

the **WATERWAYS**
JOURNAL
Weekly

SINCE 1887

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



2024

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 2024

***The Waterways Journal* is the only reputable source for verified news and exclusive content for the inland and intracoastal marine highways of the United States.**

Every year, about 624 million tons of waterborne cargo transit the inland waterways, per the Maritime Administration. Our audience operates towboats, barges, harbor boats and tugs, both large and small ports and terminals with access to navigable water, material handling equipment, dredges, survey and crew boats, and much more.

By advertising with us, you can be assured that your company, product or service is associated with a reputable news brand. Building on relationships since 1887, we can connect you to decision makers of every generation via print, e-mail and online products.

Our Print Edition is not just delivered in print (via USPS, third party carrier in bulk, and in some cases by hand at special events). Starting in mid-2023, the print edition became available to our e-newsletter subscribers while it continues to be available to visitors of our award-winning website. The Print Edition is distributed to approximately 27,554* mailboxes, desks, boats, inboxes and desktops every week.

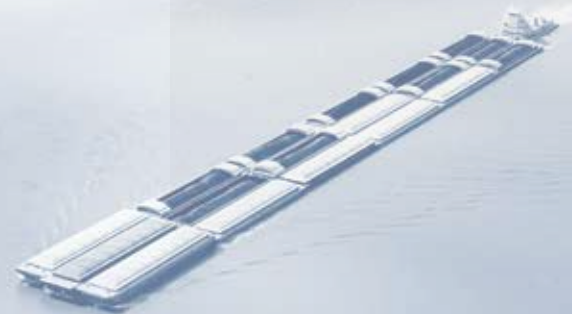
**from July 3, 2023 edition stats*

**QUALITY READERSHIP
PAID PRINT
CIRCULATION.**

Companies and key personnel PAY to have the WJ delivered to their mailbox. Our relationship and value to our audience separates us from all others.

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.



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

Editorial Calendar

The *Waterways Journal* will produce 51 weekly print/digital editions in 2024 (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 2024 is as follows:

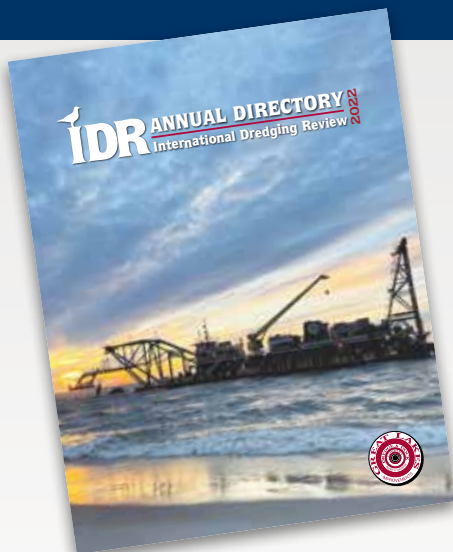
DREDGING & INFRASTRUCTURE REPORT

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

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 22

State of the Industry: Our "Crystal Ball" issue will present industry leaders' predictions of what the year 2024 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.

FEBRUARY 19

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 18

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 15

Fleeting & Harbor Services: This special issue will focus on a critical sector of the inland waterways cargo transportation industry, highlighting a number of fleeting and harbor operators and the issues they face.

MAY 20

IMX: This issue will preview the 11th annual Inland Marine Expo, organized by The Waterways Journal. The event will be held in Nashville, Tenn., May 29-31.



JUNE 17

Technology: In this issue, we will explore some of the many ways technology has changed the waterways industry, from electronic charts to software solutions for scheduling, engine monitoring, security and much more.

JULY 15

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 19

The Engineerium: 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 16

Ports and 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 21

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 18

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 16

Annual Review: A comprehensive look at key developments in the industry in 2024, 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 27,000+ 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	\$2,335	\$2,205	\$2,060	\$1,900	\$1,705
1/2 Page Island	\$2,035	\$1,900	\$1,850	\$1,585	\$1,470
1/2 Page	\$1,595	\$1,500	\$1,405	\$1,315	\$1,190
1/3 Page	\$1,300	\$1,235	\$1,155	\$1,080	\$1,015
1/4 Page	\$1,085	\$1,015	\$955	\$915	\$850
1/6 Page	\$965	\$915	\$845	\$820	\$765
1/8 Page	\$670	\$640	\$605	\$565	\$515

* 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 0.125" 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"
1/2 Page (4 Col)	9"	5.625"	22.5"
1/2 Page Island (3 Col)	6.75"	7.5"	22.5"
1/2 Page (2 Col)	4.4"	11.375"	22.5"
1/3 Page (4 Col)	9"	3.75"	15"
1/3 Page (2 Col)	4.4"	7.5"	15"
1/4 Page (4 Col)	9"	2.75"	11.25"
1/4 Page (2 Col)	4.4"	5.625"	11.25"
1/6 Page (2 Col)	4.4"	3.75"	7.5"
1/8 Page (2 Col)	4.4"	2.75"	5.625"

*Please keep any text at least 0.25" away from the trim line

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

NEWSLETTERS <i>weekly and monthly editions</i>		4x	12x	26-51x
AD TYPE	SIZE (Width x Height In Pixels)	Frequency Discounts		
TOP BANNER	600px X 160px	\$825	\$630	\$465
IN-COPY BANNERS	300px X 250px	\$550	\$440	\$310
LOWER PANEL BANNER	600px X 160px	\$395	\$325	\$210

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

AD TYPE	Size	Monthly
HOME PAGE BANNER	728px X 90px	\$1,045
HOME PAGE TILE	300px X 250px	\$825
OVERSIZED BANNER	970px X 250px	\$905
RUN OF SITE BANNER	728px X 90px	\$770
RUN OF SITE TILE	300px X 250px	\$495

PARTNER EMAILS

\$0.20/Record \$2,400 - \$4,200*

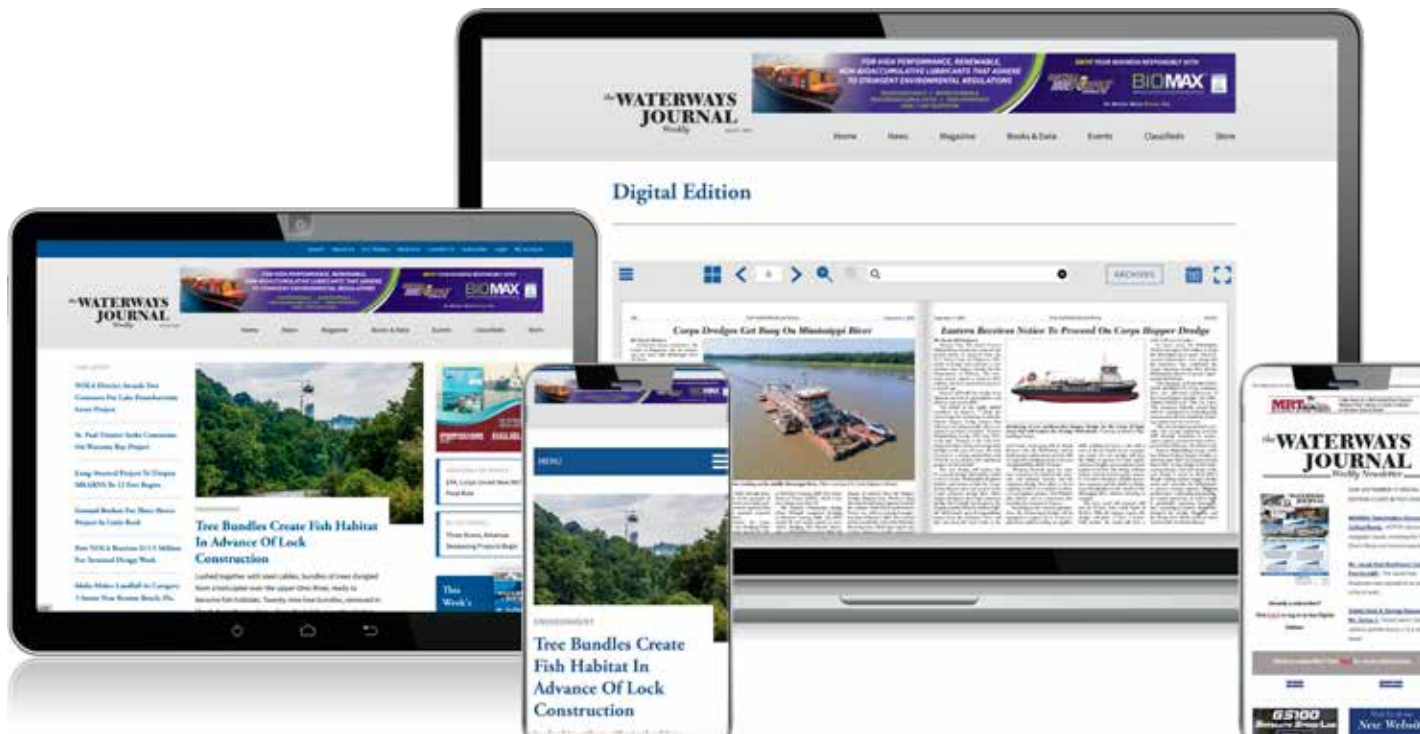
* Based on size of targeted list

Average Website Users Per Month

30,000

20,000+

Newsletter Subscribers



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 28, 2024

Size	1x
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"	2,245
Half Page – 4.5" x 3.875"	\$1,595
Quarter Page – 4.5" x 2"	\$1,090
Eighth Page – 4.5" x 1"	\$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 28, 2024

Size	1x
Full Page – 4" x 6.875"	\$1,640
Half Page – 4" x 3"	\$1,275
Quarter Page – 4" x 1.5"	\$840
Eighth Page – 4" x 1"	\$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: March 1, 2024

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

IMX2024

WHY EXHIBIT?

MAY 29 → 31

NASHVILLE

MUSIC CITY CENTER

the **WATERWAYS JOURNAL** Weekly

Produced by *The Waterways Journal*, IMX is designed for the maritime and logistics community.



#IMX2023 was all about **BREAKING RECORDS!**

IMX BY THE NUMBERS

2,500 EXPECTED ATTENDANCE

98% OF ATTENDEES RECOMMEND ATTENDING IMX

93,000 sq. ft. OF EXHIBIT SPACE AT MUSIC CITY CENTER

250 EXHIBITING BRANDS

WHO YOU WILL MEET

- Barge and towboat owners & operators
- Shallow draft ports and terminals, stevedoring firms
- Fleeting and harbor service providers
- Inland shipyards and repair facilities
- Dredging companies and marine contractors
- Engineers, divers, surveyors, consultants
- Related government agencies

GROW YOUR BUSINESS

In addition to a trade show floor that caters specifically to waterways operations with the latest products and services to serve you well today and prepare you for tomorrow, all will benefit from education and unique networking events at no extra cost.

2024 BOOTH INVESTMENT	
10' x 10'	\$3,200
20' x 10'	\$5,800
30' x 10'	\$8,100
20' x 20'	\$10,000
20' x 30'	\$13,800

SHOW STATS & FEATURES

- 1 low cost & no rate increases
- 13 exhibit hours
- General sessions, education sessions, training opportunities and new product/service showcases
- Networking for the entire group

EDUCATION TOPICS INCLUDE

- New Technology & Engineering
- Safe Operations
- Sustainability & Environmental Stewardship
- Workforce Advancement

“Well attended by the right groups. Proud to have been part of this years show, and looking forward to next years event.”

– ROBERT A SOCHA, CONRAD SHIPYARD

Want to showcase your brand at #IMX2023? For traditional exhibitor opportunities, contact: **Susie Jensen at susie@wjinc.net or 513-304-1784**

Looking to elevate your brand's exposure? For custom sponsorship opportunities, contact: **Emily Tintera at emily@wjinc.net or 314-805-1395**

inlandmarineexpo.com

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JOURNAL
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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

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