

TRITON

NEWS & NETWORKING FOR CAPTAINS AND CREW

MEDIA KIT





ABOUT

In yachting, the name *Triton* stands for expertise, indispensable information, and fascinating stories about a unique industry. Now, thanks to *Triton's* parent company YATCO, the trusted global marketplace for worldwide yacht listings, and its recent acquisition of ACREW, the leading platform for professional yacht crew development, *Triton* is set to create more relevant content across more platforms than ever before.

For two decades, *Triton* has been the voice of the people who keep the yachting industry moving. We understand the business of captains and crew, and we celebrate the lifestyle of captains and crew. *Triton* is the go-to, indispensable source for technical expertise, up-to-date regulatory information, career advice, and useful services. We offer content that's

useful, interesting and, yes, fun for an industry that's like no other. From young deckhands looking to break into the industry to veteran chief stewards looking for that post-yachting move, *Triton* tells stories that guide readers through the full life of a career in yachting.

Triton's exciting future includes an improved website, new app, and a marina partner program that gets the print magazine to more ports of call. Reading *Triton* will be even easier no matter whether a reader wants it on their laptop, on their phone, or in their hands. From Fort Lauderdale to Palma and the French Riviera, captains and crew know and trust *Triton*. Through new partnerships and platforms, we're making sure we are the voice that's heard on yachts everywhere.

WHY US

Triton 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 ambitious digital upgrades include daily industry coverage, an exciting website redesign, and aggressive efforts to engage readership across all social media platforms.

“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

Bi-monthly Magazine

22,000

Printed and digital distribution

Boat Show Daily

25,000+

Digital Subscribers.
Distributed at FLIBS and Palm Beach boat shows

Weekly News Brief

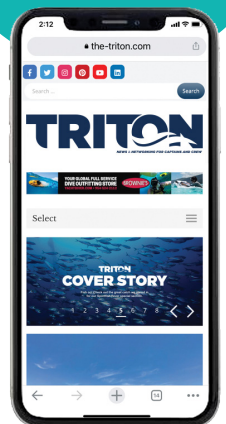
27,000+

Email Subscribers

Digital and Social Media

2.5 Million+

Annual Impressions



NETWORKING & EXPOS

In the heart of Fort Lauderdale, “The Yachting Capital of the World,” *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.

- Seasonal Expos
- Custom *Triton* Events
- Yacht Crew Competitions
- Networking Events



2026



EDITORIAL CALENDAR

**Features and destinations subject to change*

FEBRUARY

CHEFS AND STEWS

DESTINATION: PUERTO RICO

Triton highlights the creativity, coordination, and guest-focused excellence that define interior teams. From culinary innovation to five-star service, we explore how chefs and stews elevate every moment on board.

Ads close: January 5

Materials due: January 9

Distribution: January 25

APRIL

REFIT

DESTINATION: CROATIA

Yard time is an opportunity to sharpen technical knowledge, build practical skills, and strengthen crew cohesion. *Triton* dives into the realities of life in refit, from unexpected challenges to the strategies that help crews come out stronger.

Ads close: March 2

Materials due: March 9

Distribution: March 25

JUNE

DECKHANDS AND ENGINEERS

DESTINATION: PATAGONIA

Triton spotlights the expertise, teamwork, and precision behind safe, polished yacht operations, with insights into evolving deck work, engineering challenges, and essential exterior-crew skills.

Ads close: May 1

Materials due: May 8

Distribution: May 26

AUGUST

THE FUTURE OF YACHTING

DESTINATION: LEEWARD ISLANDS

Discover the emerging technologies, designs, and onboard systems transforming the next era of yacht operations. From cutting-edge tenders to intelligent tech, *Triton* looks at what crew need to prepare for today and tomorrow.

Ads close: July 15

Materials due: July 21

Distribution: July 27

OCTOBER

THE CAPTAIN ISSUE

DESTINATION: AUSTRALIA

Triton delves into the leadership, decision-making, and operational mastery required at the helm. Through captain perspectives and real-world scenarios, we explore what it takes to guide crew and vessels with confidence.

Ads close: September 4

Materials due: September 11

Distribution: September 25

DECEMBER

CHARTER AND MARINAS

DESTINATION: THE BAHAMAS

Triton explores the global marinas redefining service, sustainability, and superyacht infrastructure. We also break down the tactics that elevate a charter season from seamless to exceptional.

Ads close: November 2

Materials due: November 9

Distribution: November 25





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: Digital

PRINT PRODUCTION REQUIREMENTS

AD SIZE

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

SPECIFIC REQUIREMENTS:

Send all camera-ready ads in high-resolution PDF files. (Adobe InDesign, Illustrator, and Photoshop files are acceptable.)

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).

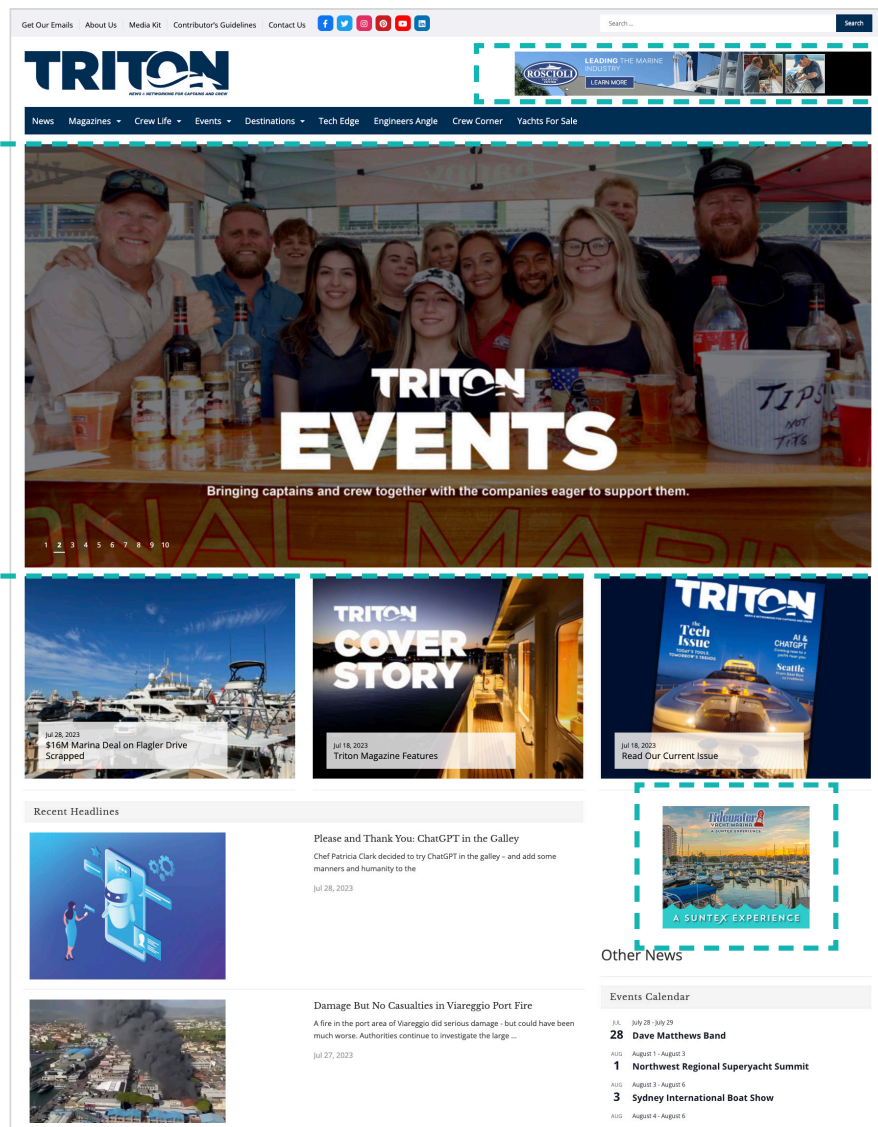
Only full-page, spread ads, and inside front and back cover ads may be full bleed.

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

DIGITAL ADVERTISING

WEBSITE



728x90
Banner Ad

Website's
Homepage
Slider Image

300x250
Banner Ad

MEDIA REQUIREMENTS:

Send web-ready ads at 72dpi resolution. (JPGs, GIFs, and PNGs are acceptable.)

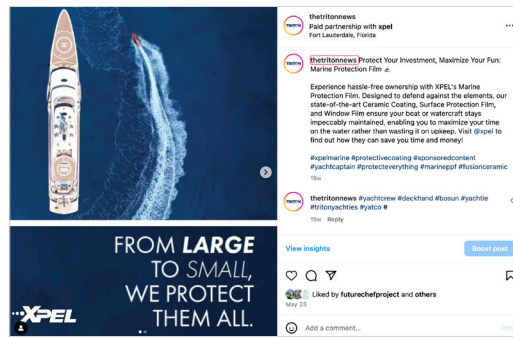
DIGITAL ADVERTISING/2

EMAIL MARKETING

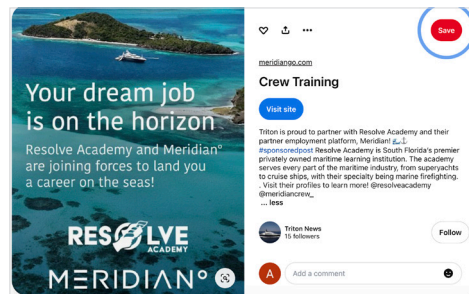


800X1200 Ad

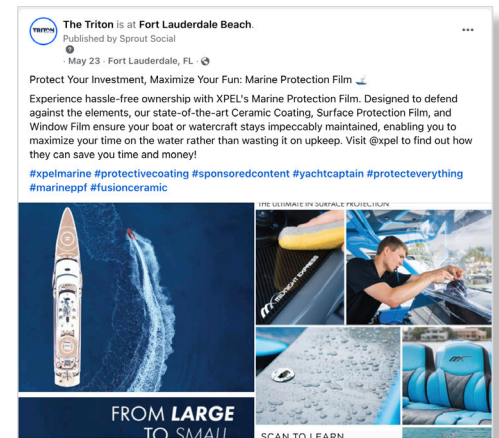
SOCIAL MEDIA/ Instagram



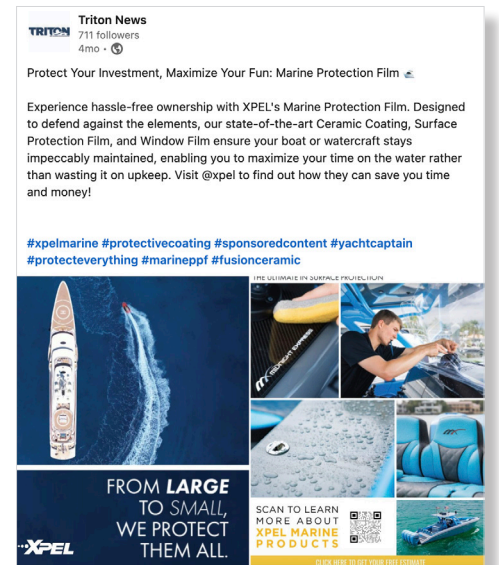
SOCIAL MEDIA/ Pinterest



SOCIAL MEDIA/ Facebook



SOCIAL MEDIA/ LinkedIn



MEDIA REQUIREMENTS:

Send high resolution images and logo files.
(300dpi JPGs, GIFs, and PNGs are acceptable.)



CONTACT

TO ADVERTISE, PLEASE CONTACT:

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

www.TritonNews.com

