



# *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.

2017

# Advertising Guide

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# Advertising Rates & Sizes

Same Rates as 2016!

## BLACK AND WHITE RATES

Size	1x	6x	13x	26x	52x
1 Page	\$1,740	1,485	1,345	1,165	1,045
$\frac{3}{4}$ Page	\$1,465	1,200	1,055	955	815
$\frac{1}{2}$ Page Island*	\$1,400	1,130	1,040	890	800
$\frac{1}{2}$ Page	\$1,020	850	760	650	580
$\frac{1}{3}$ Page	\$780	645	575	515	460
$\frac{1}{4}$ Page	\$595	480	440	380	335
$\frac{1}{6}$ Page	\$490	385	350	310	280
$\frac{1}{8}$ 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 (no bleed; will have 1 pt. black border around edge and page header on top of page)	9"	11.375"	46"
$\frac{3}{4}$ Page (3 Col)	6.75"	11.375"	33.75"
$\frac{1}{2}$ Page (4 Col)	9"	5.625"	22.5"
$\frac{1}{2}$ Page Island (3 Col)	6.75"	7.5"	22.5"
$\frac{1}{2}$ Page (2 Col)	4.4"	11.375"	22.5"
$\frac{1}{3}$ Page (4 Col)	9"	3.75"	15"
$\frac{1}{3}$ Page (2 Col)	4.4"	7.5"	15"
$\frac{1}{4}$ Page (4 Col)	9"	2.75"	11.25"
$\frac{1}{4}$ Page (2 Col)	4.4"	5.625"	11.25"
$\frac{1}{6}$ Page (2 Col)	4.4"	3.75"	7.5"
$\frac{1}{8}$ Page (2 Col)	4.4"	2.75"	5.625"
$\frac{1}{8}$ 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

Take advantage of these low prices and include color in your ad!

Per Ad—Inside Pages

$\frac{1}{6}$  Page and larger

4-color: \$350

2-color: \$100

$\frac{1}{8}$  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, retirement 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%

# Editorial Calendar

*The Waterways Journal* publishes every Monday, 52 times per year. However, once per month we have pre-determined topics to focus our attention. Please see below for our Monthly Feature Issues.

## MONTHLY FEATURE ISSUES

JANUARY 23

**State of the Industry & New Products** – Industry leaders and analysts will weigh in on the outlook for the coming year. We will also feature new products and services in this special issue. **Ad material and space deadline is January 13.**

FEBRUARY 27

**View from the Wheelhouse: Bonus Distribution** – This issue corresponds with the Inland Waterways Conference, which will be held in Cincinnati, Ohio, in 2017. It will offer a preview of the challenges to navigation that will be addressed at the conference. This issue will also feature profiles and interviews of some of the industry's most respected mariners. **Ad material and space deadline is February 17.**

MARCH 20

**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 10.**

APRIL 24

**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 14.**

MAY 22

**Inland Marine Expo: Bonus Distribution** – This issue will preview the fourth annual Inland Marine Expo, organized by *The Waterways Journal*. The event will be held in St. Louis, Mo., on May 22-24. **Ad material and space deadline is May 12.**



JUNE 19

**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. This issue will also preview the Western Dredging Association (WEDA) annual Dredging Summit & Expo. **Ad material and space deadline is June 9.**

JULY 24

**Gulf Intracoastal Waterway: Bonus Distribution** – Published in advance of the Gulf Intracoastal Canal Association (GICA) 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 14.**

AUGUST 21

**All Aboard!** – This new issue will explore ferry boat and passenger vessel operations on our inland and intracoastal waterways. These operators share the same history as the towing industry and have many of the same modern-day concerns. We look forward to highlighting some historic operations and some new developments in this issue. **Ad material and space deadline is August 11.**

SEPTEMBER 18

**Safety & Environmental Stewardship: Bonus Distribution** – 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 8.**

OCTOBER 16

**Featured Port(s) of 2017: The St. Louis Region and the Northern Most Lock-Free Section of the Mississippi River** – It has been many years since *The Waterways Journal* has shined its spotlight on its hometown, but 2017 is the year. This issue will highlight area ports and terminals and examine what the region is doing to bring more business to the river. **Ad material and space deadline is October 6.**

NOVEMBER 13

**International Workboat Show: Bonus Distribution** – This issue will preview the largest trade show of its kind, the International WorkBoat Show. For the first time, we will also feature in this special issue tugboats and blue-water marine service providers with crossover to the inland marine industry. Extra copies will be distributed at our booth. **Ad material and space deadline is November 3.**

DECEMBER 18

**Annual Review** – A comprehensive look at key developments in the industry in 2017, with valuable boat tables to help keep track of new construction, acquisitions and more. **Ad material and space deadline is December 8.**

# The Weekly Trade Magazine for the Inland and Intracoastal Waterways

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 450+ 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

**Please visit our website:**  
**[www.waterwaysjournal.net](http://www.waterwaysjournal.net)**

For more information or to place an order,  
please contact:

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[spence@wjinc.net](mailto:spence@wjinc.net)

## What else we offer:

### EVENTS

#### Inland Marine Expo:

In 2017, *The Waterways Journal* will be producing its fourth annual trade show for the benefit of the inland and intracoastal marine transportation industry. The annual event is to be held May 22-24, 2017.

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

### ANNUAL BOOKS

#### Inland River Guide:

The *Inland River Guide* is the only directory published specifically for the benefit of companies doing business along the inland and Gulf Intracoastal waterways. Spiral bound and 688 pages.

[www.waterwaysjournal.net](http://www.waterwaysjournal.net)

#### Inland River Record:

A hard-back book that lists in detail more than 3,500 commercial towboats and tugs, U.S. engineer vessels and Coast Guard vessels navigating the Mississippi and Ohio, their tributaries and the Gulf Intracoastal Waterway.

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

### DIGITAL

#### Web:

Our website includes a digital version of the *WJ*, giving your print ad online exposure at no additional cost! We also offer affordable online banner advertising.

[www.waterwaysjournal.net](http://www.waterwaysjournal.net)

#### e-Newsletter:

We have over 10,000 subscribers to our monthly e-Newsletter. Banners and sponsorships are available.



**Your ad will be seen!**