

New Illustrated Cruising Guide Series Announced

semi-local publications launches new full-color illustrated chart guide for the Chicago to Mobile Inland Waterway route based on their popular *Managing the Waterway* format

MINNEAPOLIS, MN (July 27, 2010) — Boaters like the easy-to-follow, mile-by-mile style of the *Managing the Waterway* cruising guide series. But Mark and Diana Doyle decided to overhaul their design and pack even more information into each guide by including an in-depth planning chapter, full-color annotated chart screenshots of the entire trip, and over 500 documentary-style navigation photos. The Doyles are calling this new format an “Illustrated Chart Guide.”

The first beneficiary of the re-design is: *An Illustrated Cruising Guide to the Great Loop Inland Waterway: Chicago to Mobile (Vol. 1: Chicago, IL to Paducah, KY)*. It covers the Illinois, Mississippi, and Ohio Rivers from Chicago, IL to Paducah, KY.

The popular features of the original MTW guides are still part of this new format, including the detailed mile-by-mile navigation coverage, the page-specific Rolling Header™ of safety information, and the interpretive vignettes on local history, wildlife, and attractions.

But advances in the computer world also ripple to new developments in print publications. “We can now make printed guides that are more visual, more intuitive, and more timely,” says co-author Mark Doyle.

Specifically, the MTW illustrated chart guide format now includes:

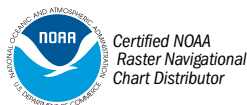
- **Guides Within the Guide** — The new design envelops three guides: a 30,000-word preparation and planning guide; a complete mile-by-mile cruising guide; and an annotated chart guide for the entire 580-mile transit.
- **Annotated Chart Screenshots** — The mile-by-mile text is supplemented by annotated screenshots of official government charts created using Coastal Explorer™ navigation software. Every mile of the route appears in the chart guide as one would see it on a laptop running e-charting software, richly annotated with navigation objects and waypoints.
- **Documentary-Style Navigation Photos** — Over 500 photos visually preview the trip, showing on-the-water views of marinas, anchorages, DR landmarks, lock approaches, and other items of *piloting* interest.
- **Full Color and Large Format** — All chart screenshots are full color, augmented with red-or-green boat and navigation aid icons. Additional color icons provide quick planning insights, marking marinas with dockage and fuel availability, summarizing anchorage protection, and highlighting upcoming locks. The guide is 12¾ x 17¾ inches, with lay-flat spiral binding, and color section tabs.
- **Timely Updates** — A valid concern is that “paper goes stale” as soon as it’s printed. Each geographic region in the series is now updated immediately using Twitter feeds. Chicago to Mobile readers sign up to receive free week-ahead or late-breaking “tweets” by email, Web, RSS feed, or SMS text by following: @mtwguidesC2M.

As one experienced cruiser points out, “It’s one thing to have a *directory* of marinas aboard or surf a wiki site for a *compendium* of anchorages, but that’s not a cruising *guide*. MTW guides add intelligence and organization to plan and safely pilot so I can relax and enjoy the trip.”

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This media announcement, sample pages, and other print and web resources are available at: www.managingthewaterway.com

For questions or other assistance, please contact us directly at: media@managingthewaterway.com



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