



# THE WATERCRAFT Journal

THE WORLD'S MOST POPULAR PWC MAGAZINE





# THE WATERCRAFT Journal

Ready to put the PWC industry's most popular magazine to work for you?

Since launching in 2013, *The Watercraft Journal* has quickly become the industry's leading publication for PWC enthusiasts.

No other publication — in either print or digital — delivers the same reliable schedule, publishing news, professionally-written feature articles, product and vehicle reviews, interviews and resourceful tech every week, Monday through Friday.

*The Watercraft Journal* welcomes **300,000 annual readers**, who have read **over 2 MILLION articles**. No other PWC magazine offers that large of an audience of true dyed-in-the-wool enthusiasts.

If you're looking for new, potential customers for your company, you've found them.

**To our advertising partners:** Thank you for believing in us. Together we have proven that passion and hard work get results.

**To our potential advertisers:**  
Allow us the chance to roll up our sleeves and prove what we can do to help grow your brand.

Sincerely,  
**Kevin Shaw**  
President & Editor-in-Chief  
[kevin.shaw@shawgroupmedia.com](mailto:kevin.shaw@shawgroupmedia.com)





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## HIGH IMPACT ADVERTISING

Much more than counting mere CPM, the purpose of high-impact digital display advertising is to better establish brand awareness to a larger audience of potential clients. Use your ads to announce new products, seasonal promotions and time-sensitive deals by rotating ads once a month and through using animated .gif files.

## EDITORIAL BY PROFESSIONALS

Advertisers who purchase an Entry, Half, Full or Sponsor-level program receive a calendar's worth of editorial support in the form of monthly news, announcements, and press releases; but only those who advertise at the Full and Sponsor levels receive full-length feature articles delving deeper and providing more reader engagement.

## AD PACKAGES

### BASIC

**\$100/mo. (USD)**

- (1) Rich Media Ad  
(300x250 150kb)

### ENTRY LEVEL

**\$200/mo. (USD)**

- (1) Rich Media Ad  
(300x250 150kb)
- (1) Monthly News

### HALF LEVEL

**\$350/mo. (USD)**

- (1) Rich Media Ad  
(300x250 150kb)
- (1) Banner Ad  
(728x90 80kb)
- (2) Monthly News

### FULL LEVEL

**\$550/mo. (USD)**

- (2) Rich Media Ads  
(300x250 150kb)
- (2) Banner Ads  
(728x90 80kb)
- Feature Articles
- (2) Monthly News

AD PROGRAMS AVAILABLE IN 4, 6 AND 12 MONTH DURATIONS



# THE WATERCRAFT Journal

Now you can put your brand in front of the single-largest audience of PWC magazine enthusiasts online.

## REAL RESULTS.

*"[WCJ] has provided us with great access to a large community of PWC enthusiasts. Our advertising and editorial content have produced excellent results and increased sales for our products."*

- Dave Bamdas, RIVA Racing

*"Working with [WCJ] has been a pleasure. We've received excellent feedback from our customers regarding his advertising campaign and articles they have written for us. Highly recommended!"*

- Jerry Gaddis, [www.greenhulk.net](http://www.greenhulk.net)

*"[WCJ] is the most consistent PWC specific media outlet in regard to feeding content hungry enthusiasts. The flow of fresh content makes visitors pay attention as they expect new news and are eager to see or read about what's happening in the sport. And when they do dive in to [WCJ] they're treated to articles that are written with passion and that comes across and raises the level of reader engagement."*

-Tim McKercher, LOOK Marketing/Sea-Doo

*"Since [WCJ] first came on the scene as the go-to source for all things PWC, we've been partnered with [them] for advertising, tech articles and demo rides. [WCJ's] professionalism and dedication to the sport and clients has always been top notch!"*

- Chris Watts, America's Motor Sports



## PROFESSIONAL LEVEL PROGRAMS FOR PROFESSIONAL LEVEL RESULTS.

**NEWSLETTER SPONSOR \$750/mo.** Be the only advertiser featured on **The Watercraft Journal's** weekly newsletter sent to our mailing list. (Includes FULL ad program.)

**ABOVE TITLE SPONSOR \$1,000/mo.** Place your company's ad at the top of every single page of **The Watercraft Journal**. There is no more visible location on the magazine. (Includes FULL ad program.)