

the **WATERWAYS**
JOURNAL
Weekly

SINCE 1887

The Weekly Trade Magazine for the U.S. Commercial Marine Industry



2023

MEDIA KIT

8820 Ladue Road, Suite 301
St. Louis, Missouri 63124

Ph: (314) 241-7354 / F: (314) 241-4207
www.waterwaysjournal.net
info@waterwaysjournal.net

New for 2023

WEEKLY PRINT, DIGITAL EDITION, WEBSITE & NEWSLETTER PACKAGE

Multiple touch points per week to our total audience! Includes:

FULL OR HALF PAGE
PRINT AD



DIGITAL EDITION AD + BANNER AD



WEBSITE BANNER AD



E-NEWSLETTER AD



For more details, call Zac Metcalf at 314-561-4701

Editorial Calendar

The *Waterways Journal* will produce 51 weekly print/digital editions in 2023 (every Monday except Jan. 2), all featuring exclusive content covering the latest news, trends, and industry events. Twice a month, we have set aside pages for specific areas of interest to our readers. Our schedule of twice monthly feature issues for 2023 is as follows:

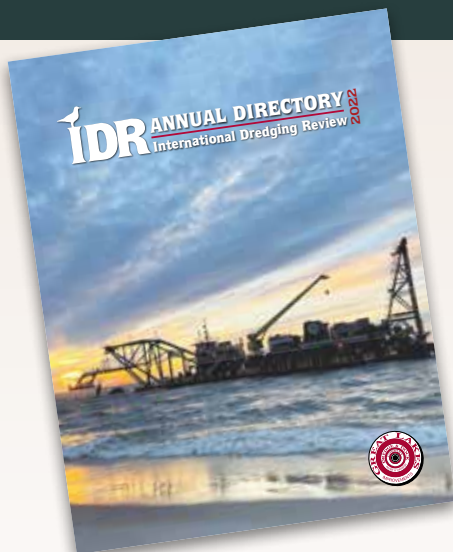
DREDGING & INFRASTRUCTURE REPORT

To keep commerce along waterways moving and to provide opportunities for growth so more may benefit from the economic, safety and environmental advantages of waterway transportation, aging infrastructure needs to be addressed, channels need to be maintained and investment in *ports, terminals* and *fleets* needs to continue. In the first issue of every month, *The Waterways Journal* will devote a section to this important topic. It is also an opportunity for dredging firms, marine contractors, civil engineers and their suppliers and service providers to advertise and promote products and services that can assist.

JANUARY 9	JULY 3
FEBRUARY 6	AUGUST 7
MARCH 6	SEPTEMBER 4
APRIL 3	OCTOBER 2
MAY 1	NOVEMBER 6
JUNE 5	DECEMBER 4

IDR ANNUAL DIRECTORY

A comprehensive guide to US contractors that own dredges and/or perform dredging and dredging related services. Includes contact information, a brief summary of services offered and a list of equipment owned.



SPECIAL ISSUES

JANUARY 23

State of the Industry: Our "Crystal Ball" issue will present industry leaders' predictions of what the year 2023 will hold for the inland marine industry. We will also explore new technology and engineering solutions that are being adopted and have the potential to pave the way for a bright future beyond 2023.

FEBRUARY 20

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.

MARCH 20

Shipyards: Our annual look at inland and intracoastal shipyards and vessel repair facilities, highlighting new deliveries and future construction/repair needs. We will feature several new builds and repowering projects in this issue.

APRIL 17

Maritime Law: Published in advance of the annual GNOBFA River & Marine Industry Seminar, this issue will focus on legal and insurance issues that impact the inland waterways industry, including the Jones Act, liability questions, accident investigations and more.

MAY 22

IMX: This issue will preview the 10th annual Inland Marine Expo, organized by The Waterways Journal. The event will be held in Nashville, Tenn., May 31–June 2.



JUNE 19

Passenger Vessels: Overnight cruising is a growing business along our waterways. Those cruise ships, many being new builds, join a diverse fleet of passenger vessels and ferries used for local/regional travel. You will be able to plan your next adventure after reading this issue!

JULY 24

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.

AUGUST 21

The Engine room: This month, we go below deck to scout out new advances in propulsion. We'll look at recent advances in engines, gears, fuel, propellers and steering systems, and we'll also profile some of the unsung heroes of the towing industry: vessel and port engineers.

SEPTEMBER 18

Ports & Terminals: This issue will look at what's new with river ports and terminals including funding challenges, new developments and more. We will feature products and services used by ports and terminals, including conveyor systems, storage solutions and material-handling equipment.

OCTOBER 23

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.

NOVEMBER 20

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.

DECEMBER 18

Annual Review: A comprehensive look at key developments in the industry in 2023, with valuable boat tables to help keep track of new construction, acquisitions and more. This is also our Holiday issue with thank yous and season's greetings opportunities.

Note: The *Waterways Journal* will not publish an issue on Monday, Jan. 2.

Advertising Rates & Sizes

Ads appear in print and digital edition to a combined circulation of 17,500+ readers

DISPLAY RATES

Appears in forward section adjacent to editorial. All positions include full-color at no additional cost.

Size	1x	6x	13x	26x	51x
1 Page	\$2,225	2,100	1,960	1,810	1,625
½ Page Island*	\$1,940	1,810	1,760	1,510	1,400
½ Page	\$1,520	1,430	1,340	1,250	1,130
⅓ Page	\$1,245	1,175	1,100	1,030	965
¼ Page	\$1,035	965	910	870	810
⅙ Page	\$920	870	805	780	730
⅛ Page	\$640	610	575	540	490

* 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. Advertising schedules composed of mixed space units are entitled to standard discounts. A spread counts as two insertions. Ask about special rates for full and half-page spreads.

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"
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"

COVER RATES

Flat Rate. Non Cancelable

Front:	\$3,200
Back:	\$2,600
Inside Front/Back:	\$2,350

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: \$125 per hour, \$125 minimum.

Trim size: 9.625" x 12.625"
Bleed size: 9.875" x 12.875"
Color mode: CMYK
Ink density: below 320%

DEADLINES

Ad reservation and material due date is 10 days before the issue date.

Digital Advertising Rates & Sizes

WJ NEWSLETTER <i>Sent every Friday w/ digital edition</i>		4x	12x	26-51x
AD TYPE	SIZE (Width x Height In Pixels)	Frequency Discounts		
LEADERBOARD <i>1 Available/Week</i>	600px X 160px	\$750	\$575	\$425
TILES <i>2 Available/Week</i>	300px X 250px	\$500	\$400	\$280
LOWER PANELS <i>2 Available/Week</i>	600px X 160px	\$360	\$295	\$190

ADVERTISE ON OUR AWARD WINNING WEBSITE
www.waterwaysjournal.net
 ads run on homepage and run of site

	Weekly	Size
SUPER LEADERBOARD AD	\$425	970px x 250px
LEADERBOARD AD	\$350	728px x 90px
TILE AD	\$225	300px x 250px

DEDICATED E-BLAST *(Call for pricing)*

Dedicated e-mails receive an average of 700 unique clicks **\$2,100***

* Based on rolling average of number of subscribers

SPECIALTY NEWSLETTERS <i>Dredging & Infrastructure (monthly) Great Lakes Region (monthly) Marketplace (weekly)</i>		4x	8-12x
AD TYPE	SIZE (Width x Height In Pixels)	Frequency Discounts	
LEADERBOARD <i>1 Available/Week</i>	600px X 160px	\$750	\$675
TILES <i>2 Available/Week</i>	300px X 250px	\$425	\$390
LOWER PANELS <i>2 Available/Week</i>	600px X 160px	\$325	\$270

REACH A QUALIFIED AUDIENCE*

WJ website stats

93,790 sessions **75,244** users **154,706** pageviews

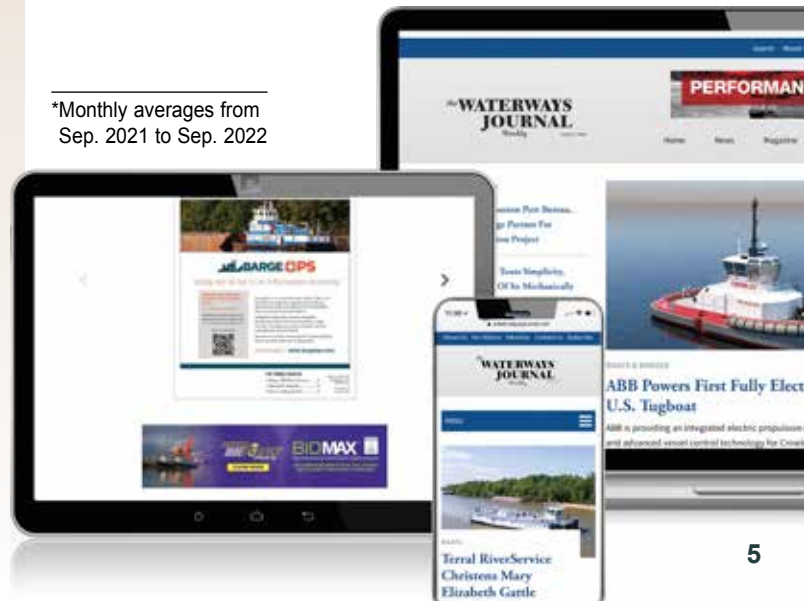
WJ monthly ad. impressions

181,285

WJ E-Newsletter stats

21,000 subscribers **13,000** unique opens/month **6,000** unique clicks/month

*Monthly averages from Sep. 2021 to Sep. 2022



Annual Books & Directories

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: June 30, 2023

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"	\$1,810	\$2,245
Half Page – 4.5" x 3.875"	\$1,045	\$1,595
Quarter Page – 4.5" x 2"	\$675	\$1,090
Eighth Page – 4.5" x 1"	\$450	\$925

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 30, 2023

Size	B&W	Color
Full Page – 4" x 6.875"	\$1,090	\$1,640
Half Page – 4" x 3"	\$780	\$1,275
Quarter Page – 4" x 1.5"	\$505	\$840
Eighth Page – 4" x 1"	\$350	\$700

IDR ANNUAL DIRECTORY



A comprehensive guide to US contractors that own dredges and/or perform dredging and dredging related services. Includes contact information, a brief summary of services offered and a list of equipment owned.

Ad Deadline: February 28, 2023

Size	1x
Full Page: 8.75" x 11.25"	\$2,100
Two Thirds Page: 5" x 10"	\$1,670
Half Page Island*: 5" x 7.5"	\$1,340
Half Page: 7.5" x 4.875"	\$1,300
Third Page: 5" x 4.875"	\$995
Quarter Page: 3.625" x 4.875"	\$850
Sixth Page: 2.375" x 4.875"	\$690



TO UPDATE YOUR LISTING,
PLEASE CONTACT

Tracey Bohms
tracey@wjinc.net | 314-241-7354

ADVERTISING SALES

Zac Metcalf
Sales Manager
zac@wjinc.net | 314-561-4701

ADVERTISING SALES

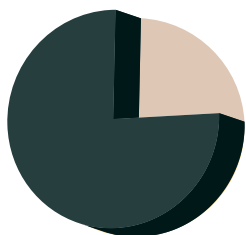
Evan Gorman
Advertising Coordinator
evan@wjinc.net | (314) 446-1385

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.
- The print edition of *Waterways Journal* is seen by 15,000 individuals every week. Another 2,500 individuals have a digital subscription with access to online content and a digital version of *Waterways Journal*.
- Weekly newsletters are delivered to over 21,000 individual inboxes.

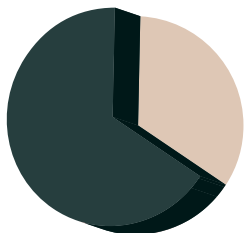
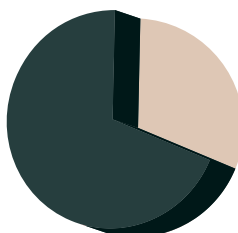
38,500+ Impressions Per Week!

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

For *The Waterways Journal* sample pages, please visit digital.waterwaysjournal.net/waterwaysexpo

Known as "The Riverman's Bible," the *Waterways Journal* has published continuously from St. Louis, Missouri, since 1887. It is the only American maritime publication that focuses on the inland and intracoastal waterways of the United States, 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.

Annual Events

THE INLAND MARINE EXPO

Why Exhibit

The Waterways Journal has been connecting decision makers in the inland and intracoastal marine transportation industry for more than 135 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

- Free listing and company description on the IMX website, IMX directory, and the special IMX issue of *Waterways Journal*.
- 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

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
- Dredging companies and marine contractors
- Ferryboat and inland passenger vessel operators
- Engineers, divers, surveyors, consultants
- Related government agencies



IMX2023
MAY 31 → JUNE 2
NASHVILLE
MUSIC CITY CENTER



Left: Broadway Street in downtown Nashville | Right: Skyline photo courtesy of visitmusiccity.com

the **WATERWAYS**
JOURNAL
Weekly



INLAND 
RIVER RECORD



IDR
International Dredging Review

Committed to serving our industry, our readers and our advertisers.

Zac Metcalf
Sales Manager
zac@wjinc.net | 314-561-4701

Susie Jensen
Account Executive / IMX Exhibit Sales
susie@wjinc.net | 314-561-4706

Evan Gorman
Advertising Coordinator
evan@wjinc.net | (314) 446-1385

John Shoulberg
Editor
john@wjinc.net | 314-241-7354


Nelson Spencer, Chairman
nelson@wjinc.net


Nelson Spencer, Jr., Publisher
spence@wjinc.net