

# 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

## NOV-DEC PREMIERE ISSUE

**PASSING THE BATON:** It's the first issue of the new Triton, fresh out of refit, with new owners, a new look, a new crew, and an exciting new itinerary! We'll outline what readers can expect.

- *Navigating a post-pandemic world*
- *The seismic shift in marina ownership*
- *A tribute to Triton's history*

**Ads close:** Sep 1  
**Materials due:** Sep 15  
**Distribution:** Oct 25

## JAN-FEB CAPTAINS ISSUE

**FUTURE OF YACHTING:** Technological innovations and automation that will steer yachting into bold new directions.

- *Top-of-the-list destinations for tomorrow's owners*
- *Ecology of yachting*

**Ads close:** Nov 3  
**Materials due:** Nov 17  
**Distribution:** Dec 27

## MAR-APR ENGINEERS ISSUE

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

- *Crew quarters*
- *Tenders and toys*

**Ads close:** Jan 5  
**Materials due:** Jan 19  
**Distribution:** Feb 28



## MAY-JUN STEWES ISSUE

### INSURANCE & CREW

**FINANCE:** Complexities and unique issues crew face when it comes to insurance, finances, investment and taxes.

- *U.S. coastal cruising*
- *Shipping a ship*

**Ads close:** Mar 2  
**Materials due:** Mar 16  
**Distribution:** Apr 25

## JUL-AUG DECKHANDS ISSUE

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

- *Shadow boats and chase boats*
- *Deep into diving*

**Ads close:** May 4  
**Materials due:** May 18  
**Distribution:** Jun 27

## SEP-OCT CHEFS ISSUE

**POLITICS OF YACHTING:** How do the personal politics and prejudices of owners, captains, and crewmates affect the dynamics of a yacht? What are the impact and inconveniences of international politics on the industry?

- *The ghosts of yachting past*
- *Leadership tactics from titans of industry*

**Ads close:** Jul 6  
**Materials due:** Jul 20  
**Distribution:** Aug 29

# 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.

**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**

**46%**  
**INCREASE IN YACHT  
BROKERAGE SALES  
AS OF JUNE 2021  
COMPARED WITH 2020**  
*(BOAT Pro analysis)*

**“**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**





**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**

<b>Spread</b> (double page)		17" W x 10.875" H
<b>Full page</b>		8.5" W x 10.875" H
<b>Half page vertical (non-bleed)</b>		3.75" W x 10" H
<b>Half page vertical (bleed)*</b>		4.125" W x 10.875" H
<b>Half page horizontal (non-bleed)</b>		7.625" W x 5" H
<b>Half page horizontal (bleed)*</b>		8.5" W x 5.375" H
<b>Quarter page (non-bleed)</b>		3.75" W x 5" H
<b>Business card</b>	(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](mailto:production@TritonNews.com)



# CONTACTS

**TO ADVERTISE, PLEASE CONTACT:**

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**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](http://www.TritonNews.com)**





# RATE SHEET



## 2021-2022 ADVERTISING RATE SCHEDULE

Ad Size	1x Insertion	3x Insertion	6x Insertion
Full Page	\$3,500	\$3,000	\$2,500
1/2 Page	\$2,000	\$1,750	\$1,500
1/4 Page	\$1,200	\$1,050	\$900
Single Business Card	\$250	\$225	\$200
Double Business Card	\$450	\$400	\$350
IFC (Inside Front Cover)	\$4,800	\$4,300	\$3,750
IBC (Inside Back Cover)			
Back Cover	\$6,000	\$5,000	\$4,500

Double-page spreads are available.

The Triton's print run of 10,000 copies is distributed to yacht marinas, boatyards and related facilities throughout Florida and the Caribbean, as well as in the Mid-Atlantic, New England and West Coast regions of the U.S.

For more information contact:

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