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PRESS RELEASE

HeartLand Boating Magazine Appoints New Editor

HeartLand Boating (HLB) announced today that marine-industry veteran Brad Kovach has been named editor of the magazine. Effective with the production of the April 2012 issue, Kovach will be in charge of all printed editorial content and will contribute to the management of the magazine's online content. Former editor Lee Braff will continue to work for HLB as the managing editor.

"I'm excited to join the *HeartLand Boating* team as its new editor," said Kovach. "I look forward to expanding the magazine's already excellent stable of writers. In addition, one of my primary goals will be to help the 23-year-old publication reach new levels of readability and smart design with new departments and columns, and larger usage of dynamic photography and illustrations."

"*Heartland Boating* has loyal readers, wonderful contributors and a good team backed by the offices of a 125-year-old publishing firm, The Waterways Journal, Inc.," said H. Nelson Spencer, publisher. "Adding Brad to our team will make the magazine even better! We are excited to present an improved magazine to our readers in 2012."

Born, raised and residing in St. Louis, Mo., Kovach is the current editor of *Yacht Essentials* magazine and is the former deputy managing editor of *Motor Boating* magazine. He has worked in the boating industry for approximately 12 years and has written and edited for a number of consumer publications including *Marinalife*, *Boating World*, *Cabin Life* and *Caribbean Travel & Life*.

Kovach is the owner of Ripple Custom Media and is also the content director at The AVALA Marketing Group, an independent marketing agency specializing in the recreation and leisure products industries. He will continue to work at AVALA while fulfilling his responsibilities at HLB.

About *HeartLand Boating*

Based in St. Louis, Mo., *HeartLand Boating* magazine is published monthly March through October and serves inland freshwater boaters in North America. The publication is proud to say that it's written by boaters, for boaters. To find out more, go to www.heartlandboating.com or visit the *HeartLand Boating* Facebook page. Kovach can be reached at brad@heartlandboating.com.

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