

**FOR IMMEDIATE RELEASE**

**February 9, 2010**

### **SoundingsOnline.com makes it even easier to sell your boat**

**ESSEX, Conn.** — Soundings magazine, a division of Dominion Enterprises, has relaunched its [Sell My Boat Online](#) page, making it even easier for boaters to sell their boats without spending a lot of time and money.

“Boaters have trusted Soundings for nearly five decades as the best place to find their next new or used boat. Now our revamped Sell My Boat Online site has made it even easier to reach Soundings’ audience of ‘Real Boaters,’ ” said Gretchen Dare, circulation director and business manager for Soundings Publications. “Our simple online tool allows you to input your own ad and review it instantly. Plus, you can pick from five different packages that let you choose the perfect target market.”

The Sell My Boat ad placement tool offers exposure in Soundings print magazine, on SoundingsOnline.com and [www.boattrader.com](#), through e-mail distribution and event exposure.

To list a boat, sellers should visit [SoundingsOnline.com](#) and click on the Sell My Boat tab at the top of the page to create an ad, upload up to 12 photos, and instantly review the Sell My Boat ad.

“Your boat for sale ad will reach more than 370,000 knowledgeable and experienced boaters each month, and all you have to do is visit one site,” said Dare. “Now that’s impact.”

For more information contact the Soundings Boats for Sale team at (800) 444-7686, ext. 224.

#### **About Soundings**

Founded in 1963 in Essex, Conn., Soundings is the go-to source for pleasure boaters in the know. In addition to its Boats for Sale and Sell My Boat features, the monthly print magazine and free e-newsletter, Dispatches, offer regular features on people and their boats, upcoming events, new products and services, and coverage of major national and international news. Articles about local people, boats and events are covered in the regional Home Waters section.

#### **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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