



Marina[®] DOCK AGE

The magazine dedicated to marina & boatyard management

2019 Media Kit

www.MarinaDockAge.com

ABOUT MDA

MISSION

For over 30 years *Marina Dock Age* magazine has been the only business-to-business publication dedicated to the educational and informational needs of the U.S. waterfront facilities segment of the marine industry. In each issue marina industry professionals and boatyard managers will find the timely and relevant information they need to perform their jobs more effectively and efficiently. From ever-changing government regulations to ways to improve profitability, *Marina Dock Age* is the industry leader. *Marina Dock Age* is also the only magazine in the field that offers an annual Buyer's Guide issue that goes out free of charge to its subscribers and is available online at www.marinadockage.com.

MARKET

Marina Dock Age delivers complete industry coverage to more than 16,000+ marina and boatyard owners, designers, managers, financiers, consultants, builders, product manufacturers, government and more.

THE DOCKS EXPO

Marina Dock Age magazine's publishing company, The Waterways Journal, Inc. hosts an annual tradeshow for marinas and boatyards in early December. Visit www.DocksExpo.com for more details.

the
docks
expo

MEET THE EDITORS

Our editors have a combined 30 years of experience in the marine industry. Regarded as marina experts, many turn to them for industry insight and business performance statistics. Likewise, they are steadfast in their business reporting, educating marinas and boatyards with sound news judgement and in-depth study on trends and products. They are quick to share their expertise, and constantly seeking others in the industry from which to listen and learn. Have you talked with our editors lately? Give them a call or email and tell them what issues are important to you.



Anna Townshend has been a writer and journalist for more than 15 years, and she has worked for *Marina Dock Age* for 10 years. She joined *The Waterways Journal* in 2012, and became the editor of *International Dredging Review*, another WJ publication, in 2013. She has spent more than a decade reporting on and researching the marina and boatyard industry to educate readers and advance important issues in the magazine, at industry events and on a daily basis in conversations and interviews with marina, boatyards and the companies that serve them.



After graduating with an MA in Marine Affairs, **Wendy Larimer** began working in the marine industry and has remained there for about 20 years. She started off pumping fuel and painting boat bottoms, grew into the world of state trade association management, took a short hiatus to work in city government, but ran back to the marine industry to government and public relations. In 2016, she became senior editor of *Marina Dock Age*, where she now writes about the industry she knows so well.

IN EACH ISSUE

Feature Stories — We profile marinas whose innovative, trend-setting service and operations make them role models for the industry. We feature the practices and insights of marinas that can help other facilities improve their business, and serve as a sounding board for other ideas. Twice a year, we feature the small and large Marina of the Year winners.

Product Coverage — In addition to the annual Buyer's Guide, each issue features new products from the industry and articles on manufacturer trends and how marinas are using the latest products.

News Stories — We cover the latest industry news, updates on regulations and environmental issues, management tips and trends, and project renovations and new builds from around the country.

Industry Surveys — *Marina Dock Age* surveys marinas and boatyards to provide valuable industry statistics about business performance, operations, environmental practices, marketing activities, and more. Annually, we report on Clean Marina programs across the country, and launch special focus surveys on specific products and services or other important issues and trending topics.

Columnists — Dan Natchez writes *On the Waterfront*, using experiences from his many years as a waterfront design consulting firm to address pertinent industry issues. The *Water Marks* column is dedicated to the challenges of modern marina design and written each issue by different engineers from SmithGroupJJR. Our newest columnist, Robert Smith from Fisher Philips Safety Solutions, addresses important safety issues for marinas and boatyards.



Marina DOCK AGE

Established 1988. MDA (ISSN 1079-1930)
is published 8 times per year by The Waterways Journal, Inc.
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Phone: 314-241-4310 • Fax: 314-241-4207 • www.marinadockage.com



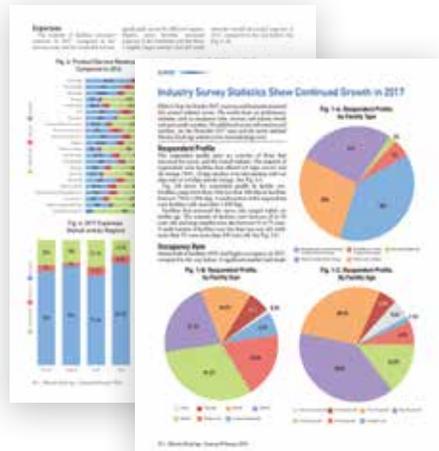
EDITORIAL CALENDAR

Features/Trends Product Trends Project Roundup



ISSUE	PRODUCT FOCUS	THEME	FEATURE	HIGHLIGHTED PRODUCTS	SURVEY	AD ORDER CLOSE DATE	MATERIAL CLOSE DATE
JANUARY/FEBRUARY	Dockside Equipment	Storm Preparation/Protection	Marina Market	Fuel/Products		12/07/2018	12/14/2018
MARCH	Docks/Decks	Renovation/Design	Dredging	Breakwater/Attenuator		1/18/2019	1/25/2019
APRIL	Dry Storage	Safety/Security	Valuation/Insurance	Pedestals	Operations	3/01/2019	3/08/2019
MAY/JUNE	Pumpout Systems	Environmental Responsibility	Maintenance/Repair	Boatyard Equipment	Clean Marina	3/05/2019	4/12/2019
JULY/AUGUST	Software/Technology	Marina Marketing	Innovative Profit Centers	Boatlifts		5/31/2019	6/07/2019
SEPTEMBER	Boatyard/Repair	Working with the Government	Dealers	Winterization/Ice Control		8/02/19	8/09/2019
OCTOBER		Buyer's Guide				9/06/2019	9/13/2019
NOVEMBER/DECEMBER		Annual Trends			Annual Industry/Trends	10/11/2019	10/18/2019

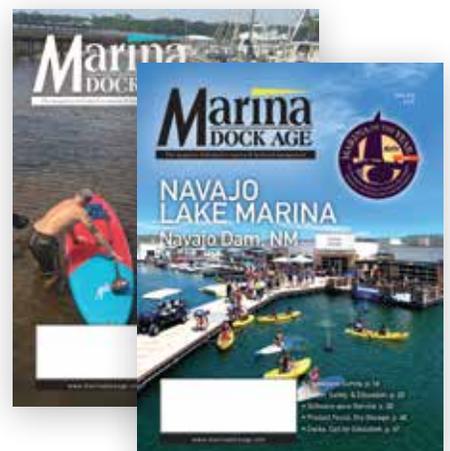
Surveys Columnists Special Themes



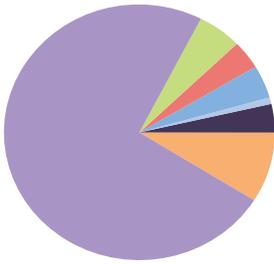
ON THE WATERFRONT

All Mixed Up - Marinas Within Mixed-Use Developments

W



CIRCULATION



73.8% MARINA/
BOATYARD
ONLY

- 5.4% Marina/Boatyard and dealer
- 3.6% Builders
- 3.9% Bankers, Financiers, Designers, Engineers, Planners
- 1.0% Government
- 3.7% Manufacturers Rep, Distributors, Wholesalers
- 8.7% Misc

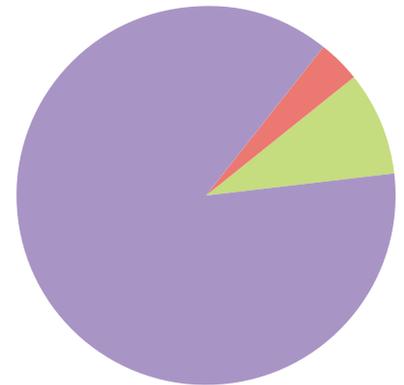
United States Qualified Circulation

Business and Industry	Total Qualified	% Total
Marina/Boatyard Only	12,024	73.8%
Marina/Boatyard and dealer	874	5.4%
Builders	587	3.6%

Private Management Firms

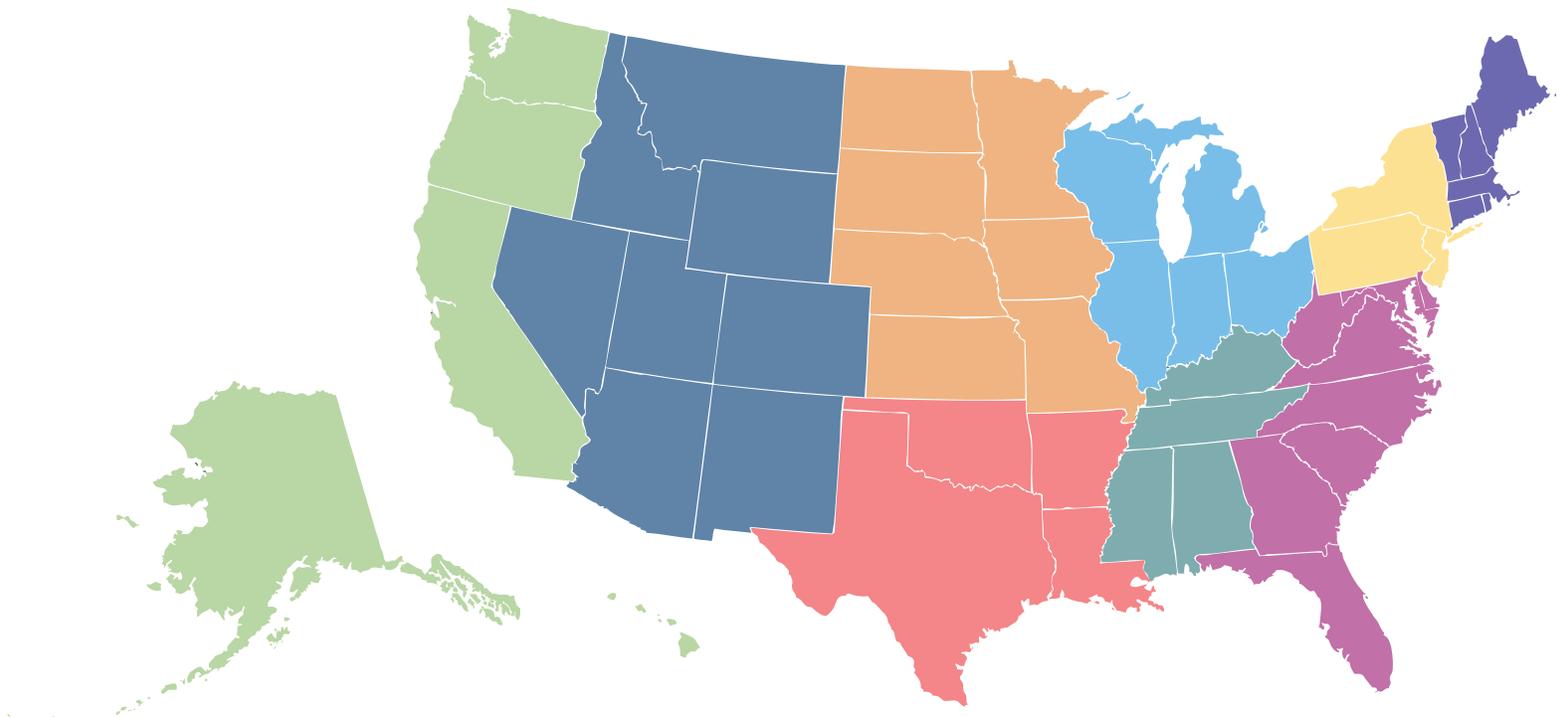
Bankers, Financiers,		
Designers, Engineers, Planners	643	3.9%
Government	163	1.0%
Sub-Total	14,291	88%

Manufacturers Rep,		
Distributors, Wholesalers	596	3.7%
Misc	1,413	8.7%
Total Qualified	16,300	100%



88% BUSINESS &
INDUSTRY AND
PRIVATE MGMT
FIRMS

- 3.7% Manufacturer's Reps, Distributors, Wholesalers
- 8.7% Miscellaneous



Geographical Breakdown of Total Circulation

U.S. Census Region

U.S. Census Region	Total	% of Total
New England (CT, MA, ME, NH, RI, VT)	1,335	8.19%
Middle Atlantic (NJ, NY, PA)	1,643	10.08%
East North Central (IL, IN, MI, OH, WI)	2,237	13.72%
West North Central (IA, KS, MN, MO, ND, NE, SD)	1,025	6.29%
South Atlantic (DC, DE, FL, GA, MD, NC, SC, VA, WV)	4,630	28.40%
East South Central (AL, KY, MS, TN)	826	5.07%

U.S. Census Region

U.S. Census Region	Total	% of Total
West South Central (AR, IA, OK, TX)	1,783	10.94%
Mountain (AZ, CO, ID, MT, NM, NV, UT, WY)	696	4.27%
Pacific (AK, CA, HI, OR, WA)	2,107	12.93%
U.S. Terr	8	0.05%
Foreign	10	0.06%
TOTAL	16,300	100%

*This statement is a factual reporting from Creative Data Services of the business and geographical breakdown for the September/October 2018 issue of Marina Dock Age.

Nolan Spear

September 2018

Publisher

AWARDS/CONTESTS

2019 MARINA OF THE YEAR AWARDS

Each year, *Marina Dock Age* recognizes two outstanding U.S. marinas (one small—fewer than 250 slips, and one large – 250+ slips). The winning marinas will display success through exemplary business operations, facility improvements, advertising and marketing, commitment to customer service, environmental responsibility, benefits to the community, contributions to the marina industry and special challenges.

The winner will be featured at the 2018 Docks Expo, and in the 2019 March and April issues of *Marina Dock Age*.

To download an application, visit www.marinadockage.com.

Or for questions, contact Anna Townshend at atownshend@marinadockage.com.



YOUNG LEADER AWARD

Each year, The Docks Expo recognizes men and women under the age of 40 who have made significant contributions to the marina and boatyard industry and collectively promise to play a big role in shaping its future. The winners represent a broad range of careers in the industry including marina and boatyard owners, managers and staff; marina consultants, engineers or other professional service providers; manufacturers and suppliers of marina and boatyard products, and other professions that rely on the marina and boatyard industry for their businesses.

Those selected for The Docks Expo Young Leader Award, along with the person who nominated him or her, will receive free registration to the 2019 Docks Expo.

To download an application, visit www.docksexpo.com.

2019 MARINA DOCK AGE PHOTO CONTEST

Each summer during June, *Marina Dock Age* hosts its annual marina photo contest, celebrating good photos on the waterfront and the marina lifestyle. Deadline for the 2018 contest is June 11.



We're looking for photos of your customers, employees and the community enjoying the boating and marina lifestyle. Show us the marina, the boats, the people, the hard work and the fun!

We feature the winner on the cover of the July/August issue and many great photos throughout the issue.

Don't forget to take photos at all your events, employee meetings/training, or just regular days around your docks. You never know where a great photo may be hiding! Photos from all year-round are applicable for the contest, as long as they have not been submitted to a previous contest.

NOTE: We need high resolution images (300 dpi) for print publication. The best cover images are shot in a vertical orientation, or large enough that we can crop at approximately 8x10 inches.

THE DOCKS EXPO

WHY EXHIBIT?

By exhibiting at Docks, you will be able to connect with a key group of decision makers, share important information about your latest products and services, and take advantage additional benefits, including:

- Being featured in pre-show marketing
- Company listing in show directory
- Access to receptions and networking events
- Complimentary food and beverages at specified events
- Free registration for up to three exhibitor staff
- Five complimentary guest passes per exhibit

WHO YOU WILL SEE:

- Marina Owners, Managers and Staff
- Large Private Dock Owners and Operators of other Waterfront Facilities
- Harbormasters and other key staff
- Consultants, Engineers and other Professional Service Providers
- Federal and State Government Agencies
- Manufacturers, Distributors and Suppliers of Marine Products
- Other professionals who rely on the marina industry for their business.

86% OF ATTENDEES
HAVE PURCHASING
POWER

58% ARE OWNERS,
PRESIDENTS OR
GENERAL MANAGERS

the
docks
expo

“The Docks Expo was a tremendous opportunity, for our company, to make new professional contacts and utilize a wide variety of vendors to enhance our services to our customers. The education and panel discussion sessions were led by knowledgeable professionals that provided our team with multiple opportunities to make our business better and stronger. We are excited about attending the next Docks Expo!”

-Todd Gadberry, Mountain Harbor Resort and Spa

“The Docks Expo has proven to be a valuable resource in reaching and communicating with marina owners and operators. While still young, it shows great promise of an even brighter future and we look forward to its continued presence in our trade show circuit.”

-Vance Young, Scribble Software Inc.