



www.TradeOnlyToday.com

<http://mobile.TradeOnlyToday.com>

FOR IMMEDIATE RELEASE
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Soundings Trade Only® launches mobile site for smart phones and smart marine professionals

ESSEX, Conn. – Soundings Trade Only®, a division of Dominion Enterprises, and the marine industry icon for news, analysis, personalities and reviews, today expanded its digital offerings by launching a mobile site, extending the reach of its market-leading digital and print products.

“It’s great for news on-the-go,” said editorial and IT director Ian Bowen. “News you count on every moment of the day fitting your mobile screen, so you are in touch.”

“Trade Only Today is the best-known daily e-newsletter for the world’s marine industry,” said James Causey, vice president of Trade Only’s Dominion Media division. “The launch of this mobile site is the latest piece of our 360-degree media strategy to give our readers information any way they want it, and marine industry marketers the platform to reach them as they are making their buying decisions.”

“Trade Only’s influence in the marine industry is growing at a phenomenal rate,” said Dean Waite, advertising director. “We are the largest print magazine, our page views on the Trade Only Today Web site have grown nearly 300 percent in 18 months, and we’ve had more than 3 million page views. That’s a lot of news reaching our readers and a lot of impressions for anyone running an ad with us.”

“It is great content blended with the newest technology,” said Causey, “Wherever our readers are in their purchase cycle, they can receive their information and be reached by marketers — a truly complete solution, and all you have to do is call Dean!”

In addition, the new mobile Trade Only Today site (<http://mobile.tradeonlytoday.com>) has banner ad positions uniquely configured for mobile device delivery and offers full ad service tracking and site statistics on all relevant metrics.

For further information, contact Ian C. Bowen at (800) 444-7686, ext. 231, or Dean Waite at (954) 786-5700.

Soundings Trade Only is owned and operated by [Dominion Enterprises](#).

About Soundings Trade Only

Soundings Trade Only is the B2B magazine marine industry professionals count on for all the news that is relevant and important to them in their jobs. The monthly magazine breaks news and explores it in depth through features and columns that help the industry understand the news and put it into context. It is available in print and digital formats. The Soundings Trade Only Today Web site, TradeOnlyToday.com, and its daily e-newsletter keep the industry up-to-date each day with fast reporting on breaking news. For more information, visit www.TradeOnlyToday.com.

About Dominion Enterprises

Dominion Enterprises is a leading marketing services company serving the automotive, enthusiast and commercial vehicle, real estate, apartment rental, and employment industries. The company's businesses provide a comprehensive suite of technology-based marketing solutions including Internet advertising, lead generation, CRM, Web site design and hosting, and data management services. The company has more than 45 market-leading Web sites reaching more than 16.7 million unique visitors, and more than 450 magazines with a weekly circulation of 4.3 million. Headquartered in Norfolk, Va., the company has 5,400 employees in more than 200 offices nationwide. For more information, visit www.DominionEnterprises.com.

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