



PRESS RELEASE

Ripple Custom Media Publishes ACROSS STL Magazine

ST. LOUIS, Mo. – June 20, 2017 – Ripple Custom Media, a division of The Waterways Journal, Inc. (WJ), is proud to announce that it has published a new magazine, titled *ACROSS STL*, on behalf of nonprofit clients Trailnet and The Katy Land Trust. The mission of the magazine is to demonstrate to readers how a growing network of significant bicycle/pedestrian paths and trails in the St. Louis region connects people and places in an unprecedented way.

While Ripple Custom Media has previously completed sales collateral and other marketing projects for outside clients, and publishes its own in-house magazines, this is the first all-new custom magazine it has launched for a client — from concept to execution to reality.

“Trailnet and The Katy Land Trust had an idea of what they wanted to accomplish with the magazine, but they are also two distinctly different organizations,” said Brad Kovach, director of Ripple Custom Media. “It was a challenge to create a publication that not only captured their combined vision but did so in a unified and engaging way.”

Released in late May, the first issue of *ACROSS STL* was distributed to 15,000 individuals throughout St. Louis City, St. Louis County and St. Charles County. Its cover featured a beautiful illustration of the St. Louis region, from the Gateway Arch out to Missouri Wine Country, by St. Louis watercolorist Sophie Binder. Articles within the magazine featured a “who’s who” of regional leadership and innovators, including St. Louis City Mayor, Lyda Krewson; St. Louis County Executive, Steve Stenger; James Beard Award-winning chef, Kevin Nashan; and father of The Katy Trail, Ted Jones.

“We couldn’t be happier with the way *ACROSS STL* turned out and the great experience we had working with Ripple Custom Media on the project. They made it all seem easy,” said Dan Burkhardt, founder of The Katy Land Trust.

Plans are already under way for another issue of *ACROSS STL*, with a projected release date of spring 2018.

Ripple Custom Media’s in-house publications include *HeartLand Boating*, America’s premier freshwater boating magazine; *Terrain*, the only magazine devoted exclusively to outdoor recreation, fitness and adventure in the St. Louis region; 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 audiences. Our constant goal is to develop compelling and relevant content with a high degree of expertise,” said Kovach. “We are excited to bring our experience and that same mindset to outside customers.”

Ripple Custom Media currently offers the following custom publishing and marketing services: print and digital magazines, catalogs, brochures, newsletters, directories, list development, e-mail campaigns, direct mail campaigns and experiential events.

About Ripple Custom Media

Ripple Custom Media creates lifestyle-rich print and digital products with the goal of delivering exceptional messaging and content, building deep connections with target audiences and driving business results. More information about Ripple Custom Media is available at www.ripplecustommedia.com.

About The Waterways Journal, Inc.

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 that has been operating in St. Louis, Mo., since 1887. The company currently publishes *The Waterways Journal Weekly*, *Inland River Guide*, *Inland River Record*, *International Dredging Review* and *Marina Dock Age* and produces the Inland Marine Expo and the Docks Expo. Through its custom media division, Ripple Custom Media, it publishes *HeartLand Boating*, *Quimby's Cruising Guide* and *Terrain* and produces the Mississippi Valley Bike + Outdoor Expo. www.wjinc.net.

About Trailnet

Trailnet's mission is to lead in fostering healthy, active and vibrant communities where walking, bicycling and the use of public transit are a way of life. Trailnet believes that St. Louis is ready for a transformative project that will link its neighborhoods, cultural districts, natural resources and business centers with an on-street network of safe, convenient bikeways and sidewalks enabling people to bike and walk to local destinations. www.trailnet.org

About The Katy Land Trust

Through private, voluntary land protection, The Katy Land Trust seeks to preserve the farms and scenic vistas along the Katy Trail and Missouri River, and to optimize visitors' appreciation of the historic and natural beauty of the region. The Katy Land Trust works with local landowners to support their personal goals for their land, and provides educational outreach to assist in preserving the farms and woodlands unique to the Missouri River Valley. www.katylandtrust.org

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