

PRESS RELEASE

The Waterways Journal, Inc. Announces Custom Media Division

ST. LOUIS, Mo. – September 4, 2013 – The Waterways Journal, Inc., a marine publications company in business since 1887, has announced the launch of a custom media division that will provide its partners with a new channel for delivering exceptional experiences and driving business results. The new division, called WJ Custom Media, will operate out of The Waterways Journal's current offices in St. Louis, Mo.

Under the direction of Brad Kovach, a longtime publishing and marketing professional and the current editor of *HeartLand Boating* magazine, WJ Custom Media will develop high-quality print and digital publications and related products for existing business partners as well as other organizations looking for custom media solutions. These services will work in tandem with the clients' existing marketing efforts and allow them to build more comprehensive relationships with their customers.

"Our goal for the custom publishing division is to provide our clients with new and creative ways to engage their audience," said Kovach. "By offering this additional service under The Waterways Journal brand, our clients can be sure they will get the same quality and outstanding customer service that they have come to expect for us."

WJ Custom Media will offer the following services:

Magazines	Conference / Event Programs
Newsletters	Digital Publications
Catalogs / Brochures	Email Campaigns
Employee / Service Directories	Online Content Creation

Other services such as event management, presentations, press releases and advertisements are also available.

WJ Custom Media has already completed successful projects for *Marinalife* magazine, United Marine Underwriters, Maritime Meetings and Inland Rivers Ports & Terminals, Inc. A document showing the division's capabilities and examples of its work can be downloaded at www.wjinc.net/custom.html.

About The Waterways Journal, Inc.

The Waterways Journal, Inc. (WJ) was founded in 1887 to serve the print media needs of steamboats and marine professionals along the rivers of the United States. The company has since expanded to serve additional markets, including the dredging industry, marina and waterfront facilities, and recreational boaters. WJ currently publishes Waterways Journal Weekly, Inland River Record, Inland River Guide, International Dredging Review, Marina Dock Age, HeartLand Boating and Quimby's Cruising Guide. Find out more at www.wjinc.net.

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