



WE PADDLE. WE CARE.

Twenty years ago in my very first Off the Tongue editorial, I wrote, “I’m not about to sit here in my duct-taped plastic desk chair and predict the future of this magazine, but I do have a few ideas.”

My big idea at the time was to create *Rapid*, a North American whitewater paddling magazine. Over the years we’ve had other great ideas like *Adventure Kayak*, *Canoeroots* and *Kayak Angler* magazines, the Reel Paddling Film Festival, *Paddling Buyer’s Guide*, and *Paddling Trip Guide*.

I now need to tell you about the new [Paddling Magazine](#), our latest great idea—a coming together of everything we’ve been working on so far.

We began producing *Paddling Magazine* back in 2013 as a digital-only publication. We’ve been taking our best whitewater, kayaking and canoeing stories from our other magazines and 49 issues later *Paddling Magazine* is our top-selling single issue and has the most digital subscribers. Last week as the official media partner of the inaugural Paddlesports Retailer Show, Rapid Media released the very first print edition of *Paddling Magazine*. It may already have landed in your mailbox, if not you can read



READ NOW

it [here](#).

So now Rapid Media has essentially two strong media channels or brands, *Kayak Angler* for fishing and *Paddling Magazine* for paddling. *Kayak Angler* and its website, newsletter and social properties will continue growing as is. Don't mess with a good thing.

Inside *Paddling Magazine* will be specially branded sections for whitewater, touring and canoeing. Maintaining these branded sections showcases [Rapid](#), [Adventure Kayak](#) and [Canoeroots](#) long-time and award-winning columnists. It allows us to place your advertising in the correct editorial environment. It maintains our long-time commitment to growing all categories of paddlesports, including standup paddleboarding. This new format delivers readers the magazines they've grown to love, plus they get two more.

A recent readership survey showed us that paddlers today are enthusiasts in not just one but at least two categories, many in more. This was not the case 20 years ago when I penned that first editorial in *Rapid*. Millennials, your future customers, are even less likely to be avid in any one type of paddling or the other—they are dabblers in everything. The timing is right. *Paddling Magazine* makes sense.

Paddling Magazine, like our proven [Paddling Buyer's Guide](#) and [Paddling Trip Guide](#), gets three times the readership and reach. And by consolidating our own marketing efforts, *Paddling Magazine* will grow more quickly, attract more readers, expand social reach and strengthen the paddling industry overall.

I also wrote years ago, "As *Rapid* matures it will take on many different forms, constantly changing, evolving and striving to be the best paddling magazine possible."

I don't have all the answers. I never have.
But his move feels right in my gut. I'm
excited about the new *Paddling Magazine*
and how all the pieces here at Rapid
Media now so perfectly fit together.

Paddle forever.



Scott MacGregor
Founder and Publisher
Rapid Media



To learn more about the thinking behind this new direction, [read my latest Off the Tongue editorial](#). The World is Different, inside the new *Paddling Magazine*.