

UPCOMING EVENTS:

Aug. 18 The Connection
2 p.m., Buying the boss a boat
Bahia Mar, Ft. Laud.

Sept. 1 The Network
7 p.m., social/networking event
Max's Grill, Ft. Laud.

Behind

THE TRITON

Marketing news for our
advertisers and supporters

August 2004

Vol. 1, No. 1

Welcome to "Behind *The Triton*," a newsletter to keep you up to date on your marketing investment with us. We take seriously our role in effectively communicating your message to our readers.

CIRCULATION: Adding new spots

About 11,000 copies of our August edition are on the street, and we've begun shipping papers to builders and shipyards in Europe. Also, the July edition was downloaded from *The Triton* Web site more than 1,000 times, increasing your company's exposure by 10 percent.

DISTRIBUTION: Getting ready for winter

Enclosed is the distribution destination audit report for July. Yards and marinas in New England and the Med have expressed terrific reception to the paper, and many say captains and crew come in asking for it.

WEB SITE: Free banner ads

We have added banner ads to our Web site, which means more exposure for display advertisers. Since the ads began in mid-July, there have been 3,004 views and 39 click-throughs. That means the ads have been shown 3,000 times on the *Triton* Web site and almost 40 people have clicked on them for more information about those companies. Not bad for two weeks' worth of exposure.

If you want your company banner ad on the Web site, contact Publisher David Reed. We can design an ad for about \$50, and exposure is free until Dec. 31. Next year, banners will continue to be free for advertisers on annual contracts only.

INTERNET: News stories on Google

Our news stories have also gotten attention, this time by the Internet's largest search engine, Google News. After some finagling by our webmaster (David's other job),

several of our July stories have shown up on searches.

Try it. Go to www.google.com, click on "News" and toss in a couple keywords from July, such as *VAT* and *France*, or *Triton* and *yacht*. Or try a business name such as Visions East, which was featured in our "Getting Under Way" section, or Grove Harbour Marina, profiled on page 13.

The entire August edition is online now, and individual August stories should be available soon.



From left, Cuong Nguyen of C & N Yacht Refinishing, Capt. Angel Rodriguez, Todd Duke of Resolve Marine Group and Javier Cafaro of Fort Lauderdale Shipyard network at the July Connection.

THE CONNECTION: Advertisers invited, too

Each month, we invite an industry expert or two to address our readers. In July, we set up tables and invited advertisers to display their brochures or products at this event in Fort Lauderdale.

Four of you joined us: Didgie Vrana of Argonautica, Cuong Nguyen of C & N Yacht Refinishing, Javier Cafaro of Fort Lauderdale Shipyard and Randy of Rory's Marine Canvas.

The response from our attending captains was positive and we intend to do it again at this month's Connection on Aug. 18. If you want to promote your business to the industry's decision makers, contact Kristy Fox. Space is free, but it's limited.

LAUNCH PARTY: Come help us celebrate

Don't forget, our launch party is planned for mid-October, with the date and time still being worked out. There are a limited number of sponsorship opportunities available only to our advertisers. If you would like more details, please contact Peg Garvia Soffen.

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