

the **WATERWAYS**
JOURNAL
Weekly

SINCE 1887



OUR MARKET:

More than 25,000 barges and nearly 4,000 towboats and tugs.

Over 12,000 miles of waterways, with thousands of loading and unloading facilities, fleets, shipyards/repair facilities, refuelers, and more.

2019

MEDIA KIT

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Editorial Calendar

As a weekly publication, *The Waterways Journal* publishes a wide-range of news and human-interest articles to provide its readers a window into the people and technology behind a thriving transportation sector. The news magazine, with two special issues per month—one focused on river and shoreside maritime topics and the other on a specific port/region—focuses on a variety of issues unique to the waterways. These include shipyards, barge and towing operations, personnel profiles, event coverage, new products and technology, ports, terminals, infrastructure, dredging, safety and environmental issues, and so much more. ***Our schedule of monthly special issues are as follows:***

JANUARY 28

State of the Industry/New Products/Technology — Our “Crystal Ball” issue will present industry leaders’ predictions of what the year 2019 will hold for the inland marine industry. Also, we take a look at recently introduced products to make your business safer and more profitable. **Ad material and space deadline is January 18.**

FEBRUARY 25 – Bonus Distribution

The Wheelhouse — This issue will look at the towing industry from the pilothouse eye level. We will examine new technologies that aid navigation and improve safety, and discuss some of the issues faced by today’s towing-vessel captains. Plus, we’ll have profiles and interviews of some of the industry’s most respected mariners. **Ad material and space deadline is February 15.**

MARCH 18

Vessel Construction & Repair — Our annual look at inland shipyards and repair facilities, highlighting new deliveries and future construction/repair needs. We will feature several new builds and repowering projects in this issue. **Ad material and space deadline is March 8.**

APRIL 15 – Bonus Distribution

Inland Ports & Terminals — A look at what’s new with river ports and terminals including funding challenges, new developments and more. The issue will feature products and services used by ports and terminals, including conveyor systems, storage solutions and material-handling equipment. **Ad material and space deadline is April 5.**

MAY 20 – Bonus Distribution

IMX — This issue will preview the sixth annual Inland Marine Expo, organized by The Waterways Journal. The event will be held in St. Louis, Mo., May 20–22. **Ad material and space deadline is May 10.**



JUNE 17 – Bonus Distribution

Dredging & Marine Construction — Marine contractors and civil engineers build our bridges, docks and dolphins, and dredge our harbors. We will take a look at some recent projects and get an update on funding and projects of the future in this issue, which will also preview the Western Dredging Association (WEDA) annual Dredging Summit & Expo. **Ad material and space deadline is June 7.**

JULY 22 – Bonus Distribution

Gulf Intracoastal Waterway — Published in advance of the Gulf Intracoastal Canal Association annual meeting, this issue will cover key issues important to those operating along the GIWW. We will also highlight trends in the tank barge industry. **Ad material and space deadline is July 12.**

AUGUST 19

The Engine Room — This month, we go below deck to scout out new advances in towboat propulsion. We’ll look at recent advances in engines, gears, propellers and steering systems, and we’ll also profile some of the unsung heroes of the towing industry: vessel and port engineers. **Ad material and space deadline is August 9.**

SEPTEMBER 16

Safety & Environmental Stewardship — The inland marine transportation industry is the safest and most environmentally friendly mode of transportation, and it finds new ways to improve each year. We will explore the latest safety trends and environmental stewardship on behalf of carriers, ports and terminals, and shipyards. **Ad material and space deadline is September 6.**

OCTOBER 21

Salvage, Heavy Lift, Surveying and Diving — Who do you call when things go wrong? This issue will feature some of the leading companies and individuals in the diving and salvage business, as well as the related areas of surveying and heavy lift. **Ad material and space deadline is October 11.**

NOVEMBER 18 – Bonus Distribution

Workboat Show — This issue will preview the largest trade show of its kind, the International Workboat Show, and explore some of the new products and services that are available in the industry. Extra copies will be distributed at our booth. **Ad material and space deadline is November 8.**

DECEMBER 16

Annual Review — A comprehensive look at key developments in the industry in 2019, with valuable boat tables to help keep track of new construction, acquisitions and more. **Ad material and space deadline is December 6.**

MONTHLY PORT/REGION FEATURES

JANUARY 7

Louisiana Energy Ports deadline 12/21

FEBRUARY 4

Mt. Vernon deadline 1/25

MARCH 4

Little Rock deadline 2/22

APRIL 1

Port of South Louisiana deadline 3/22

MAY 6

Southeast Missouri deadline 4/26

JUNE 3

Milwaukee deadline 5/24

JULY 1

Nashville deadline 6/21

AUGUST 5

Quad Cities deadline 7/26

SEPTEMBER 2

Huntington Tri-State deadline 8/23

OCTOBER 7

Vicksburg deadline 9/27

NOVEMBER 4

Houston deadline 10/25

DECEMBER 2

America’s Central Port deadline 11/22

Print Advertising Rates & Sizes

BLACK AND WHITE RATES

Size	1x	6x	13x	26x	52x
1 Page	\$1,825	1,560	1,410	1,225	1,100
¾ Page	\$1,540	1,260	1,110	1,000	855
½ Page Island*	\$1,470	1,185	1,090	935	840
½ Page	\$1,070	890	800	680	610
⅓ Page	\$820	675	605	540	485
¼ Page	\$625	500	460	400	350
⅙ Page	\$515	400	370	325	295
⅛ Page	\$370	325	290	260	230
**1 Column Inch	\$80	65	58	53	48

* Guaranteed only ad on page

Rates are based on the total number of insertions within a 12-month period. Largest unit to be counted as one insertion is a full page. A spread counts as two insertions. Advertising schedules composed of mixed space units are entitled to standard discounts. Classified word ads are available at \$1.50/word.

DISPLAY AD SIZES

Size	Width	Height	Column inches
Front Cover	9"	9"	36"
1 Page (including bleed)	9.875"	12.875"	46"
1 Page (no bleed; will have 1 pt. black border around edge and page header on top of page)	9"	11.375"	46"
¾ Page (3 Col)	6.75"	11.375"	33.75"
½ Page (4 Col)	9"	5.625"	22.5"
½ Page Island (3 Col)	6.75"	7.5"	22.5"
½ Page (2 Col)	4.4"	11.375"	22.5"
⅓ Page (4 Col)	9"	3.75"	15"
⅓ Page (2 Col)	4.4"	7.5"	15"
¼ Page (4 Col)	9"	2.75"	11.25"
¼ Page (2 Col)	4.4"	5.625"	11.25"
⅙ Page (2 Col)	4.4"	3.75"	7.5"
⅛ Page (2 Col)	4.4"	2.75"	5.625"
⅛ Page (1 Col)*	2.125"	5.625"	5.625"
1 Column Inch**	2.125"	1"	1"

* Only offered in classified section.

** Only offered in classified or professional directory sections.

ADD COLOR

Per Ad—Inside Pages

⅙ Page and larger
\$400

.....
⅛ Page and smaller
\$200

COVER RATES

Color included in price. Flat Rate. Non Cancelable

Front: \$2,900

Back: \$2,350

Inside Front/Back: \$2,300

SPECIAL EVENTS/ EXTENDED COVERAGE

Includes a full-page ad and a full page with photos from the event
(christenings, grand openings, celebrations, conferences, etc.)

\$2,950

MECHANICALS

We accept digital ads created in Photoshop, Illustrator and InDesign applications.

Please submit high resolution files (at least 300 dpi) saved as a TIFF, EPS, JPEG or a press ready PDF.

Ad design: \$50 per hour, \$50 minimum.

Trim size: 9.625" x 12.625"

Bleed size: 9.875" x 12.875"

Color mode: CMYK

Ink density: below 320%

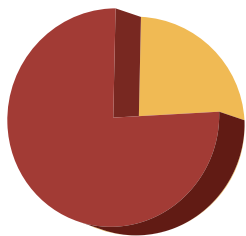
THE Weekly Trade Magazine for the Inland and Intracoastal Waterways

In the hands of 17,000 inland marine professionals per week!! No other magazine reaches the inland and intracoastal market like the *WJ*! In fact, 46% of our readers report that they do not subscribe to or read any other marine trade magazine.

Quality Readership - Experience the difference of PAID circulation!

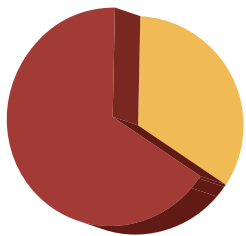
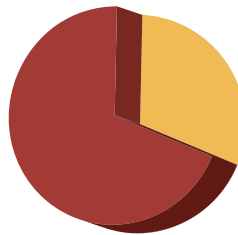
- Companies and key personnel PAY to have the *WJ* delivered to their mailbox. They are invested and active readers, which is why 91.1% report to have read four out of the last four issues.
- With an average of over three readers per copy, the print edition of *Waterways Journal* is seen by nearly 17,000 individuals every week. Another 600+ individuals subscribe to our online digital edition.
- Weekly eNewsletters delivered to over 10,500 inboxes.

Purchasing Involvement



- **More than three-fourths** of our readers surveyed have purchasing involvement for products and services for their company.

- **About two-thirds** of the respondents' companies (68.9%) have purchased one or more marine-related products in the past 12 months.



- **66.1%** of readers report taking one or more actions as a result of seeing an advertisement in *The Waterways Journal*. These include saving an ad for reference, contacting the advertiser for more information and purchasing the advertised product or service.

Readership Occupations

- **41.6%** boat/barge owner, operator, agent, broker
- **20.9%** terminals, ports, shippers, dredgers or employees of construction companies, associations and other allied marine industries
- **3.8%** shipbuilding & repair
- **10.8%** independent professional
- **8.7%** marine suppliers, equipment manufacturers

The Waterways Journal is the news journal of record for the towing and barge industry on the inland waterways of the United States, chiefly the watershed of the Mississippi River and its tributaries and the Gulf Intracoastal Waterway. Our customers are the barge companies, ports, terminals, fleets, shipyards, refuelers, shippers, passenger vessel operators, marine contractors, suppliers and others who together form the mighty inland waterways transportation industry. Our audience operates over 25,000 barges and over 4,000 towboats and tugs.

Known as "The Riverman's Bible," the periodical has published continuously from St. Louis, Missouri, since 1887. It is the only American maritime publication that focuses exclusively on the inland waterways, and one of the few remaining family-owned, advertiser-supported trade weeklies of any description.

Find out more about our company at www.waterwaysjournal.net.

Digital Advertising Rates & Sizes

ENEWSLETTER (Weekly Rates) Sent every Friday w/ digital edition		4x	13x	26x	52x
AD TYPE	SIZE (Width x Height In Pixels)	Frequency Discounts			
LEADERBOARD 1 Available/Week	468px X 60px	\$625	\$450	\$300	\$200
TILES 2 Available/Week	300px X 250px	\$500	\$400	\$280	\$175
LOWER PANELS 2 Available/Week	300px X 250px	\$360	\$295	\$190	\$110

DEDICATED E-BLAST (Call for pricing)

HOME PAGE (Monthly Rates)

LEADERBOARD AD	\$650	728px x 90px
TILE AD	\$300	300px x 250px
SUPER LEADERBOARD AD	\$750	970px x 90px

We accept digital ads created in Photoshop, Illustrator, and InDesign applications only.

Please submit files that are 72 dpi or higher and saved as JPEG, GIF or TIFF.

Ads must be produced to specific sizes per ad dimensions to be accepted.

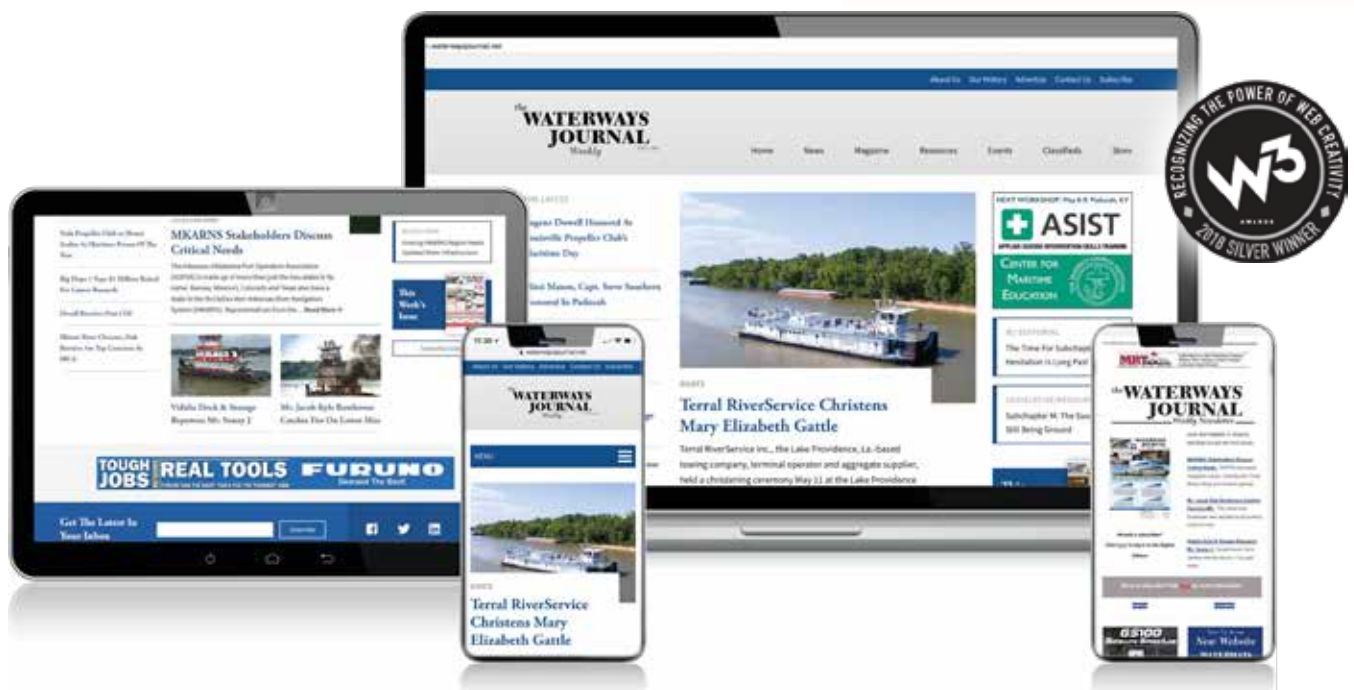
Ad design: \$50 per hour, 1 hour minimum.

Ad production questions should be directed to Dennis H. Robison at: 314-241-7354 | dennis@wjinc.net

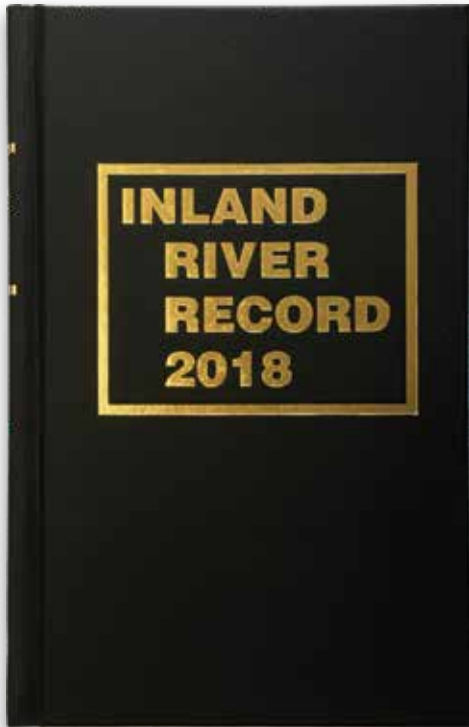
REACH A QUALIFIED AUDIENCE*

14,262 sessions **11,395** users **25,844** pageviews

*Reported monthly averages from Jun/Jul/Aug 2018



Annual Books & Directories



INLAND RIVER RECORD

The Boat Book. The only directory of commercial towing vessels operating on the Mississippi River system, streams emptying into the Gulf of Mexico and the Gulf Intracoastal Waterway.

Ad Deadline: June 28, 2019

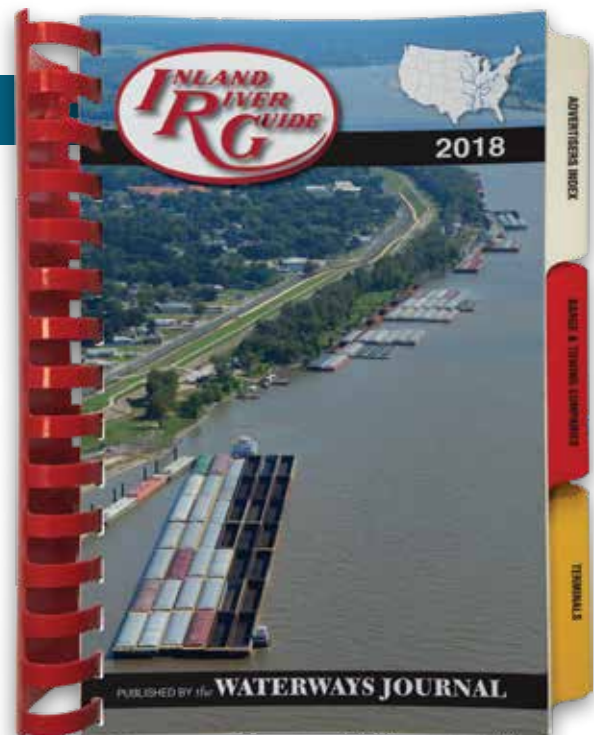
Size	B&W	Color
Full Page – 4" x 6.875"	\$990	\$1,640
½ Page – 4" x 3"	\$710	\$1,275
¼ Page – 4" x 1.5"	\$460	\$840
⅛ Page – 4" x 1"	\$290	\$700

INLAND RIVER GUIDE

The only comprehensive business directory of the inland marine industry. When somebody needs to get something done on the river, they reach for the Inland River Guide!

Ad Deadline: August 2, 2019

Size	B&W	Color
Back Cover – 4.5" x 7.75"	—	\$3,450
Inside Front – 4.5" x 7.75"	—	\$3,200
Dividers – 4.5" x 7.75"	—	\$2,950
Full Page – 4.5" x 7.75"	\$1,640	\$2,245
½ Page – 4.5" x 3.875"	\$950	\$1,595
¼ Page – 4.5" x 2"	\$565	\$1,090
⅛ Page – 4.5" x 1"	\$380	\$925



TO UPDATE YOUR LISTING,
PLEASE CONTACT

Tracey Bohms
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SALES

Jason Koenig
Senior Account Executive
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Annual Events

THE INLAND MARINE EXPO

Why Exhibit

The Waterways Journal, Inc. has been connecting decision makers in the inland and intracoastal marine transportation industry for more than 125 years, and no one is in a better position to provide you with a trade show to meet the specific needs of this critical region.

IMX exhibitors will receive many benefits as part of their commitment to the event, including

- Free registration for your booth staff and VIP guests

Who You Will Meet

- Barge and towboat owners and operators
- Shallow draft ports and terminals, stevedoring firms
- Fleeting and harbor service providers
- Inland shipyards and repair facilities
- Free listing and company description on the IMX website and in the IMX directory
- Inclusion in select marketing efforts leading up to the event (e.g. newsletters, mailings)
- Access to exclusive IMX sponsorship opportunities
- Free food and beverages at specified event functions
- Discounted hotel room rates
- Dredging companies and marine contractors
- Ferryboat and inland passenger vessel operators
- Engineers, divers, surveyors, consultants
- Related government agencies



SAVE THE DATE

IMX @ THE
DOME

AMERICA'S CENTER • ST. LOUIS

MAY 20-22

2019



the **WATERWAYS
JOURNAL**
Weekly



**INLAND
RIVER RECORD**



The Waterways Journal is committed to serving our industry, our readers and our advertisers with the highest degree of integrity. With us you will find a loyal partner who can help you achieve your goals.

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