

## UPCOMING EVENTS:

- Feb. 2** The Fox Network  
7 p.m., Sweet Sop, Ft. Laud.
- Feb. 10** The Connection  
2 p.m., TBA, Ft. Laud.
- Feb. 15** Conference  
1:30 p.m., Marriott, Ft. Laud.

# Behind

## THE TRITON

Marketing news for our  
advertisers and supporters

February  
2005

Vol. 1, No. 7

Welcome to our monthly internal newsletter, which we produce to help our advertisers and supporters get the most out of their marketing and time investment with *The Triton*.

For the past six months we've sent this newsletter through the mail, but we've realized it doesn't always reach the people it needs to – business owners and decision makers. So beginning this month, we're sending it electronically. We'll keep it short and update you on what we're doing here at *The Triton* to help you market your businesses.

### TRITON EVENTS

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 in front of the captains and crew members who make purchasing decisions for their vessels.

In February, stop by The Fox Network on Feb. 2 from 7 to 10 p.m. at Sweet Sop, a supper club at 2761 E. Oakland Park Blvd. in Ft. Lauderdale (see their ad on page 12 this month). Come network with captains and crew in a social setting.

The Connection is tentatively scheduled for Feb. 10 with an immigration official. Captains have been asking for this speaker for months, so we expect a great turnout. At our last Connection, we hosted USCG Lt. Cmdr. George Zeitler and more than 80 captains and industry professionals attended. For details on location and time, contact Kristy Fox. If you want to promote your business with a small table-top display, let Kristy know. Space is free, but it is limited.

### PROMOTIONS

*The Triton* staff has just returned from a trip to Jacksonville and Savannah, where we toured three shipyards, broke bread with several industry folks and introduced ourselves to more captains and crew. Look for stories about those adventures in the next few issues.

We'll also be out in force at the Miami International Boat Show and the Yacht & Brokerage Show this month, promoting our business and yours.

And for the two days before the boat show, Feb. 14 and 15, we'll be at the SuperYacht Conference in Ft. Lauderdale where Editor Lucy Chabot Reed will moderate a panel discussion about recruiting, retaining and promoting crew.

The panel's speakers are key folks from our advertisers Crew Unlimited, Camper & Nicholsons, and Maritime Professional Training.

We have discounted tickets for the conference, so come hear Ami, Sandy and Amy and network with owners, project managers, captains and other professionals. E-mail Publisher David Reed for details.

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### CELEBRATIONS

Believe it or not, we are almost one year old. So we're having a party. April 24 is a Sunday and the full moon. We've invited King Neptune (Triton's father) and we're having a Crossing the Line party on Ft. Lauderdale beach. More details to come.

All our readers are invited, but only our advertisers can be sponsors at the party. We had almost 500 attend our party in October. Our parties offer great exposure in a social environment where you are surrounded by your clients and potential clients. What could be better?

Take advantage of the marketing opportunity and make plans to come. Better still, be a sponsor or donate a door prize. Contact Peg for information.

### CIRCULATION/DISTRIBUTION

The February issue of *The Triton* has a print circulation of 11,000, about half of which is distributed in the South Florida region and the remaining copies sent where the boats are – the Caribbean, the Bahamas, and to marinas and shipyards everywhere. For more on where the paper goes, see the distribution destination audit report included with your bill.

Since we introduced banner ads on *The Triton* Web site ([www.the-triton.com](http://www.the-triton.com)), viewers have seen your companies' names and logos more than 25,000 times – all at no additional cost to you. That is, if you have sent us your banner. If you haven't yet given us your banner ad, you're missing out on free advertising. Call David today.

### ADVERTISERS: All in the family

Welcome to our newest display advertisers: Mail Boxes Etc. (page 3), The Beard Marine Group (p.29), Doris the Florist (p.5) and International Registries (p.18). Two classified advertisers now chosen to take out larger ads so even though they aren't new, we'd like to welcome them into the display family: Yacht Entertainment Systems (p.21) and Scalise Marine (p.4).