



Marina[®] DOCK AGE

The magazine dedicated to marina & boatyard management

2021 MEDIA KIT

www.MarinaDockAge.com

ABOUT MDA

MISSION

For more than 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 TEAM

Our editorial team has extensive experience in the marine industry. They are steadfast in their business reporting, educating marinas and boatyards with sound news judgment 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. Feel free to give them a call or email and tell them about issues that are important to you.



Christi Kleiner has been a writer and editor for almost 20 years. She joined *Marina Dock Age* in July 2020 after serving as senior editor for a home and garden publication for 15 years. Prior to her editorial career she was a news producer at a local television station in Cincinnati. She earned a bachelor's degree in journalism from Miami University in Oxford, Ohio.



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 also has experience in state trade association management, city 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.



Susie Jensen has been the Senior Account Executive for *Marina Dock Age* for nearly five years. Originally from Cincinnati, Ohio, she graduated from the University of Wisconsin-Madison in 2011 and has been working in sales and publishing for 10 years. She enjoys working with the many advertising partners and exhibitors of the magazine as she

helps them reach the marinas and boatyard owners throughout North America and continues to bring their products to the readers in every issue and event.

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. Robert Smith from Fisher Philips Safety Solutions, addresses important safety issues for marinas and boatyards.

 Association of
Marina Industries



NMMA

american
business
media
The Association of Business Media Companies

Marina DOCK AGE

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EDITORIAL CALENDAR

Features/Trends

Product Trends

Project Roundup

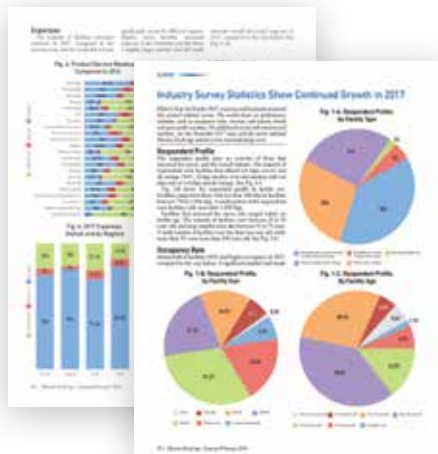


| ISSUE | PRODUCT FOCUS | THEME | FEATURE | HIGHLIGHTED PRODUCTS | SURVEY | AD ORDER CLOSE DATE | MATERIAL CLOSE DATE |
|-------------------|---------------------|------------------------------|---------------------------|---------------------------|------------------------|---------------------|---------------------|
| JANUARY/FEBRUARY | Dockside Equipment | Storm Preparation/Protection | Marina Market | Fuel/Products | | 12/25/2020 | 1/8/2021 |
| MARCH | Docks/Decks | Renovation/Design | Dredging | Breakwater/Attenuator | | 2/5/2021 | 2/19/2021 |
| APRIL | Dry Storage | Safety/Security | Valuation/Insurance | Pedestals | Operations | 3/5/2021 | 3/19/2021 |
| MAY/JUNE | Pumpout Systems | Environmental Responsibility | Maintenance/Repair | Boatyard Equipment | Clean Marina | 4/9/2021 | 4/23/2021 |
| JULY/AUGUST | Software/Technology | Marina Marketing | Innovative Profit Centers | Boatlifts | | 6/4/2021 | 6/18/2021 |
| SEPTEMBER | Boatyard Solutions | Working with the Government | Dealers | Winterization/Ice Control | | 7/30/2021 | 8/13/2021 |
| OCTOBER | | Buyer's Guide | | | | 9/3/2021 | 9/17/2021 |
| NOVEMBER/DECEMBER | | Annual Trends | | | Annual Industry/Trends | 10/22/2021 | 11/5/2021 |

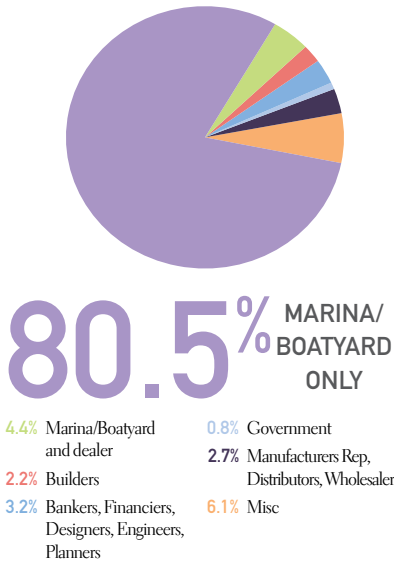
Surveys

Columnists

Special Themes

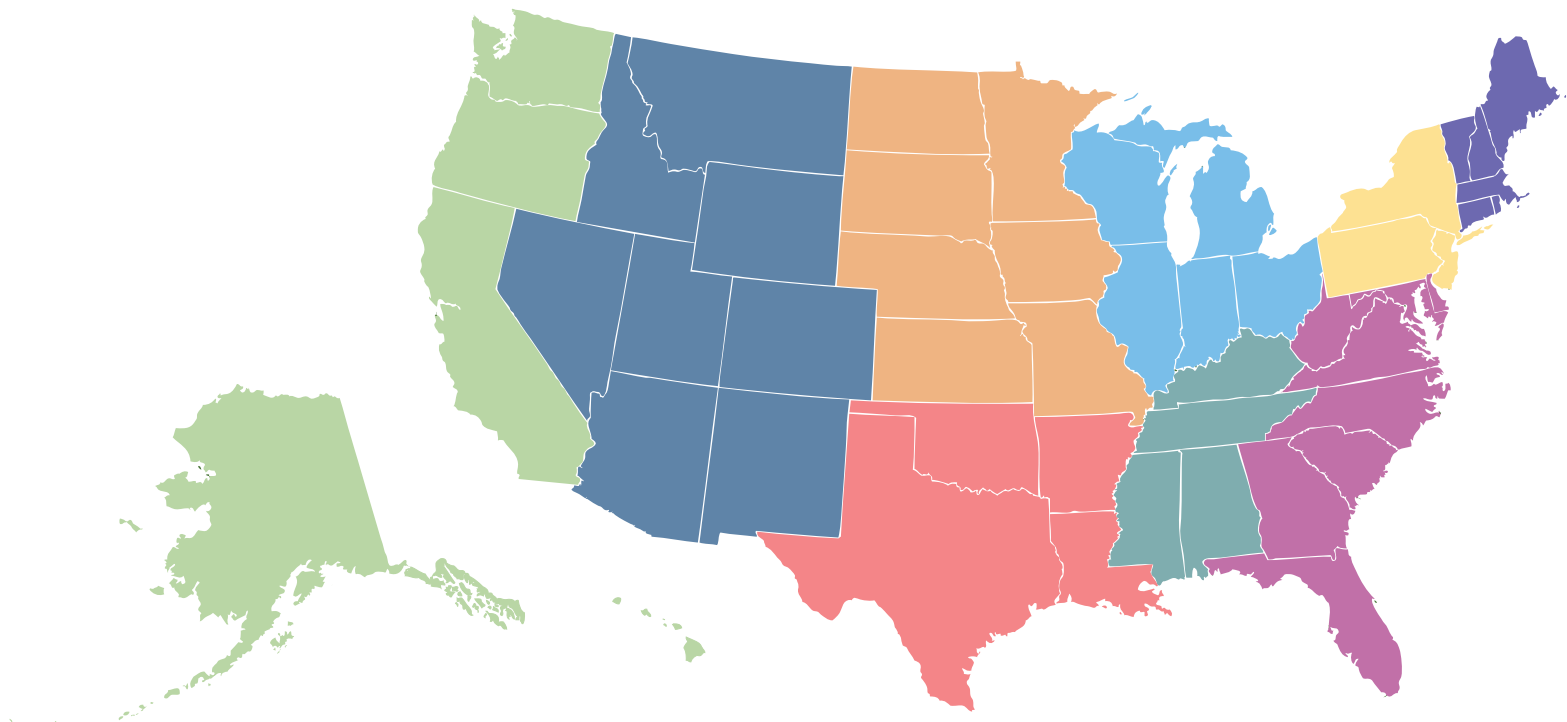
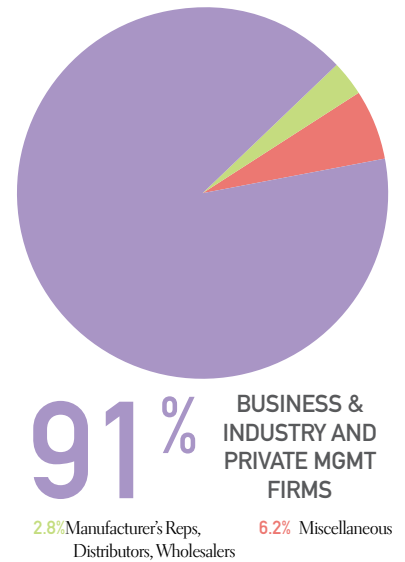


CIRCULATION



United States Qualified Circulation

| Business and Industry | | Total Qualified | Percent Total |
|---|--|-----------------|---------------|
| Marina/Boatyard Only | | 13,228 | 80.5% |
| Marina/Boatyard and Dealer | | 727 | 4.4% |
| Builders | | 362 | 2.2% |
| Private Management Firms | | | |
| Bankers, Financiers, Designers, Engineers, Planners | | 529 | 3.2% |
| Government | | 134 | 0.8% |
| Sub-Total | | 14,980 | 91% |
| Manufacturers Rep, Distributors, Wholesalers | | 451 | 2.7% |
| Misc | | 996 | 6.1% |
| Total Qualified | | 16,427 | 100% |



Geographical Breakdown of Total Circulation

U.S. Census Region

| | Total | % of Total |
|---|-------|------------|
| New England (CT, MA, ME, NH, RI, VT) | 1,423 | 8.66% |
| Middle Atlantic (NJ, NY, PA) | 1,760 | 10.71% |
| East North Central (IL, IN, MI, OH, WI) | 2,170 | 13.21% |
| West North Central (IA, KS, MN, MO, ND, NE, SD) | 896 | 5.45% |
| South Atlantic (DC, DE, FL, GA, MD, NC, SC, VA, WV) | 5,100 | 31.05% |
| East South Central (AL, KY, MS, TN) | 864 | 5.26% |

U.S. Census Region

| | Total | % of Total |
|---|---------------|-------------|
| West South Central (AR, IA, OK, TX) | 1,591 | 9.69% |
| Mountain (AZ, CO, ID, MT, NM, NV, UT, WY) | 547 | 3.33% |
| Pacific (AK, CA, HI, OR, WA) | 2,061 | 12.55% |
| U.S. Terr | 3 | 0.02% |
| Foreign | 12 | 0.07% |
| TOTAL | 16,427 | 100% |

*This statement is a factual reporting from Creative Data Services of the business and geographical breakdown for the September 2020 issue of *Marina Dock Age*.

Nolan Ryan September 2020
Publisher

AWARDS/CONTESTS

2021 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 2021 Docks Expo, and in the 2021 March and April issues of *Marina Dock Age*.

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

Or for questions, contact Christi Kleiner at christi@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 2021 Docks Expo.

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

2021 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 2021 contest is June 5.



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 winners in the July/August 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.

ONLINE ADVERTISING GUIDE

WWW.MARINADOCKAGE.COM

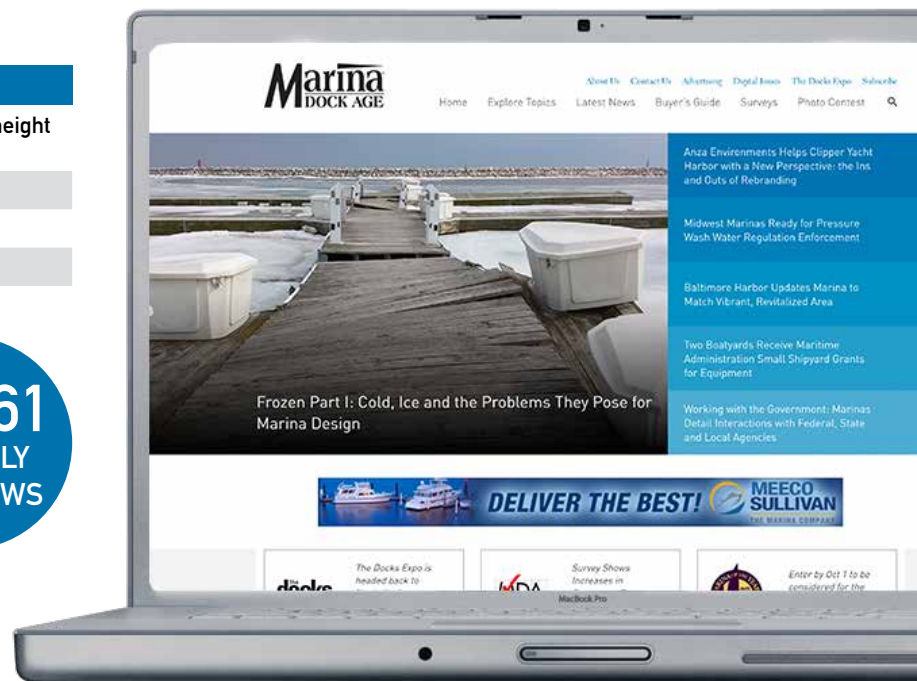
| MDA HOME PAGE | | |
|---------------|-----------|---------------------------------|
| Ad Type | Per Month | Size (width x height in pixels) |
| Leaderboard | \$650 | 780 x 60 |
| Banner | \$550 | 970x90 |
| Tile | \$300 | 300x250 |

9,410
SESSIONS

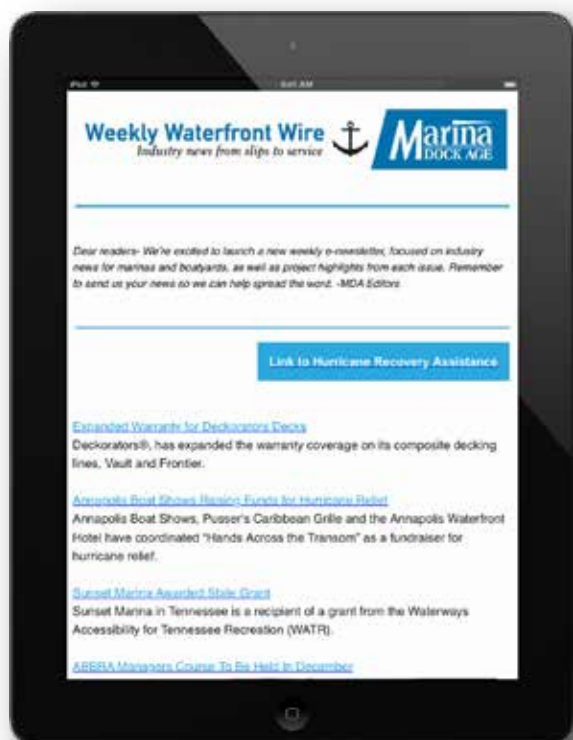
8,334
MONTHLY
USERS

14,361
MONTHLY
PAGEVIEWS

Stats from June-August 2020



Custom Emails – Call for pricing
Unique options upon request



E-NEWSLETTER

| WEEKLY WATERFRONT WIRE | | 1x | 4x | 12x | 24x | 48x |
|-----------------------------------|---------------------------------|---------------------|-------|-------|-------|-------|
| AD TYPE | Size (width x height in pixels) | FREQUENCY DISCOUNTS | | | | |
| Leaderboard (1 available/week) | 728 x 90 | \$625 | \$575 | \$450 | \$300 | \$200 |
| Content Banner | 728 x 90 | \$360 | \$335 | \$295 | \$190 | \$110 |
| Footer (1 available/week) | 728 x 90 | \$215 | \$200 | \$190 | \$115 | \$60 |

MDA's Weekly Waterfront Wire covers the week's industry news, and features new marina and boatyard products and project updates. It also covers print content and our newest digital editions each issue. Send your news and product information to christi@marinadockage.com.

MECHANICALS

- We accept digital ads created in Adobe Photoshop, Illustrator, and InDesign applications only.
- Please submit files that are 72 dpi or higher and saved as JPEG, GIF or TIFF.
- Ad design: \$50 per hour, \$50 minimum.
- Ads must be produced to specific sizes per ad dimensions to be accepted.
- Ad production questions should be directed to **Alan Thorn** at: 314-241-7354 | alan@wjinc.net

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.