

Atlantic Coastal Kayaker magazine

Atlantic Coastal Kayaker is a recreational magazine oriented to kayak enthusiasts on the east coast from Maine to Florida. I created and produced the magazine for three years. I also gave the magazine a make-over and produced many other materials, including mailings, trade shows and ads for many of the magazines advertisers.

I also designed, created and maintained the magazines website, since taken over by others.

- ◆ Template and design
- ◆ Art direction, formatting of text, charts and graphs
- ◆ Design and production
- ◆ Print supervision

Photoshop
 Quark Express
 Microsoft Word
 Adobe Acrobat



CHARLES RIVER CANOE & KAYAK
 24th Annual Run of the Charles Canoe and Kayak Race
 Sunday, April 30, 2006
 Greater Boston, MA
 RENTALS SALES INSTRUCTION
 www.paddleboston.com (617) 965-5110



Equipment
 When we review equipment its by real users, not paid reviewers. Our reviews look at the most interesting, most unusual, off-the-beaten-track gear we can find

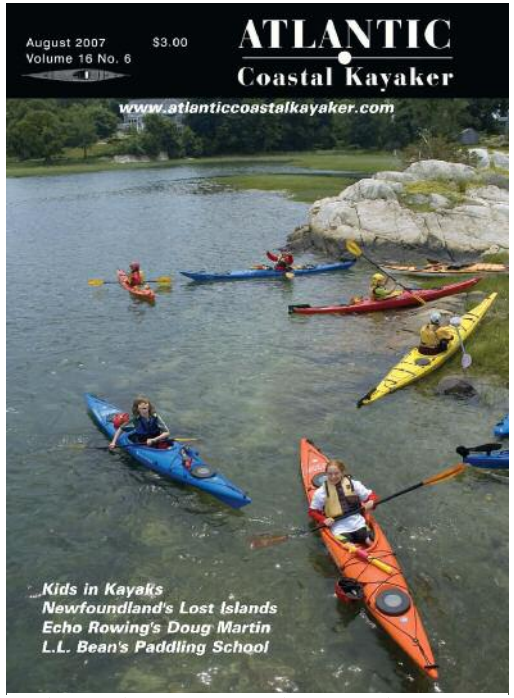


OUTER-ISLAND KAYAK
 Strip Building Plans - 18' x 21" Kayak
 1st ROLL Eskimo Rolling Video
 OUTER-ISLAND.COM

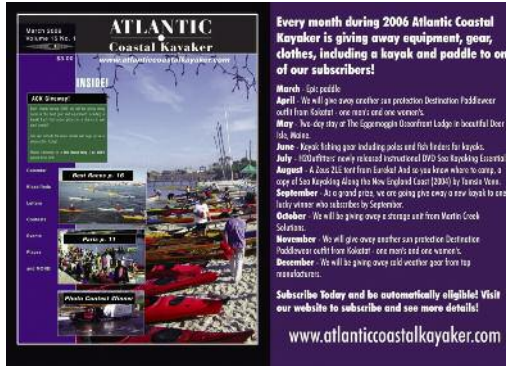


Places
 Every Month, every issue, a different place to try your skills and explore! A new place e-mailed to you each and every month, with your paid subscription!

Banner ads for the website and selected clients



Redesigned cover, logo and masthead



ATLANTIC Coastal Kayaker
 Every month during 2006 Atlantic Coastal Kayaker is giving away equipment, gear, clothes, including a kayak and paddle to one of our subscribers!

March: Get paddle
 April: We will give away another sea protection Destination Paddler outfit from Coastal one month and one women's
 May: Two day stay at The Ligonogog's Mountain Lodge in beautiful Deer Isle, Maine
 June: Kayak taking gear including paddles and this tent for 10 days
 July: Industries new material from local 1000 Sun Tracking Coasters
 August: A Day 211 tent from Larkel And so you know what to carry, a copy of Sun Tracking Along the New England Coast (2004) by James Venn
 September: All gear and gear, we are giving you away a new kayak to one lucky winner who subscribes by September
 October: We will be giving away a storage set from Martin Cook Solutions
 November: We will give away another sea protection Destination Paddler outfit from Coastal one month and one women's
 December: We will be giving away cold weather gear from top manufacturers

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 www.atlanticcoastalkayaker.com

Mailings



ATLANTIC Coastal Kayaker
 Articles! Equipment Reviews
 Places, people, things! Gear, clothes, paddles, accessories

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Trade and exhibit displays