

TRITON

NEWS & NETWORKING FOR CAPTAINS AND CREW

MEDIA KIT





ABOUT

The Triton is an award-winning publication that has been a trusted source of news and connection in South Florida's yachting community for 17 years.

Our mission is to give captains and crew the information they need to help them run their boats and manage their careers, as well as to help our advertisers better market their products and services to these yachting professionals.

Today, under new ownership, the Triton has an exciting new look, a greatly expanded scope of operations, and an invigorated effort to connect with readers across all platforms.

We see a brighter future, a stronger presence, and better value ahead! Welcome aboard!

CONTENTS

Regular sections in every issue

Include: Calendar of events and networking opportunities, letters from the editor and publisher, readers' comments, crew photo galleries, crew advice column, crew profiles, and crew surveys.

Front of the Book:

Tips and tricks from the pros for every task known to crew, whether on deck, in the galley, in the engine room or on the bridge. Short-take reviews of new products, trends in technology, and industry updates. Need-to-know info on new rules and regulations, career training and CVs, preparing for medical

emergencies and staying fit at sea. Cyber security, clearing customs — and even transitioning off the boat to a new career.

Cruising Grounds: A colorful section that explores ports of call, marina facilities and local resources for everything from supplies and repairs to shopping excursions and fine dining for guests. Need a haircut? Looking for a gym? Need a doctor? Crew time off? So much to explore! We help captains and crew navigate their needs and enjoy what each area has to offer, no matter where in the world their boat is docked.

Features: In-depth reporting on issues that matter to captains and crew. Narratives that celebrate the yachting lifestyle, provoke discussion on ocean ecology, highlight the challenges of this uniquely transient workplace, and explore trends and technology that foreshadow the industry's future.

Back Page: Each issue wraps up with a fun look at the adventures — and misadventures — of yachting, and a tease of what's to come in the next Triton. We want our readers to leave us with a smile and great expectations!





EDITORIAL CALENDAR

2022/2023

DECEMBER 2022

TENDERS & TOYS

What's hot, what's not in water "toys," and new trends in tenders. Protocols for towing, insurance concerns, and other related issues.

DESTINATION: POLAR WATERS

Ads close: Nov 1

Materials due: Nov 10

Distribution: Nov 25

FEBRUARY 2023

TRAINING & EDUCATION:

A topnotch career in yachting calls for ongoing education and navigating ever-evolving training requirements.

DESTINATION: ASIA & THE SOUTH PACIFIC

Ads close: Jan 1

Materials due: Jan 10

Distribution: Jan 25

APRIL 2023

EVERYTHING REFIT

The good, the bad, and the ugly. What to expect, how to prepare, and how to handle the inevitable glitches.

DESTINATION: THE MED & EASTERN EUROPE

Ads close: March 1

Materials due: March 10

Distribution: March 25

JUNE 2023

SPORTFISHING

Life on a sportfishing yacht brings unique challenges for crew — and unique rewards.

DESTINATION: THE GULF COAST & CENTRAL/SOUTH AMERICA

Ads close: May 1

Materials due: May 10

Distribution: May 25

AUGUST 2023

ELECTRONICS & TECHNOLOGY

Quality of life on board a modern yacht is all about the technology. The latest trends, new advances — and what's ahead.

DESTINATION: NORTH AMERICA & THE NORTHWEST PASSAGE

Ads close: July 1

Materials due: July 10

Distribution: July 25

OCTOBER 2023

CHARTERING

Gearing up for the holidays and charter season in the Caribbean. Best practices, resources, favorite places, and charter horror stories.

DESTINATION: CARIBBEAN CRUISING GROUNDS

Ads close: Sept 1

Materials due: Sept 10

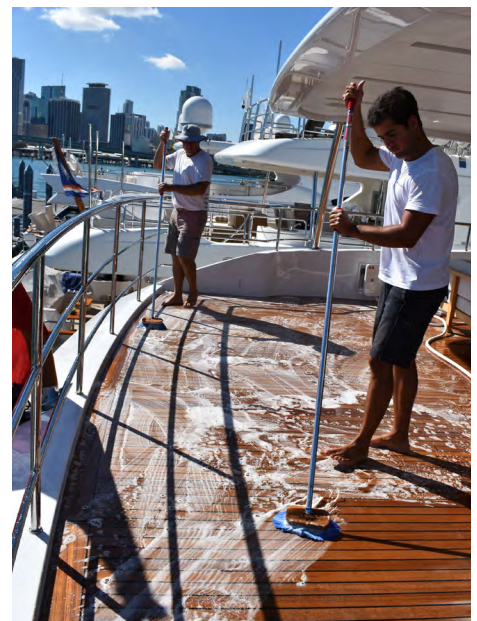
Distribution: Sept 25



NETWORKING & EXPOS

In the heart of Fort Lauderdale, "The Yachting Capital of the World," the Triton is uniquely positioned to facilitate monthly networking events that bring captains and crew together with a thriving marine industry eager to support them.

The Triton Expo, held twice a year, delivers an even bigger venue for companies to showcase their goods and services to the yacht professionals who need them.



WHY US

The Triton News Network has positioned itself as a leader in media and marketing for yacht professionals.

Our networking opportunities for captains and crew are unparalleled, and our unique events to connect businesses with yachting clientele are an added value that remains unmatched among our competitors.

Our expanded scope of distribution and operations — including regional coverage from the U.S. Northeast and West Coast — increases the reach and ROI of your advertising dollar.

Our beautiful redesign and upgraded magazine format not only enhances the readers' experience, but also affords a more powerful impact in advertisement placement options.

Our ambitious digital upgrades include an exciting website redesign and aggressive efforts to engage readership across all social media platforms.

46%

**INCREASE IN YACHT
BROKERAGE SALES
AS OF JUNE 2021
COMPARED WITH 2020**
(BOAT Pro analysis)

**THE
GLOBAL YACHT
CHARTER MARKET
IS VALUED TO REACH
\$9.3 BILLION
BY 2027**

(Grand View
Research analysis)

“What you do for crew is invaluable, and benefits every single person and company that makes a living in the yachting industry.”

**— MICHAEL JOYCE,
CEO Hargrave Custom Yachts**

“I consider it a professional duty to read the Triton regularly and utilize it to stay up to date with current events, changes in regulations, varied perspectives, and networking opportunities. The Triton has been instrumental in improving the standards of professionalism within this industry and remains a consistent, relevant and positive influence for the future.”

**— BRENDON POMEROY
Captain M/Y Medora**



TRITON

| MEDIA KIT

MAGAZINE TRIM SIZE:

8.5" W x 10.875" H

***SAFETY FROM TRIM:** 1/4 inch

SAFE AREA: 7" W x 10" H

***BLEED:** 1/8 inch on all sides

BINDING: Perfect bound

FILE FORMAT: PDF

MINIMUM DENSITY: 300 dpi

LINE SCREEN: 175 (covers and body)

PRINTING PROCESS: Offset

PRODUCTION REQUIREMENTS

AD SIZE

Spread (double page)		17" W x 10.875" H
Full page		8.5" W x 10.875" H
Half page vertical (non-bleed)		3.75" W x 10" H
Half page vertical (bleed)*		4.125" W x 10.875" H
Half page horizontal (non-bleed)		7.625" W x 5" H
Half page horizontal (bleed)*		8.5" W x 5.375" H
Quarter page (non-bleed)		3.75" W x 5" H
Business card	(Single)	3.5" W x 2" H
	(Double)	3.5" W x 4.5"

SPECIFIC REQUIREMENTS:

Send all camera-ready ads in high-resolution PDF or TIFF files. (Adobe InDesign, Illustrator and Photoshop files are acceptable; Microsoft files are not.)

All photography and illustrations must be minimum 300 dpi and color corrected as CMYK files.

Spot colors must be converted to CMYK.

All fonts embedded, Open Type fonts recommended (no True Type fonts).

Only full-page ads, and inside front and back cover ads may be full bleed.

Black text must be 100% black (one color black, not four-process colors).

Please send all camera-ready ads
and questions to:
production@TritonNews.com



CONTACTS

TO ADVERTISE, PLEASE CONTACT:

Sales Director Edward Ibarra
954-952-0220
sales@TritonNews.com

Triton News Network LLC

1880 SE 17th St., Fort Lauderdale, FL 33316

Our office is at the Hilton Marina yacht basin, along the northwest end of the 17th Street Causeway.

Office telephone: +1 954-525-0029

www.TritonNews.com

