

SERVING THE MARINE ELECTRONICS MARKET

# MEJ

MARINE ELECTRONICS  
JOURNAL

## 2020 MEJ Media Guide

- Print, web, and digital solutions
- Editorial calendar
- Rates & specs



The Official Journal of the  
National Marine Electronics Association

# our purpose



## + MEJ is dedicated to your success

**We know how important it is for you to reach your buyers...over and over again.**

*MEJ* offers a variety of media packages that allow you to reach these influential buyers, multiple times.

Advertising in the highly regarded *MEJ* magazine connects you to our community of deeply engaged and active readers who buy, sell, install, and use marine electronics. You gain access to both *MEJ*'s print and online audiences.

**Our audience gets tips, training, and product information from the experts in the industry—shouldn't those include you?**

Our *MEJ* print and digital magazine, nmeaboater.com website and *MEJ* e-newsletter provide great opportunities to reach major buyers in the trade offering you several prime opportunities to connect with your buyers and best prospects.

Our audience influences buying decisions, is openly looking to buy, and makes decisions that can affect your business.



# our audience

## Influences buyers

There has never been a better time to join forces with the *Marine Electronics Journal*, the official magazine of the National Marine Electronics Association (NMEA). Published six times a year, *MEJ* reaches ALL marine electronics dealers, retailers, and installers, both NMEA members and non-members. They are major buyers of your products. More important, they influence the buying decisions of tens of thousands of recreational and commercial boaters monthly. Your strong presence in the magazine provides effective marketing leverage in a highly competitive market.

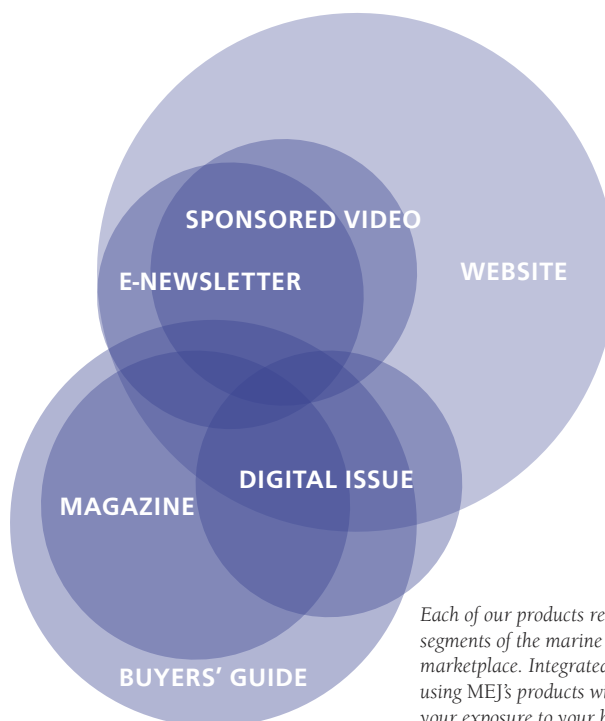
## Is looking to buy

The *Marine Electronics Journal* Buyers' Guide and its consumer focused website, [www.nmeaboater.com](http://www.nmeaboater.com), present the most comprehensive, accurate database for finding any marine electronic product or service on the web. *MEJ*'s online Buyers' Guide is used by thousands of boat owners and industry professionals annually.

## Makes decisions

*MEJ* and its connected media products are read, saved and referenced by the people who make the buying and installation decisions for dealerships, boats, new builds, and retrofits. They make the decisions that impact your business.

## MAXIMUM EXPOSURE TO MARINE ELECTRONICS BUYERS



### PRINTED ISSUES

**6,500**  
copies of each  
of five regular  
issues



### PRINTED BUYERS' GUIDE

**8,000**  
copies  
to the boating  
public plus  
trade



### DIGITAL ISSUES

**4,600**  
copies  
delivered  
each issue



### CONSUMER WEBSITE FOR BOAT OWNERS

**10,000+**  
visitors  
monthly



### E-NEWS

**4,600+**  
e-newsletters  
distributed  
each issue



### SPONSORED CONTENT



### SPONSORED VIDEO



Our audience,  
your market

# our editorial

## 2020 Editorial Calendar

### JANUARY/FEBRUARY

- Award-Winning Products
- Getting the Most from Your Multimeter

### MARCH/APRIL

- Next Gen: Dealers, Techs & Installers
- Marine Cybersecurity: Are We Winning or Losing?

### MAY/JUNE

- Electronics on Inland Fleets (*Tugs, Towboats & Fireboats*)
- Interfacing & Automation: What's Next?

### JULY/AUGUST

#### Buyers' Guide Consumer Edition

- Buyers' Guide: Best & Brightest Electronics
- Directory of Products, Manufacturers, and Dealers

### SEPTEMBER/OCTOBER

- Working with Marinas & Yards
- NMEA Conference & Expo Preview

### NOVEMBER/DECEMBER

- International Section:
  - Trade/tariff update
  - NMEA's global actions
  - How foreign dealers operate
  - Outfitting boats to operate abroad
- 2020 NMEA Conference & Expo
  - Product and Technology Awards
  - Conference Highlights

### + DEPARTMENTS

#### STANDARDS

#### RTCM REPORTS

#### INDUSTRY NEWS

#### DEALER PROFILE

#### NEW MEMBERS

#### INNOVATIONS

#### TECHNOLOGY

#### NMEA BUSINESS

#### MAILBAG

#### NEW PRODUCTS

#### INDUSTRY SPOTLIGHT



## + 2020 - 2021 Marine Electronics Journal Buyers' Guide

### Consumer Edition, Directory

### JULY/AUGUST 2020

- More than 1,000 products, manufacturers, and dealers at your fingertips
- The most comprehensive buyers' guide available in print and on the web
- 25% higher circulation than normal MEJ issues 8,000+
- Year-long shelf life, making this a top marketing opportunity
- More than 125 categories of products for the boating public
- Also available on nmeaboater.com, the website for boating consumers
- Bonus distribution: Miami, Ft. Lauderdale, Seattle Boat Shows

Editorial Submissions: Jim Fullilove, jim@mejbiz.com

Ad Submissions: Bruce Cole, bcole@mcnabbmr.com

# our rates & specs



## NMEA Member Print Rates 2020

Advertising	Size	1x	3x	6x
Cover	II	\$3,800	\$3,500	\$3,240
	III	\$3,320	\$3,180	\$3,030
	IV	\$3,960	\$3,650	\$3,370
4-Color	Full Page	\$3,320	\$3,180	\$2,985
	Spread	\$5,510	\$5,280	\$5,030
	1/2 Spread	\$4,160	\$3,980	\$3,830
	2/3	\$2,900	\$2,780	\$2,660
	1/2 Island	\$2,710	\$2,600	\$2,490
	1/2	\$2,510	\$2,400	\$2,310
	1/3	\$2,230	\$2,150	\$2,080
	1/4	\$1,710	\$1,620	\$1,550
2-Color	Full Page	\$2,930	\$2,750	\$2,580
	2/3	\$2,450	\$2,310	\$2,180
	1/2 Island	\$2,250	\$2,120	\$2,020
	1/2	\$2,030	\$1,910	\$1,820
	1/3	\$1,730	\$1,650	\$1,560
	1/4	\$1,290	\$1,200	\$1,140
Black & White	Full Page	\$2,360	\$2,200	\$2,040
	2/3	\$1,880	\$1,760	\$1,620
	1/2 Island	\$1,690	\$1,550	\$1,440
	1/2	\$1,450	\$1,330	\$1,220
	1/3	\$1,130	\$1,050	\$960
	1/4	\$920	\$830	\$780
	1/6	\$580	\$530	\$490

**Rates:** Above rates are based on number of insertions, regardless of size, used within 12 months from first insertion.

### + 2020 Deadlines

Issue	Reservation Deadline	Materials Deadline
January/February 2020	November 1, 2019	November 14, 2019
March/April 2020	January 2, 2020	January 15, 2020
May/June 2020	March 2, 2020	March 13, 2020
July/August 2020	May 1, 2020	May 14, 2020
September/October 2020	July 1, 2020	July 15, 2020
November/December 2020	September 1, 2020	September 14, 2020
January/February 2021	November 2, 2020	November 13, 2020

### Buyers' Guide Rates:

Rates for the July/August *MEJ* Buyers' Guide, Consumer Edition issue are 25% higher than the standard rates (shown at left) based on the fact that the *MEJ* Buyers' Guide, Consumer Edition receives 25% higher circulation compared with our normal issues. Please see our statement of Circulation and Distribution on the next page.

### Distributor Advertising

The July/August Buyers' Guide is a consumer edition of the *Marine Electronics Journal*. Distributor advertising may be in the trade section of the issue. Distributor advertising is accepted in all other issues of the *Marine Electronics Journal*.

### + Special Pricing

#### Agency Commission

All rates listed are NET. Agency commissions are not offered.

#### Inserts and Gatefolds:

Rates on request.

#### PMS Color:

Additional \$50 over 2-color rate.

#### Special Position:

Advertisements published on a specific page requested by the advertiser will be charged a position fee that is 5% of the net cost of the advertisement.

#### Non-member Rates:

Non-member rates add 10%.



# our rates & specs

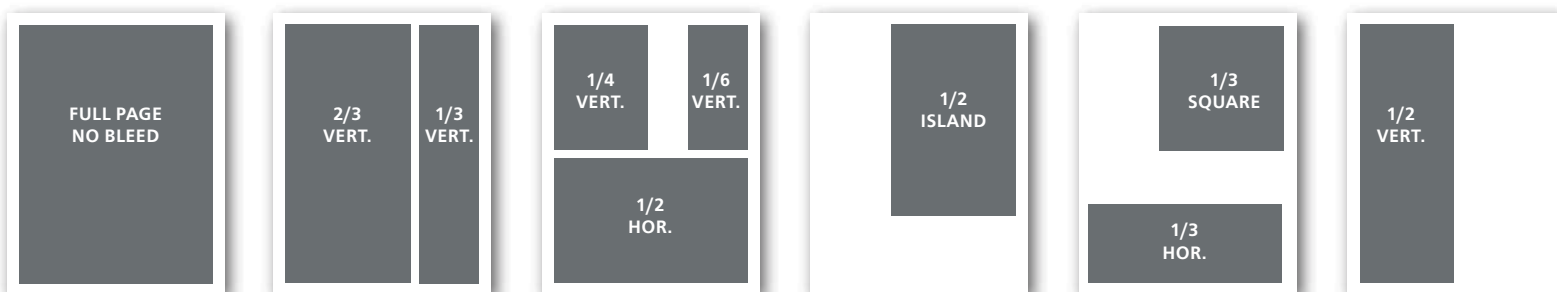
## Circulation and Print Specs 2020

### + Circulation and Distribution

*Marine Electronics Journal* is circulated to the entire market, including members and non-members of the National Marine Electronics Association. For regular issues of the magazine 6,500 print copies and 4,600 digital copies are distributed. In addition, the nmeaboater.com website attracts 10,000+ visitors per month. Reader categories include the following: marine electronics sales and service dealers; installers, retailers, distributors, manufacturers, and all others involved in the design, manufacture, sales and servicing of marine electronics and related services for recreational and light commercial boats.

**The July/August MEJ Buyers' Guide, Consumer Edition issue only** is circulated to 8,000, including all dealers and their best customers and prospects who own and operate boats in the range of 20' LOA or longer. Advertisers receive the benefit of 25% higher circulation in the *MEJ* Buyers' Guide, Consumer Edition, which has a 12-month shelf life.

### + Mechanical Requirements



### Advertising Dimensions

Ad Size	Horizontal	Vertical
Full Page	7.5"	10"
Full Page Bleed	8.75"	11.25"
2/3 Page Vertical	4.875"	10"
1/2 Page Horizontal	7.5"	4.875"
1/2 Page Island	4.875"	7.5"
1/2 Page Vertical	3.625"	10"
1/3 Page Vertical	2.312"	10"
1/3 Page Horizontal	7.5"	3.167"
1/3 Page Square	4.875"	4.875"
1/4 Page Vertical	3.625"	4.875"
1/6 Page Vertical	2.312"	4.875"
2 Page Spread	17"	11"
2 Page Spread Bleed	17.25"	11.25"
1/2 Page Hor. Spread	17"	4.875"

**Trim Size:** 8.5" x 11"

**Binding:** Saddle-stitched

**Furnished Inserts and Gatefolds:**  
Mechanical requirements available on request.

#### Production Services:

Production services on ads may be provided for a fee. Please contact *MEJ* for more information.

### + Send Ad Materials to:

#### Bruce Cole

bcole@mcnabbmr.com  
*Marine Electronics Journal*  
34 Spruce St.  
Rockport, ME 04856 USA

#### Leslie Curtis

lcurtis@mcnabbmr.com  
Tel: 1-207-230-0554  
Fax: 1-207-236-0369

### + Ad Submission Guidelines

Hi-Res Adobe Acrobat PDF (recommended): Press quality. All fonts embedded.

Image settings: Color images 300 DPI; Monochrome images (Graphic & Art Settings) 1200 DPI



# our rates & specs

## Rates for Paid Company Profiles in *Marine Electronics Journal* 2020

**1 Page** \$3,150 (consists of a half-page ad plus a short article)

**2 Pages** \$4,750 (consists of a 1 page ad plus a 1 page article)

### + Requirements:

- Advertising and article will be provided by the company but edited for publication by the *Marine Electronics Journal*.
- Advertisement will be labelled as "Paid Advertising Supplement."
- Company profiled must be a member of the NMEA.

### + Distribution and Benefits:

- 6,500 print copies
- 4,600 digital copies (your website is linked to your advertisement)
- Company featured will be provided with a print-ready PDF along with the rights to print and distribute the piece.
- The Company Profile will be linked to the member listing at [www.nmeaboater.com](http://www.nmeaboater.com).
- The Company Profile will also be featured in the e-newsletter, "Marine Electronics: Tips. Technology. Talk," along with a banner ad from the company.

[www.marineelectronicsjournal.com](http://www.marineelectronicsjournal.com)

