

the **WATERWAYS JOURNAL**

PRESS RELEASE

Waterways Journal Acquires Ripple Custom Media

ST. LOUIS, Mo. – October 2015 – The Waterways Journal, Inc. (WJ) has announced the purchase of Ripple Custom Media and the merger of that business with its own WJ Custom Media division. The resulting company will operate under the name Ripple Custom Media. The new division of WJ will be responsible for its consumer publications and will offer custom publishing and marketing services to outside customers.

Ripple Custom Media's in-house publications include *HeartLand Boating*, America's premier recreational boating magazine for the freshwater market; *Terrain*, the only magazine devoted exclusively to outdoor recreation, fitness and adventure in the St. Louis area; and *Quimby's Cruising Guide*, an annual book known for more than 50 years as the essential resource for cruising the rivers of the U.S.

"Our publications are lifestyle-rich and serve passionate, active readers. So, we constantly strive to develop compelling and relevant content with a high degree of expertise," said Brad Kovach, director of Ripple Custom Media. "We are excited to bring our experience and that same mindset to outside customers."

Ripple Custom Media will be offering the following custom publishing and marketing services: print and/or digital magazines, catalogs, brochures, newsletters, directories, list development, e-mail campaigns, direct mail campaigns and custom events.

More information about Ripple Custom Media is available at www.ripplecustommedia.com.

About The Waterways Journal, Inc.

Since 1887, The Waterways Journal is a full service media company that produces trade magazines, trade shows, directories, websites and related communications. It is a family owned business operating in St. Louis, Mo., since 1887. The company currently publishes *The Waterways Journal Weekly*, *Inland River Guide*, *Inland River Record*, *International Dredging Review*, *Marina Dock Age*, *HeartLand Boating*, *Quimby's Cruising Guide* and *Terrain* and produces the Inland Marine Expo and the Docks Expo. To find out more, go to www.wjinc.net.

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