



www.MarinaDockAge.com

2022
MEDIA KIT

Marina[®] DOCK AGE

The magazine dedicated to marina & boatyard management

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	SPECIAL FEATURES/ SECTIONS	TECH & MARINA OPERATIONS	SURVEYS	AD ORDER CLOSE DATE	MATERIAL CLOSE DATE
JAN/FEB	Dockside Equipment	Storm Prep/ Protection	Marina Valuation/Sales	Fuel/Products	Reservations		12/30/2022	1/7/2022
MARCH	Docks/Decks	Renovation/ Design	Marina Management	New Products	Profitability		2/4/2022	2/11/2022
APRIL	Dry Storage	Safety/ Security	Insurance	Pedestals	Cybersecurity	Docks/Slips Rates Survey	3/4/2022	3/11/2022
MAY/JUN	Pumpout Systems	Environmental Responsibility	Maintenance/ Repair	Boatyard Equipment	Billing/ Invoicing		4/8/2022	4/15/2022
JUL/AUG	Software/ Technology	Marina Marketing	Innovative Profit Centers	Boatlifts	CRM Efficiency		6/10/2022	6/17/2022
SEP	Boatyard Solutions	Working with the Government	Dealers	Winterization- Ice Control/ New Products	Drystack Management		8/5/2022	8/12/2022
OCTOBER		Buyer's Guide					9/9/2022	9/16/2022
NOV/DEC		Annual Trends			Employee Management	Annual/ Industry Trends	10/21/2022	10/28/2022

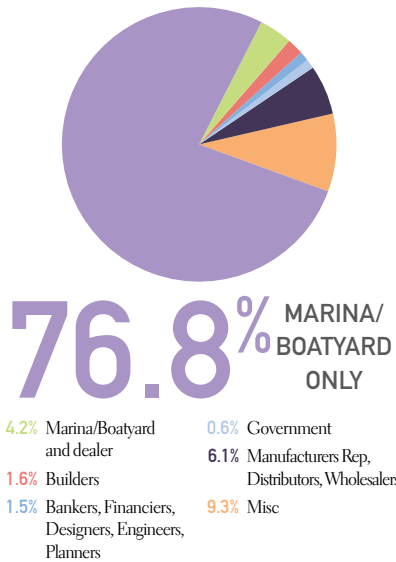
Surveys

Columnists

Special Themes

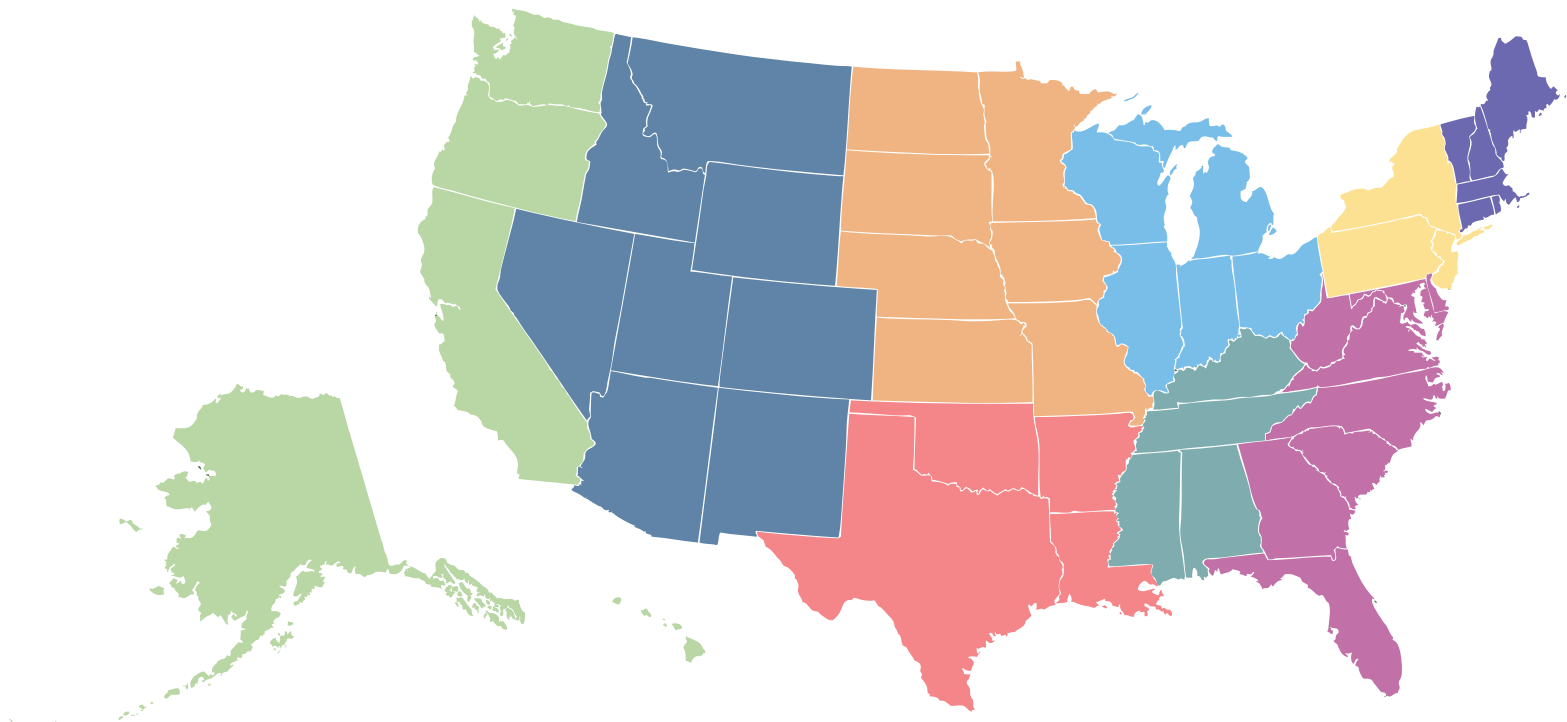
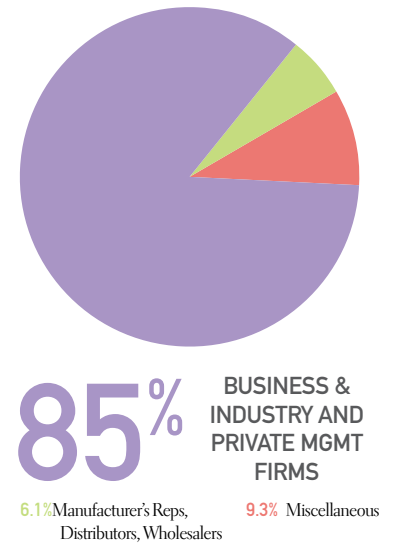


CIRCULATION



United States Qualified Circulation

Business and Industry	Total Qualified	Percent Total
Marina/Boatyard Only	11,853	76.8%
Marina/Boatyard and dealer	646	4.2%
Builders	240	1.6%
Private Management Firms		
Bankers, Financiers, Designers, Engineers, Planners	225	1.5%
Government	93	0.6%
Sub-Total	13,057	85%
Manufacturers Rep Distributors, Wholesalers	939	6.1%
Misc	1,429	9.3%
Total Qualified	15,425	100%



Geographical Breakdown of Total Circulation

U.S. Census Region	Total	% of Total	U.S. Census Region	Total	% of Total
New England (CT, MA, ME, NH, RI, VT)	1,373	8.90%	West South Central (AR, IA, OK, TX)	1,565	10.15%
Middle Atlantic (NJ, NY, PA)	1,548	10.04%	Mountain (AZ, CO, ID, MT, NM, NV, UT, WY)	564	3.66%
East North Central (IL, IN, MI, OH, WI)	2,014	13.06%	Pacific (AK, CA, HI, OR, WA)	1,969	12.76%
West North Central (IA, KS, MN, MO, ND, NE, SD)	936	6.07%	U.S. Terr	3	0.02%
South Atlantic (DC, DE, FL, GA, MD, NC, SC, VA, WV)	4,607	29.87%	Foreign	10	0.06%
East South Central (AL, KY, MS, TN)	836	5.42%			
			TOTAL	15,425	100.00%

*This statement is a factual reporting from Creative Data Services of the business and geographical breakdown for the September 2021 issue of *Marina Dock Age*.

Nolan Ryan September 2021
Publisher

AWARDS/CONTESTS

2022 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 winners will be featured at the 2022 Docks Expo, and in the 2022 January/February and March issues of *Marina Dock Age*.

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

Or for questions, contact Christi Kleiner at christi@marinadockage.com.



PRESENTED BY **MARINA DOCK AGE**

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 2022 Docks Expo. The winners will also be featured in the January/February 2022 issue of *Marina Dock Age*.

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

2022 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 2022 contest is June 3.



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.

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.

92% OF ATTENDEES
HAVE PURCHASING
POWER

75% ARE OWNERS,
PRESIDENTS OR
GENERAL MANAGERS

the
docks
expo

"You can travel the whole US and not see everyone you want to but you can come to Docks Expo and see most of the major manufacturers we do business with and partner with. You can also see a broad section of marinas that we never had a chance to meet without being at an event like this."

*Eric Farley, Director,
HyPower Sales*

"Every major manufacturer that I want to talk to is here. Having the ability to physically see the sales managers/manufacturers is fantastic."

*Adam Lamb, President,
Ludington Yacht Sales*