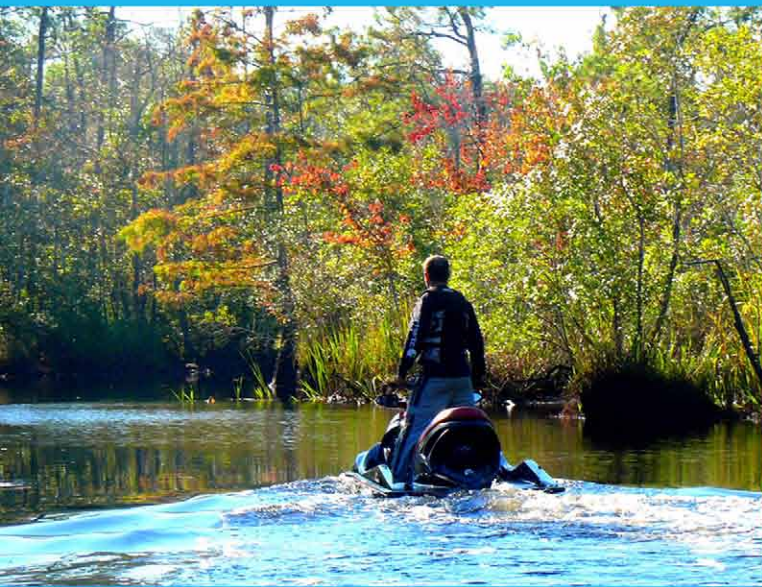


THE WATERCRAFT Journal

THE ONLY ONLINE DAILY PWC MAGAZINE





THE WATERCRAFT Journal

The most widely and regularly read
PWC magazine in the industry.

From our humble start in late 2013, *The Watercraft Journal* has quickly risen to become the industry's leading publication for PWC enthusiasts. No other title — print or digital — offers the same reliable publishing schedule producing daily news, feature length articles, weekly product and vehicle reviews, interviews and do-it-yourself tech.

In the span of less than a year, *The Watercraft Journal* has welcomed **over 80,000 individual readers**, with **over 260,000 articles read**. That's a lot of eyes, and wouldn't you like those eyes reading about your company? Let us help you do exactly that.

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.

We look forward to working hard
to earn your business.



Sincerely,
Kevin Shaw
Founder, Editor-in-Chief





REAL MARKETING. REAL RESULTS.

THE WATERCRAFT JOURNAL reaches enthusiasts in **3 IMPACTFUL WAYS:**

1 DISPLAY ADVERTISING

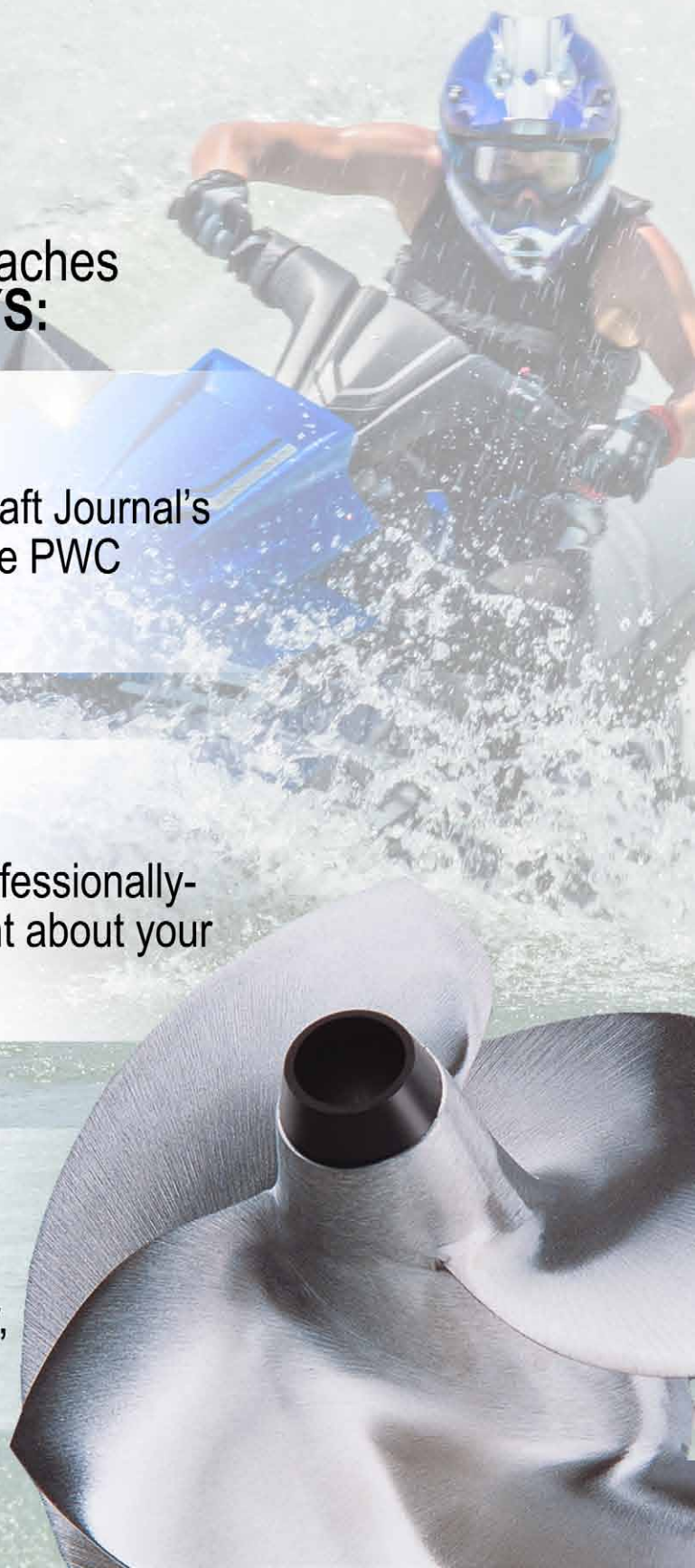
Get your company in front of The Watercraft Journal's 80,000-plus annual readership of hardcore PWC enthusiasts through digital advertising.

2 EDITORIAL SUPPORT

Have The Watercraft Journal produce professionally-written, intelligent and entertaining content about your brand to help you reach more customers.

3 SOCIAL MEDIA

The Watercraft Journal shares all of its daily written content on Facebook, Twitter, Instagram and its weekly newsletter.



THE WATERCRAFT Journal

DISPLAY ADVERTISING

So much MORE than counting mere CPM, the purpose of high-impact digital display advertising to better establish brand awareness to a larger audience of potential clients.

EDITORIAL SUPPORT

All advertisers receive a portion of editorial support in the form of monthly news, updates, and press releases; but only those who advertise at the Full and *Professional levels receive full-length feature articles delving deeper and providing greater reader engagement.

*Professional Level by inquiry only

AD PACKAGES

ENTRY LEVEL

\$150/month

Rich Media Ad
(300x250 150kb)
Monthly News

HALF LEVEL

\$300/month

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

FULL LEVEL

\$500/month

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



PROFESSIONAL LEVEL **ADVERTISING**

1 ABOVE TITLE ADVERTISER

This fixes your logo above the navigation bar on every single page and article on The Watercraft Journal. There is no more visible location in the entire magazine.

\$950/mo. Plus added benefits to Full Package

2 WEEKLY NEWSLETTER SPONSOR

Stake your claim by being the solitary advertiser featured on The Watercraft Journal's weekly newsletter, recapping the week's articles, sent to our exclusive mailing list.

\$600/mo. Plus added benefits to Full Package

3 PRESENTING SPONSOR FOR NAT'L TOUR COVERAGE

Your logo will be watermarked as the coverage sponsor on every single exciting image taken during our coverage of the 2015 Pro Watercross Tour.

\$1,050/mo. Plus added benefits to Full Package

To advertise or inquire, please email:
kevin.shaw@watercraftoutfitters.com