

ADVERTISING OPPORTUNITIES

**WATERWAY
GUIDE**
THE CRUISING AUTHORITY

Targeted Marketing

Advertising in *Waterway Guide* works because our guides are laid out based on geographic regions, which makes targeted marketing possible. Boaters are planning their trips based on how far they can travel considering fuel, comfort and schedule. By placing your advertisement in the region(s) that are most important to you, you can be certain that you are reaching a targeted market of boaters in your area.

Display Ads

Waterway Guide offers many advertising opportunities to fit your needs, your budget and your target audience—our readers. Updated annually, we have earned the reputation as “America’s Most Accurate, Trusted and Best Selling Cruising Guides”. Each of our editions average over 500 pages making *Waterway Guide* by far the most comprehensive guide available.

Aerial Locators

Use our full-color aerial photographs to highlight your location in *Waterway Guide* and attract more attention to your business. White-lined aerial markers pinpoint your exact location to make it easy for boaters to find you.

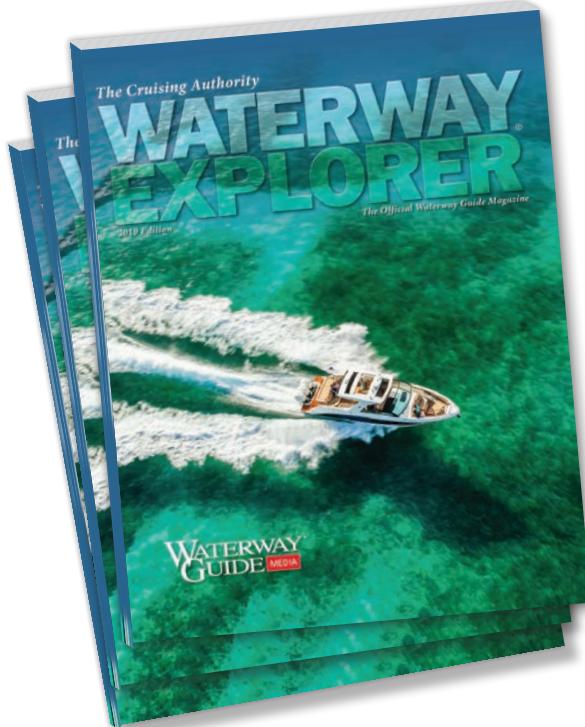


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Waterway Guide Magazine

Our annual *Waterway Guide Magazine* has articles on cruising destinations, technical advice and safety tips. Industry experts weigh in on anchoring issues, on-board communications and navigation systems. A sponsorship in this full-color, glossy publication says you understand your clients' needs...



Reach boating enthusiasts and lovers of coastal living!

- Annual supplement to our cruising guides
- Omnipresent along the East Coast
- 25,000 copies distributed for free through hundreds of marinas, all the major boat shows, events, and more.
- Winter (Miami Boat Show) release
- Packaged with guide orders
- Digital copy of the magazine on our website



Also published in a digital format so it can be shared and viewed electronically, with links to your site from your ad.