

A VOICE FOR THE INDUSTRY

WATERWAY GUIDE

THE CRUISING
AUTHORITY

Waterway Guide is America's most trusted and respected resource for cruising boaters

"If you plan on cruising anywhere along the East Coast, Great Lakes, and/or Bahamas, then don't leave the dock without one - or all - of these; they're the most comprehensive cruising guides I have ever used. The *Waterway Guide* was my best friend, both in good times and bad, during a recent cruise I did along Chesapeake Bay." — **POWER & MOTORYACHT**

➤ [Click here to see what **Practical Sailor** has to say about Waterway Guide](#)



Active boaters depend on Waterway Guide for accurate information!

- 4,000 marinas
- Thousands of anchorages
- Updated Charts
- Mile-by-Mile Navigation
- Highlighted Alerts & Cautions
- Full-Color Aerial Photographs of Major Waterways, Ports and Harbors
- Color-Coded and Spiral-Bound for Quick & Easy Reference on the Helm

Collecting content from the boating universe through crowd-sourcing is just one important channel for how we provide the **most up-to-date and accurate information** for boaters. We also have **a network of on-the-water cruising editors** that explore all of our geographic regions to report back and adapt our content as the environment, businesses and locations change. With a **combination of both public and expert generated content**, Waterway Guide is able to utilize our internal team and extensive networks to verify all of the content we receive. We then only publish **the most accurate and relevant content for the most simplified trip planning and decision-making experience.**

Print and Digital: A Hybrid of Resources for Boaters



DIGITAL



900,000

Annual Boaters



6.3 Million

Annual Pageviews



5:42

Average Time
On-Site

PRINT



18-20,000

Guides Sold
Annually (\$50)



1-2 Years

Resource for Boaters:
Typical Shelf Life

Waterway Guide Buyers/Users:

7 TIMES

More likely to have incomes of \$100,000 to \$250,000

24 TIMES

More likely to have incomes exceeding \$250,000



90%

9 out of 10 boat with a spouse or a partner



46%

Almost half used *Waterway Guide* on their boat within the last month



45%

Almost half used *Waterway Guide* off their boat within the last month



80%

Reference their guide everyday they are on their boat



70%

Read our newsletter every week



40%

Own boats that range from 41 - 60 feet



54%

Own boats that range from 21 - 40 feet



60%

Own more than one boat



47%

Almost half say they will purchase a boat in the future



26%

Plan to make a boat purchase within the next 2 years



76%

Engage in overnight and weekend cruising



57%

Engage in extended cruising



72%

Pass along their waterway guide to family or friends

36 NIGHTS

The average reader spends per year in a marina

\$11,300

Average spent on boating services and equipment annually

9 TIMES

more likely than other boaters to own a vacation home or investment property







71 DAYS

The average reader spends per year boating

Since 1947, boaters have trusted *Waterway Guide* to assist in making their traveling decisions. *Waterway Guide* is the boater's choice for information on navigation, marinas, anchorages and attractions along the way.

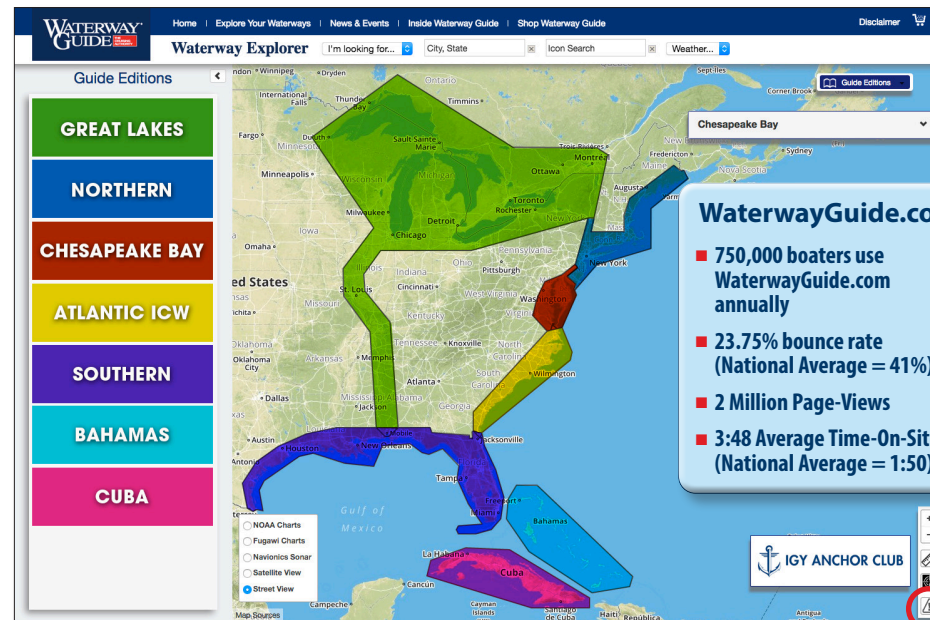


Our marina partners, staff of on-the-water cruising editors, and users work together to provide thousands of data points, including:

-  **NAVIGATION ALERTS**
-  **BRIDGE DETAILS**
-  **LOCK SCHEDULES**
-  **MARINAS**
-  **ANCHORAGES**
-  **FUEL PRICES**

The Waterway Explorer

Reach your target audience by joining the most comprehensive online resource for boaters from the Bahamas to Maine and including the Great Lakes and the Gulf of Mexico. Designed as the highest quality waterway trip planner that exists on the internet, The Waterway Explorer is a map based website application that uses different views, including charts, street, and satellite, to overlay specific points of content relevant to boaters.



WaterwayGuide.com

- 750,000 boaters use WaterwayGuide.com annually
- 23.75% bounce rate (National Average = 41%)
- 2 Million Page-Views
- 3:48 Average Time-On-Site (National Average = 1:50)



Users can provide feedback within the Waterway Explorer regarding the status of the waterway conditions, including depths, bridge heights, and other content that would be helpful to other boaters.



Boaters Sharing Experiences
Marina & Anchorage Reviews

Waterway Guide Sponsorships

Newsletter Sponsorship

Sponsorships are available for our popular weekly newsletter. With a readership of 30,000+ and a 30% open rate, you get maximum exposure to the boating community. You choose the location: top leaderboard, bottom leaderboard or skyscraper.

Available in four week increments.

News Section Sponsorship

We show regional news, weather, events, boat shows, and industry related articles. Monthly sponsorships ensure your business is prominently displayed for every boater who accesses the news for a particular region, giving you a built-in target audience! *Waterway Guide's* popular newsletter articles are archived and easily searchable here.

Explorer Chapter Sponsorship

Waterway Guide is split into 7 regions, with 111 chapters that can be sponsored with your logo or message. This allows for regionalized advertising, making our Explorer Sponsorships a great branding opportunity to reach a very targeted audience. The chapters correspond to our printed guides so readers can follow along online. Your logo is on the top layer of the site, keeping you up-front and prominent on the page; providing maximum visibility for your business.

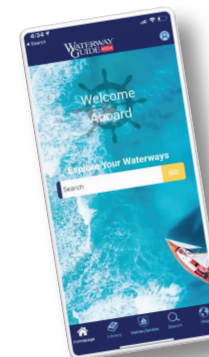
Marina Close-Up Advertising

Waterway Guide's Online Marina Close-Up is a detailed and interactive presentation of your marina, that includes photos, in-depth descriptions and live links. Marina Close-Ups are accessible through our customized Waterway Explorer, which overlays content on NOAA charts, making your facility highly visible for boaters when planning their trip on the water. Marina Close-Ups are a dynamic, comprehensive tool for better exposure on the Web.

[Click Here Featured Marina](#)

Marina Close-Ups offer the following:

- 1 Increased visibility via our navigable Waterway Explorer at waterwayguide.com
- 2 Photos of your marina, its amenities and employees
- 3 In-depth descriptions of your facility, staff and nearby places of interest
- 4 Promote special offers and events
- 5 Link to your website, embed videos, marina cams and social media. Promote slip reservations.



Your marina will appear featured on our Explorer and in our Waterway Guide App, making you stand out next to your competitor.



Service Spotlight Advertising

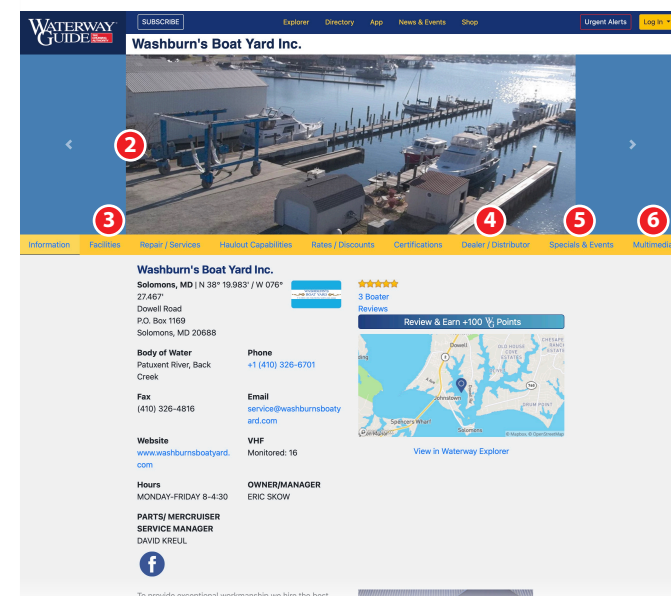
Waterway Guide's online service spotlight is a detailed interactive presentation of your service yard, that includes photos, in-depth descriptions and active links. Your service yard stands out through our Waterway Explorer, which overlays content on charts, making your facility highly visible for boaters when seeking needed services. Service spotlights are a dynamic, comprehensive tool for better exposure on the Web.

Weighted search results for service spotlights, you show up first

Service Spotlights are "hot" in every mode.



Click Here Featured Service Spotlight



Service Spotlights offer the following:

- 1 Increased visibility via our navigable Waterway Explorer at waterwayguide.com
- 2 Photos of your service yard, its amenities and employees
- 3 In-depth descriptions of your facility, staff and nearby places of interest
- 4 Highlight products that you are the certified dealer for and include their logos so boaters can easily find the brands they prefer
- 5 Promote special offers and events
- 6 Link to your website, embed videos, and social media.

EMAIL BLASTS

Editor's Choice:

Provide us with the features, values and benefits of your product, service or unique offering.

This email blast Includes:

- **(1) Email blast to entire subscriber database**
- **Special dedicated article in the Waterway Guide Newsletter**
- **Article will be posted on social media and Inside Waterway Guide**

WATERWAY GUIDE
THE CRUISING AUTHORITY

Waterway Guide Editor's Choice

Nantucket Boat Basin is a premiere destination and marina. If you're headed north this summer, or are close by, put them on your must-visit list. Check out their facilities and special offers. Please be safe while you enjoy this summer's boating season and I hope to see you on the water.

Ed Tillett
Editor-in-Chief
Waterway Guide

NANTUCKET BOAT BASIN

RESERVATIONS | SERVICES | SPECIAL OFFERS | [f](#) [t](#) [i](#) [s](#)

Moor for Less

Stay in Spring. Save in Fall.

[▶](#) Fly over these breathtaking Hinckley Yachts.

Stay at the Boat Basin during May and June until June 20,* and you'll receive **\$1 per foot off** our September great rates when you return after September 4.
Fall rates are regularly \$3.50, \$4.50 and \$4.75 per foot.
**Offer excludes Memorial Day Weekend stay.*

[RESERVE NOW](#)

It Pays to Stay

Receive discounts at our hotels, spas, restaurants, shops and more with our Preferred Guest program.

[LEARN MORE](#)

NANTUCKET BOAT BASIN
PREFERRED GUEST PROGRAM

240 SLIPS | COMPLETE AMENITIES | CONCIERGE SERVICE
AWARD-WINNING RESTAURANTS | LUXURY SPA ACCESS

To book [click here](#), or call 800.NAN.BOAT or 508.325.1350

[NantucketBoatBasin.com](#) Open year-round
Marinalife Best Transient Marina • Marina Dock Age Marina of the Year
marinas.com #1 Marina in the U.S.

[f](#) [t](#) [i](#) [s](#)

Unforgettable Nantucket Experiences by **NEW ENGLAND DEVELOPMENT**

WATERWAY GUIDE
THE CRUISING AUTHORITY

This message was sent to ed.tillett@gmail.com from:

Ed Tillett, General Manager | explorerfeedback@waterwayguide.com | Waterway Guide | 16273 General Puller Highway | Deltaville, VA 23043
[Manage Your Subscription](#)

Why Email Blasts?

Cut through the clutter and reach boaters directly where they will notice it most - their inbox

Distributed to *Waterway Guide's* target database of yacht captains and the boating community. Email blasts are a timely, cost effective marketing tool.

Waterway Guide's email blasts are multimedia presentations that can contain graphics, links and additional interactive media features.

An Email Blast is an email marketing campaign designed and mailed specifically for you. It's the perfect vehicle for advertisers to target a captive audience, as all Email Blast recipients have "opted in" to receive occasional special offers from our advertisers.

Please contact
sales@waterwayguide.com
for latest subscriber numbers
and pricing.

BOATER ENGAGEMENT PROGRAM

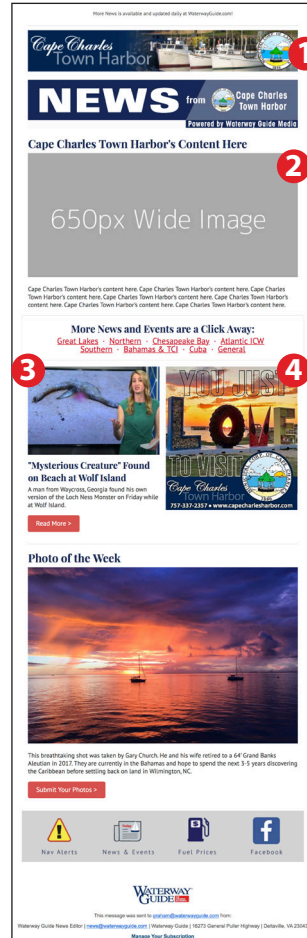
Retain Customers with Captivating Content

Boater visits your marina

Add boater to your email list

Boost customer retention via regular email newsletters

- 1 Emails are branded with your marina's logo
- 2 Customized message to share your marina news and promote events or special offers
- 3 News and stories curated by Waterway Guide to engage your audience regularly
- 4 Banner ads for your marina, boatyard, onsite restaurant, etc.



Weekly Engagement

News Only

(\$2,000 annually)

- \$40 per week
- 50 emails per year

News and Nav. Alerts

(\$2,500 annually)

- \$50 per week
- 100 emails per year

Monthly Engagement

News Only

(\$1,500 annually)

- \$150 per month
- 12 emails per year

News and Nav. Alerts

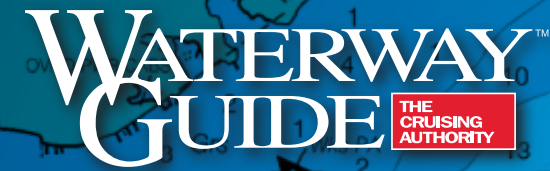
(\$1,800 annually)

- \$150 per month
- 24 emails per year

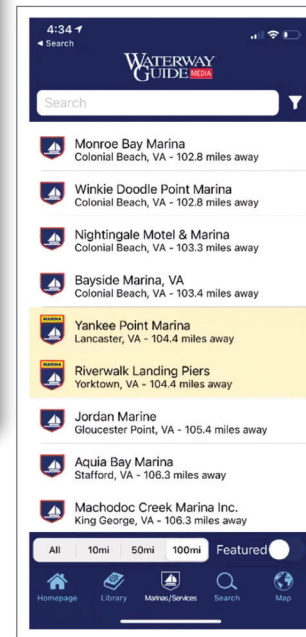
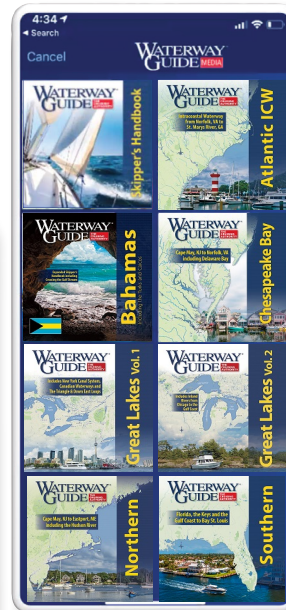
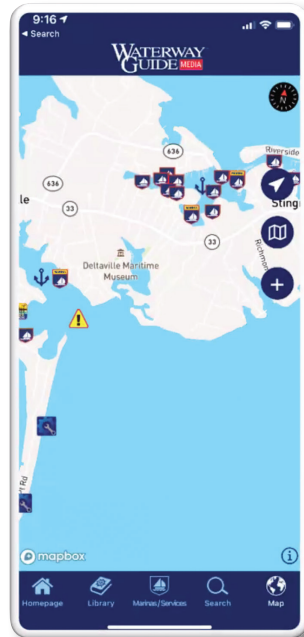
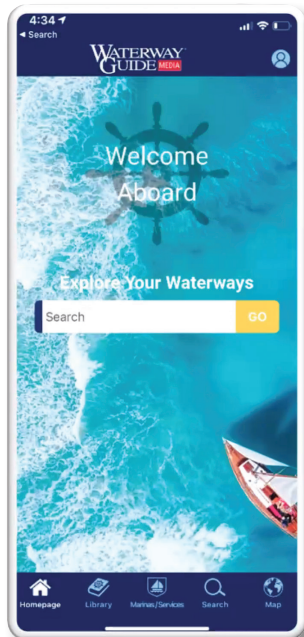
How it works:

- Send us your email list and a customized message, and we'll take care of the rest!
- Our editors curate the content to maximize open-rate and click-throughs.
- Our designers brand the emails with your logo and even create the banner ads.
- We customize the Subject field so it reads "News from [your] marina."
- We cross-reference your list to ours before every email to prevent duplication.
- We send the emails on your behalf and provide statistics.
- Waterway Guide will never share your email list or use it for any correspondence outside of this program.

THE NEW WATERWAY GUIDE APP



A new resource for all boaters!



Boaters can now easily access all of Waterway Guide's content from their mobile device with our new iOS app. Our entire Waterway Explorer map is built in and searchable so boaters can find marinas, anchorages, navigation alerts, fuel prices, bridge schedules and more.

Also included is our entire library of cruising guides. Now boaters can access the content digitally and buy entire guides or individual chapters based on their boating / geography needs.

- All Waterway Guide titles available as in-app purchases
- Our dynamic points of interest are available for free and overlaid on the planning map
- Easily filter marinas and facilities based on amenities and needs
- Our community of boaters leave reviews, comments and more to earn rewards
- Ability to crowd-source new points of interest
- Free "Skipper's Handbook" included with download

POWERFUL TOOLS:



MARINAS



SERVICES



ANCHORAGES



FREE DOCKS



NAVIGATION ALERTS



BRIDGES

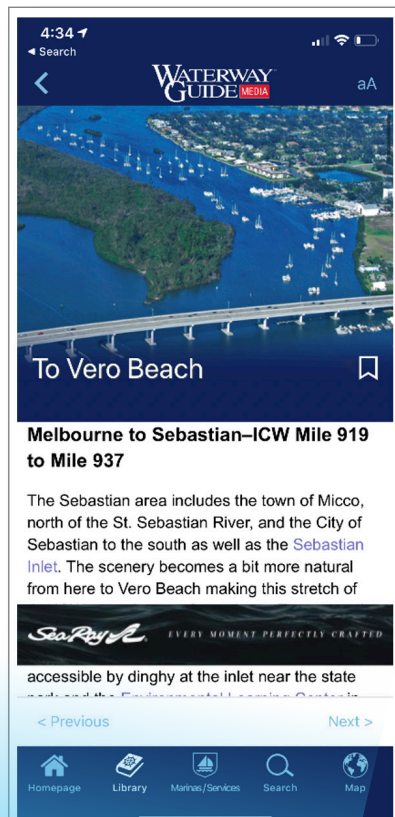


LOCKS

THE NEW WATERWAY GUIDE APP

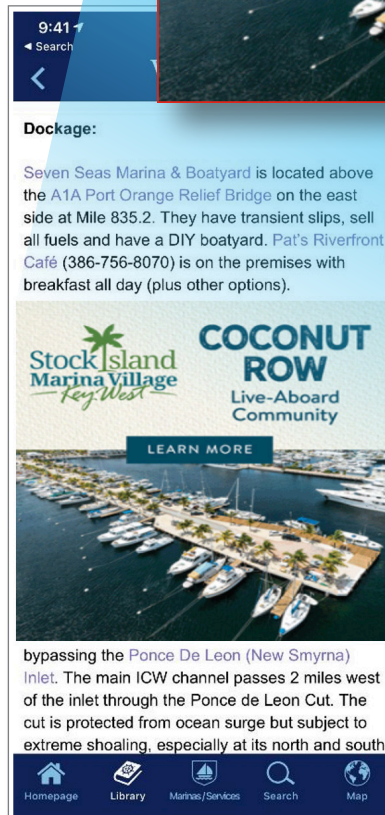
WATERWAY GUIDE

THE CRUISING
AUTHORITY



Leaderboard

Premium Box



In-Chapter Placements

- Selectively target geographical chapters that fit your marketing strategy
- Place your brand and your message inside powerful content when a boater is reading about a region
- Links out to your website

DIMENSIONS (inches)	WIDTH	X	HEIGHT
Full Page Ad, Trim Size	8.125	x	10.5
Full Page Ad, With Bleed (Live Area 7.125" x 9.5")	8.5	x	10.875
Full Page Ad, No Bleed	7.125	x	9.5
1/2 Page Horizontal Ad	7.0625	x	4.47
1/2 Page Vertical Ad	3.448	x	9.0625
1/3 Page Horizontal Ad	7.0625	x	3
1/3 Page Vertical Ad	3.448	x	6.8
1/4 Page Ad	3.448	x	4.47
1/8 Page Ad	3.448	x	2.18

PREMIUM ADS

Front & Back Cover Trim Size	8.125	x	10.5
Front & Back Cover, With Bleed (Live Area 7.125 x 9.5")	8.5	x	10.875
Front & Back Flaps Trim Size	5.5	x	10.5
Front & Back Flaps, With Bleed (Live Area 4.5"x 9.5")	5.875	x	10.875

ONLINE ADS (pixels)

Web Sponsorship Ad	234	x	60
Newsletter Banner Ad	Box Ads	320	x 350
	Top & Bottom Leaderboard	650	x 100

APP ADS (pixels)

Box Ad	Design Dimensions	1000	x 1000
Leaderboard Ad	Design Dimensions	1000	x 200

Print File Format:

- PDF is the preferred file format for completed ads, all fonts embedded, all CMYK. Bleed is .1875" on all sides. Please set crop marks to offset by .2"
- InDesign, Illustrator and Photoshop

Images, Fonts, Logos and Illustration ART:

- OK to use tiff, eps or jpeg; convert everything to CMYK
- Convert all type to outlines

Print Resolution:

- 300 ppi (pixels per inch) at 100% cropped size

Web File Format:

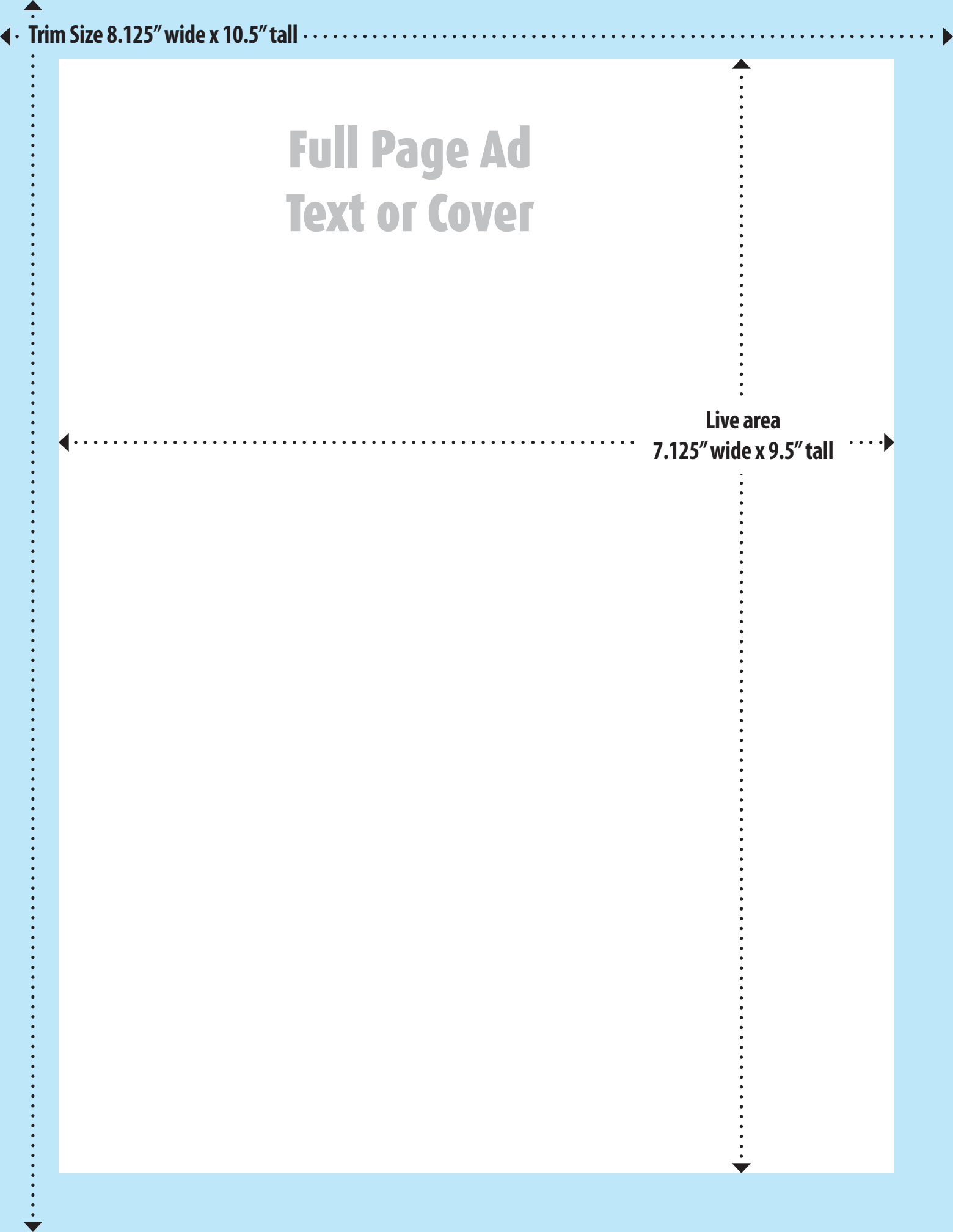
- 72 ppi. (pixels per inch) at 100% cropped size
RGB Color, Images that are not RGB will be converted.
- Maximum file size of 2MB

Fonts and Supporting Art:

- Include all fonts, images, logos/artwork

App Ad Constraints:

- Preferred file types are High Quality PDF with all fonts loaded or a PNG that has been exported for Web Use
- Small text should be avoided
- All logos and photos should be high quality



Trim Size 8.125" wide x 10.5" tall

**Full Page Ad
Text or Cover**

Live area
7.125" wide x 9.5" tall

Half Page Horizontal

7.0625" wide x 4.47" tall

Quarter Page

3.448" wide x 4.47" tall

Eighth Page

3.448" wide x 2.18" tall

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Half Page Vertical

3.448" wide x 9.0625" tall

Third Page Vertical

3.448" wide x 6.8" tall

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Third Page Horizontal

7.0625" wide x 3" tall

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