

UPCOMING EVENTS:

Oct. 5 The Connection
The Fox Network
6 p.m., Southport Rawbar, Ft. Laud

Oct. 14 Boat Show party
6-10 p.m., Inlet Liquors, Ft. Laud

Behind

THE TRITON

Marketing news for our
advertisers and supporters

October
2005

Vol. 2, No. 2

Welcome to the latest edition of our internal newsletter, which we produce to help our advertisers and supporters get the most out of their marketing and time investment with us.

BUSINESS BUILDER

People prefer to do business with people they know. Come meet potential customers at one of our networking events. We host these events not only to get crew together, but to give you a chance to meet crew face to face. How many other publications that you send a check to each month offer that?

Come build your business the first Wednesday of every month at The Fox Network, with your host Kristy Fox. The location changes each month so call 954-525-0029 for details.

And definitely make time to stop by our big boat show kick-off party on Oct. 14 at Inlet Liquors at 759 S.E. 17th St.

We will also have a booth at the boat show (booth 3037 on the third floor of the Convention Center) and there are several ways to give your company additional exposure. Add your business cards to our display to help promote your business, and donate something for a spinning prize wheel.

These are effortless and affordable ways to get your company's name in front of hundreds of captains and crew. The more you work it, the more your relationship with *The Triton* works for you.

WEB EXPOSURE

Though we printed 12,000 copies of the September issue, more than 16,500 were read. How did we do that? Quick and easy downloads from www.the-triton.com.

Every month, the entire paper is published online with your ads intact. The September edition was downloaded 4,500 times. That boosts your advertisement's exposure more than a third at no cost.

There were nearly 7,000 unique visitors to our Web site in September, giving those advertisers with banner ads online that much more exposure. Banner ads were seen 30,000 times. Call David to get your banner ad on our site.

CONTACT US

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CIRCULATION/DISTRIBUTION

We work hard to make sure our readers and your potential customers see the paper each month. We were in Monaco for the annual yacht show where David, above right, networked with advertiser Garry Lynn from Megafend and about 200 industry professionals. (Photo courtesy of Tom Taylor, Northrop & Johnson)

We're also increasing our press run to 15,000 for November's issue, which will be distributed at the boat show. Again, added exposure at no cost to you.

AD RATES INCREASING

A reminder that we will be raising our advertising rates beginning with our January 2006 issue. Existing advertisers will not be affected by the rate increases, so if you know of someone who should be in *The Triton* but isn't yet, have them call us. Contract deadline for the December issue – the last issue with the 2005 rates – is Nov. 1.

ADVERTISERS: All in the family

Welcome to our newest display advertisers: Andrews Accountancy (p.B19), Antigua Charter yacht Meeting (p.B11), Available Crew.com (p.A24), Camille's Café (p.A21), Capital Marine Alliance (p.A9), Charlie's Locker (p.A21), C-Worthy Corp. (p.B6), Diesel Fuel Solutions (p.A23), Essential Boutique (p.A21), Finish Masters (p.B25), The Grateful Palate (p.B10), H2O Radio (p.A35), JMI Harbor Shops (p.A20-21), Oregon Camera Systems (p.B13), Rich Beers Marine (p.B22), Thunderbolt Marine (p.B20), Universal Travel (p.B27), and Xtreme Yacht Products (p.A20).

And welcome back to Bahia Mar Yachting Center (p.A38), Bluewater Books and Charts (p.A20) and Puerto Isla Mujeres (p.B13).

The Triton provides the industry's most interesting and valuable news each month, giving you a reputable and measurable way to reach new customers. Thank you all.