



FOR IMMEDIATE RELEASE

***Soundings Trade Only* launches Top 10 Most Innovative Marine Companies Awards**

The awards will recognize forward-thinking companies transforming the marine industry.

Essex, CT, July 1, 2019 - *Soundings Trade Only* is proud to announce the second year of the Top 10 Most Innovative Marine Companies awards. Rather than focusing on individuals or products, the Most Innovative Marine Company Awards acknowledge companies using innovation in different ways to advance their businesses and the marine industry. The awards are open to all types and sizes of marine companies around the world.

“Innovation extends far beyond product development,” says Michele Goldsmith, publisher of *Soundings Trade Only*. “It includes the decisions, improvements and redirections that companies make to transform their businesses and push the industry forward. We look at the wide range of initiatives across the industry, from established companies to startups.”

“This isn’t about new products,” adds Michael Verdon, editor in chief of *Soundings Trade Only*, who oversees the judging panel. “It’s more about the processes and concepts a business uses to define—or redefine—themselves in a changing industry. We’re looking for fresh business models, modernized production lines, disruptive new ways of going to market, and a dozen other ways a company might define itself as innovative.”

The awards panel consists of *Soundings Trade Only* editors, staff members, and outside industry experts. They will review company initiatives that include innovative materials, new manufacturing processes, fresh marketing approaches, workforce solutions, supply chain, export programs and others.

“The goal is to recognize achievements and innovative business practices all over the world,” says Goldsmith. “We know there are many companies inspiring positive change. If you have done something unusual and outstanding in the last year, we want to recognize your efforts.”

The awards will focus the period from July 1, 2018 through August 31, 2019. Applications may be submitted online at www.tradeonlytoday.com/enter from July 1 through August 31, 2019.

The ten winners will be recognized at the *Soundings Trade Only* 40th Anniversary Gala on September 30th, 2019 at the Tampa Museum of Art. The first-place winner will be honored at the IBEX Industry Breakfast on October 1st. The order of winners will be revealed in an article profiling the Top 10 Most Innovative Marine Companies as well as the top overall winner in the *Soundings Trade Only* November issue and on the TradeOnlyToday.com website. Winners will receive additional benefits.

For more information, please contact Michele Goldsmith at mgoldsmith@aimmedia.com or 847.373.0385.



Soundings Trade Only

Soundings Trade Only is a marine business-to-business information multi-media brand. It includes a monthly print publication, and digital entities including an e-newsletter, web and social media sites. *Soundings Trade Only* offers the latest business news, and information about products, trends, statistics, management and marketing insights, and more to the marine industry. It is part of the AIM Marine Group, which includes *Yachts International, Power & Motoryacht, SAIL, Anglers Journal, Soundings, PassageMaker* and *Woodshop News*. The AIM Marine Group is a division of Active Interest Media.

Active Interest Media

One of the world's largest enthusiast media companies, Active Interest Media (aimmedia.com) produces leading consumer and trade events, websites, magazines, and films and TV shows that reach 40 million readers, fans, and attendees in 85 countries. AIM powers the second-richest equestrian competition in the world, the World Series of Team Roping, and North America's most important events and education for fitness professionals through our IDEA Fit division. Our brands include *Yoga Journal, Backpacker, SKI, Anglers Journal, Yachts International, Sail, Power & Motoryacht, Soundings Trade Only, Team Roping Journal, Practical Horseman, EQUUS, Muscle & Performance, Horse & Rider, Oxygen, Clean Eating, Log Home Living, Old House Journal, Cabin Living, Woodsmith, Garden Gate*, and more. The company's five divisions—the Equine Network, Home Group, Healthy Living Group, Marine Group, and Outdoor Group—also operate thriving B2B platforms, online universities, and retail events. Core competencies include lead generation (through our Qualified Buyer Program), marketing services (through our in-house agency, Catapult Creative Labs), and video production. Warren Miller Entertainment is the most successful adventure-film company in history, and AIM Studios is a seven-person unit dedicated to digital video. Active Interest Media's customers are smart, engaged, and loyal, and they look to our brands for trustworthy information and services that will inspire and enable them to enjoy their passions.