

## **Expressions Custom Publications Launches in Canada**

*Editorial-design team unveil content marketing service for fast growing print and online custom publishing industry*

January 4, 2010, TORONTO/BARRIE – There’s a new, boutique agency on the custom publishing scene with its first title unveiling in February. Founded by Julie Bateman and Laura Aiken, Expressions Custom Publications will be releasing RAW | Representing All Women magazine for motivational speaker and Representing All Women president Stephanie Beattie.

“We are thrilled to bring our passion for marrying top notch content and design to businesses looking for innovative ways to foster closer relationships with their customers,” says Aiken. “There is a growing need for content marketing specialists in publishing and we couldn’t have asked for a more exciting first contract for Expressions than launching RAW magazine for Representing All Women.”

The new women’s publication will be distributed quarterly throughout Ontario for free to readers through fitness programs, gyms, spas, hotels, resorts and the Representing All Women client list. Expressions is managing the sales, distribution, circulation, content, design, marketing and social media presence of RAW magazine. Aiken will serve as editor and Bateman as creative director for the publication.

The business concept for Expressions blossomed after Bateman and Aiken crossed paths at a coffee shop in 2005 when a publisher brought them together as a design-editorial team for his newly bought golf publication, Bay Area Golfing. The coffee shop magazine talk between the team turned to how they could take their expanding portfolios and create a company that would offer a boutique publishing experience to its customers.

“We tailor customized teams by drawing on a large network of freelancers and providing hands-on management of every aspect of the project,” says Bateman. “Each client has a very particular set of needs. It’s important to deliver their vision on budget while exceeding their expectations.”

With offices in Toronto and Barrie, Expressions also provides editorial and creative direction for Bay Area Golfing magazine (published by The Orr Media Group), which has been serving golf enthusiasts in the Georgian Bay region for 25 years.

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### **For more information**

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