

*the* **WATERWAYS**  
**JOURNAL**  
*Weekly*

SINCE 1887



**OUR MARKET:**

Over 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.

**2018** **MEDIA KIT**

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# Editorial Calendar

*The Waterways Journal* publishes on Monday, 52 times per year (note: because 2018 has 53 Mondays, there will be no issue on December 31). In addition to the monthly special issues listed below, we are planning several new regular features for 2018; for instance, one week each month, we will take an in-depth look at a different inland waterways port. We'll also have numerous profiles throughout the year of the men and women who work in the barge industry, from the vessel crews to the corporate offices. ***Here's the schedule of our monthly special issues:***

JANUARY 29

**New Era In Towboating: The Year Of The Inspected Vessel** — 2018 is the implementation date for Subchapter M, the comprehensive and historic reworking of the regulations governing towing vessels. We'll offer an in-depth look at the new regulations and the progress toward implementation. **Ad material and space deadline is January 19.**

FEBRUARY 26

**View From The Wheelhouse (Bonus Distribution)** — 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 16.**

MARCH 26

**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 16.**

APRIL 23

**Ports & Terminals (Bonus Distribution)** — 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 13.**

MAY 21

**Inland Marine Expo (Bonus Distribution)**

— This issue will preview the fifth annual Inland Marine Expo, organized by The Waterways Journal. The event will be held in St. Louis, Mo., May 21–23. **Ad material and space deadline is May 11.**



JUNE 25

**Dredging & Marine Construction (Bonus Distribution)**

— 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 15.**

JULY 30

**Gulf Intracoastal Waterway (Bonus Distribution)**

— 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 20.**

AUGUST 27

**All Aboard!** This issue will explore ferry boat and passenger vessel operations on our inland and intracoastal waterways. These operators share the same waterways and history as the towing industry and have many of the same modern-day concerns. **Ad material and space deadline is August 17.**

SEPTEMBER 24

**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 14.**

OCTOBER 22

**Fleeting & Harbor Services** — In this special issue, we will examine this critical sector of the inland waterways cargo transportation industry, highlighting a number of fleeting and harbor operators and the issues they face. **Ad material and space deadline is October 12.**

NOVEMBER 19

**International Workboat Show (Bonus Distribution)** — 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 9.**

DECEMBER 17

**2018 Annual Review & Directory** — A comprehensive look at key developments in the industry in 2018, with valuable boat tables to help keep track of new construction, acquisitions and more. **Ad material and space deadline is December 7.**

# Print Advertising Rates & Sizes

Same Low Rates as 2017!

## BLACK AND WHITE RATES

| Size           | 1x      | 6x    | 13x   | 26x   | 52x   |
|----------------|---------|-------|-------|-------|-------|
| 1 Page         | \$1,740 | 1,485 | 1,345 | 1,165 | 1,045 |
| ¾ Page         | \$1,465 | 1,200 | 1,055 | 955   | 815   |
| ½ Page Island* | \$1,400 | 1,130 | 1,040 | 890   | 800   |
| ½ Page         | \$1,020 | 850   | 760   | 650   | 580   |
| ⅓ Page         | \$780   | 645   | 575   | 515   | 460   |
| ¼ Page         | \$595   | 480   | 440   | 380   | 335   |
| ⅙ Page         | \$490   | 385   | 350   | 310   | 280   |
| ⅛ Page         | \$350   | 310   | 275   | 245   | 220   |
| 1 Column Inch  | \$75    | 62    | 55    | 50    | 45    |

\* 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.

## DISPLAY AD SIZES

| Size  | Width  | Height  | Column inches |
|---|--------|---------|---------------|
| Front Cover   | 9"     | 9"      | 36"           |
| 1 Page (including bleed)  | 9.875" | 12.875" | 46"           |
| 1 Page<br>(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"          |
| ⅙ Page (2 Col)  | 4.4"   | 2.75"   | 5.625"        |
| ⅙ 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

4-color: \$300

2-color: \$100

.....  
⅙ Page and smaller

4-color: \$200

2-color: \$50

## COVER RATES

**Color included in price. Flat Rate. Non Cancelable**

Front: \$2,900

Back: \$2,250

Inside Front/Back: \$2,200

## 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.

*Note: We do not accept files in Microsoft Publisher or Adobe PageMaker.*

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.

## **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.wjinc.net](http://www.wjinc.net).



# Digital Advertising Rates & Sizes



| NEWSLETTER (Weekly Rates)               |                                 | 4x                  | 13x   | 26x   | 52x   |
|---|---------------------------------|---------------------|-------|-------|-------|
| AD TYPE                                 | SIZE (Width x Height In Pixels) | Frequency Discounts |       |       |       |
| LEADERBOARD<br><i>1 Available/Week</i>  | 468px X 60px                    | \$625               | \$450 | \$300 | \$200 |
| TILES<br><i>2 Available/Week</i>        | 300px X 250px                   | \$500               | \$400 | \$280 | \$175 |
| LOWER PANELS<br><i>2 Available/Week</i> | 300px X 250px                   | \$360               | \$295 | \$190 | \$110 |

| EVERY PAGE                      |           |                                 |
|---------------------------------|-----------|---------------------------------|
| AD TYPE                         | PER MONTH | Size (Width x Height in Pixels) |
| FOOTER<br><i>bottom of page</i> | \$750     | 470px x 60px                    |

| HOME PAGE   |       |               |
|---|-------|---------------|
| BOTTOM PANEL<br><i>6 available full width of page, below content</i>  | \$650 | 780px x 60px  |
| BUTTON AD<br><i>6 available, bottom of page</i>                       | \$300 | 234px x 60px  |
| HORIZONTAL SLIDESHOW BANNER<br><i>2 available, in rotating module</i> | \$750 | 433px x 289px |

| DIGITAL EDITION SPONSORSHIP (WITH POP-UP BANNER) |           |          |                                 |
|--|-----------|----------|---------------------------------|
| AD TYPE  | PER MONTH | PER YEAR | SIZE (Width x Height In Pixels) |
| POP-UP BANNER                                    | \$500     | \$5,000  | 250px x 250px                   |

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

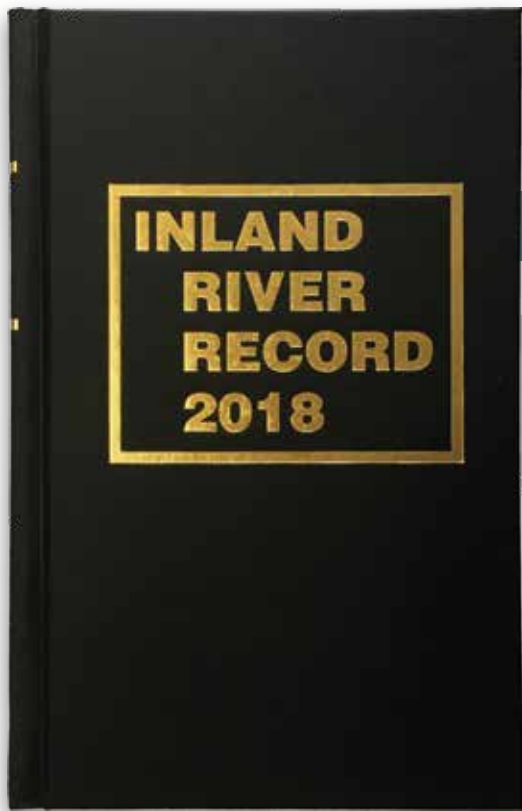
Please submit files that are 72 dpi or higher and saved as JPEG, GIF or TIFF.

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

# Annual Books & Directories



## INLAND RIVER RECORD

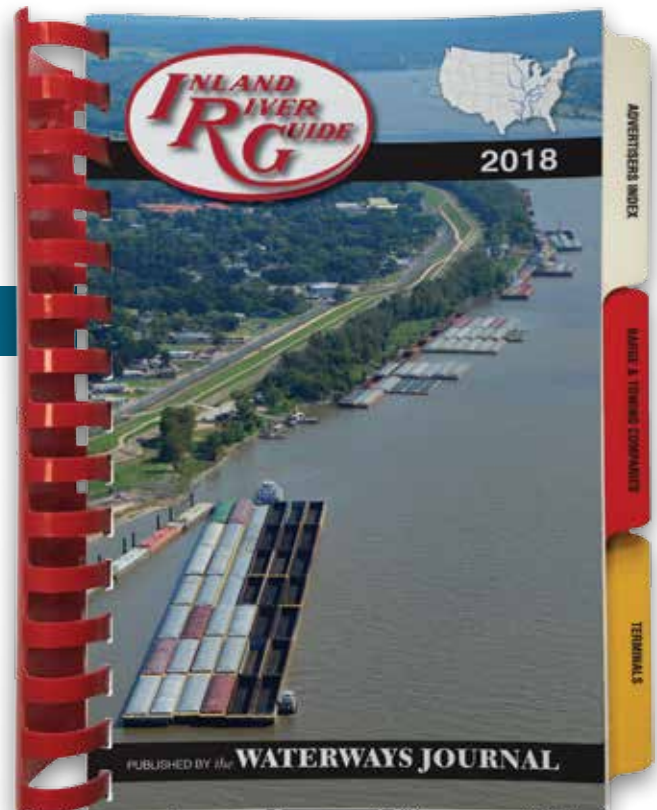
The Boat Book. The only directory of commercial towing vessels operating on the Mississippi River system, streams emptying into the Gulf of Mexico and the Gulf Intracoastal Waterway.

*Ad Deadline: June 29, 2018*

## 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 3, 2018*



To update your listing, please contact:  
Tracey Bohms | [tracey@wjinc.net](mailto:tracey@wjinc.net) | 314-241-7354

# 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
- 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



### 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

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SAVE THE DATE

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**IMX** @ THE  
DOME  
AMERICA'S CENTER • ST. LOUIS

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**MAY 21 - 23**

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**2018**



[www.inlandmarineexpo.com](http://www.inlandmarineexpo.com)

Dear Advertiser:

*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.

Take advantage of all we offer in 2018!



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

*the* **WATERWAYS**  
**JOURNAL**  
*Weekly*



**INLAND**   
**RIVER RECORD**



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Account Executive / Classified Advertising  
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