



FOR IMMEDIATE RELEASE

### ***Soundings Trade Only* promotes Eric Dallin to Vice President of Marketing Innovation**

**The promotion is part of a plan to extend the AIM Marine Group's digital services across the industry.**

Essex, CT, November 18, 2019—The AIM Marine Group announced today that Eric Dallin has been promoted to Vice President of Marketing Innovation. Dallin was previously Vice President of Digital Marketing Development for the group.

“Eric has demonstrated tremendous initiative in expanding our digital services deeper into the boating industry,” said Gary DeSanctis, AIM Marine Group president. “This is not just a promotion, but the start of a new department within our group. Eric is a true ‘digitologist’ who will expand our digital products and services as we transition into a full-service media company.”

Dallin said that shifting consumer behavior revealed new opportunities for the AIM Marine Group. “We have an advantage because we know the marine space so thoroughly,” said Dallin. “We live and breathe boating through our publications and websites, so it made sense to offer our services to the boating industry. We think our knowledge gives us a leg up over competitors from outside the industry.”

AIM Marine Group's new digital marketing division provides marketing services so clients can stay ahead of fast-changing patterns of consumer behavior.

“Everything is changing quickly, so it's important for companies to develop a top-to-bottom marketing strategy with different components,” said Dallin. “Our services include email management, paid social media advertising to engage with a niche market like boating, and paid search traffic. The goal is to maximize the effectiveness of our clients' marketing budgets. Businesses can spend a lot of money on paid searches, for instance, and not get results. We understand the keyword architecture and can ensure that clients get a good return on their ad spends.”

Dallin's department has different-sized clients, ranging from small to medium-sized marine companies. “Many companies are great at making and selling boats, but might need help with digital marketing strategies,” said Dallin. “Just take email management as an example. We lay out a program consistent with best practices, administer the program and help clients measure performance to make sure their emails are hitting the target market. The end goal of all these programs is to help our clients gain qualified leads, and not just clicks and likes.”

Dallin, who has worked in the digital space since the late 1990s, owned multiple internet companies before joining AIM Marine Group in 2017.

### ***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 other publications including: *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](http://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.

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