

UPCOMING EVENTS:

- Oct. 6 The Fox Network
7 p.m., Max's Grille, Ft. Laud.
- Oct. 13 The Connection
4 p.m., Pier 66, Ft. Laud.
- Oct. 19 The Triton Party
8:30 p.m., Max's Grille, Ft. Laud.

Behind

THE TRITON

Marketing news for our
advertisers and supporters

October
2004

Vol. 1, No. 3

When you place an ad in *The Triton*, you get more than a bit of space on a page. We host several events each month, and each one is an opportunity for you to get your business name in front of the captains and crew members who make purchasing decisions for their vessels.

Only *Triton* advertisers can exhibit at these events. Take advantage of them.

MORE FOR YOUR MONEY: Marketing 101

There's a saying in business: "Any press is good press." It's true. Studies show that when a reader is ready to choose a company to do business with, they will simply remember that they read something about your company, not necessarily the news associated with it. It's all about exposure.

But before a newspaper can write about your company, it has to know about your company. Do you have a new product or service? You have to tell us about it.

The easiest way to do that is to send us a press release. Turn this page over to learn more about how to write one.

Watch this space next month for more tips on ways to get your company mentioned in the media.

YOU'RE INVITED: To our launch party

We're growing and we're proud. So we're having a party on Oct. 19 from 8:30 to 10:30 p.m. at Max's in Beach Place on Ft. Lauderdale beach.

Please join us for hors d'oeuvres and one complimentary Dark n' Stormy, *The Triton* staff's drink of choice. Then the bar is open with 3-for-1. There will be loads of door prizes, some special

awards and fantastic networking.

All our readers are invited, but only our advertisers are permitted to sponsor, donate door prizes and exhibit. Won't you consider being a sponsor, or donating a door prize?

It's great exposure in a social environment to your targeted clients and customers. It doesn't get any better than that. Call Peg for sponsorship information or door prize donations.

CIRCULATION: Talk about exposure

Sure, we have a print circulation of more than 10,000, but the September edition was downloaded from *The Triton* Web site (www.the-triton.com) more than 1,300 times. That's 13 percent more exposure for your ad at no cost.

DISTRIBUTION: Ready for the Boat Show

Enclosed is the distribution destination audit report for September.

We plan to distribute the October edition at the Ft. Lauderdale International Boat Show on Oct. 28.

The November edition will hit the street Friday, Oct. 29. We're printing 4,000 extra copies of the November edition for distribution at the show.

We have ordered attractive table-top display racks, so if you will have a booth at the show and would like to have *The Triton* at your booth, let Peg know. We'll get them to you and replenish throughout the show.

ADVERTISERS: All in the family

Welcome to our newest display advertisers: Deepsea Power & Light (p. 20), Dr. Zinc Diving (p. 7), Edd Helms Marine (p. 7), EnviroCare Solutions International (p. 20), Luxury Yacht Group (p. 5), Puerto Isla Mujeres (p. 8), Resolve Marine Group (p. 4), Yacht-Mate Products (p. 9) and Yacht Productions (p. 7).

BILLING: Just got easier

We have created an electronic bill for our current advertisers. If you would prefer to receive your monthly statement via e-mail – and even pay online – contact Peg with the vitals.

CONTACT US

Phone: (954) 525-0029; Fax: (954) 337-0702

David Reed, publisher, david@the-triton.com

Kristy Fox, business development/sales,
kristy@the-triton.com

Peg Garvia Soffen, business manager/circulation,
peg@the-triton.com

Lucy Chabot Reed, editor, lucy@the-triton.com