

SERVING THE MARINE ELECTRONICS MARKET

MEJ

MARINE ELECTRONICS
JOURNAL

2017 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 marineelectronicsjournal.com website and blog, e-newsletter, advertiser emails, and consumer website for boat owners offer additional opportunities for you to reach and stay connected with your buyers.

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.

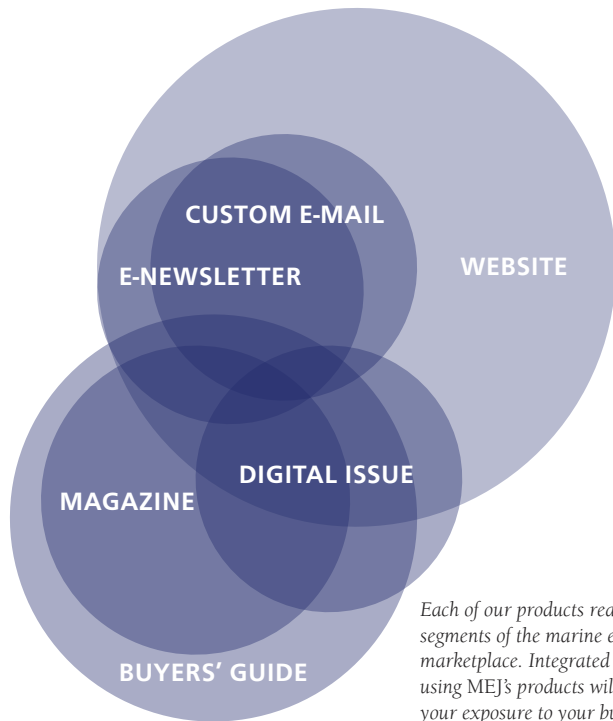
Is looking to buy

The *Marine Electronics Journal* Buyers' Guide and its website, www.marineelectronicsjournal.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 an estimated 125,000+ 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, and new builds. They make the decisions that impact your business.

MAXIMUM EXPOSURE TO MARINE ELECTRONICS BUYERS



PRINTED ISSUES

5,500
copies of each
of five regular
issues



PRINTED BUYERS' GUIDE

9,000
copies
distributed to
the boating
public



DIGITAL ISSUES

4,500
copies
delivered
each issue



CONSUMER WEBSITE FOR BOAT OWNERS

20,000+
visitors
monthly



E-NEWS

4,600+
e-newsletters
distributed
each issue



CUSTOM ADVERTISER EMAIL

4,600+
recipients



SPONSORED CONTENT



SPONSORED VIDEO



Our audience,
your market

our editorial

2017 Editorial Calendar

JANUARY/FEBRUARY

- Award-Winning Products
- eLoran Makes a Comeback

MARCH/APRIL

- MSRP and the Perils of Pricing
- Interfacing NMEA 2000® and Engines

MAY/JUNE

- Commercial Focus: Hydrographic Charting
- The Downsides of Software Updates
- Best Marine Apps

JULY/AUGUST

Buyers' Guide Consumer Edition

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

SEPTEMBER/OCTOBER

- All About Gateways
- eNavigation: Update and Implications
- Convention Preview

NOVEMBER/DECEMBER

- International Section
- 2017 NMEA Conference & Expo
 - Annual Product Awards
 - Industry Technology Award
 - Conference Highlights

+ DEPARTMENTS

STANDARDS

INDUSTRY NEWS

DEALER PROFILE

NEW MEMBERS

INNOVATIONS

TECHNOLOGY

NMEA BUSINESS

MAILBAG

NEW PRODUCTS

INDUSTRY SPOTLIGHT

REGIONAL REPORTS



+ 2017 - 2018 Marine Electronics Journal Buyers' Guide Consumer Edition, Directory

JULY/AUGUST
2017

- More than 1,000 products, manufacturers, and dealers at your fingertips
- The most comprehensive buyers' guide available in print and on the web
- 50% higher circulation than normal MEJ issues 9,000+
- Year-long shelf life, making this a top advertising opportunity
- More than 125 categories of products for the boating public
- Available through www.NMEA.org or www.MarineElectronicsJournal.com

Editorial Submissions: Jim Fullilove, jim@mejbiz.com

Ad Submissions: Bruce Cole, bcole@mcnabbmr.com

our rates & specs



NMEA Member Print Rates 2017

Advertising	Size	1x	3x	6x
Cover	II	\$3,690	\$3,395	\$3,145
	III	\$3,220	\$3,085	\$2,940
	IV	\$3,845	\$3,540	\$3,270
4-Color	Full Page	\$3,220	\$3,085	\$2,940
	Spread	\$5,345	\$5,121	\$4,880
	1/2 Spread	\$4,042	\$3,868	\$3,718
	2/3	\$2,815	\$2,695	\$2,585
	1/2 Island	\$2,630	\$2,525	\$2,420
	1/2	\$2,435	\$2,330	\$2,240
	1/3	\$2,165	\$2,085	\$2,015
	1/4	\$1,660	\$1,570	\$1,500
2-Color	Full Page	\$2,840	\$2,665	\$2,505
	2/3	\$2,375	\$2,240	\$2,115
	1/2 Island	\$2,185	\$2,060	\$1,960
	1/2	\$1,970	\$1,855	\$1,770
	1/3	\$1,680	\$1,600	\$1,515
	1/4	\$1,250	\$1,165	\$1,110
Black & White	Full Page	\$2,290	\$2,135	\$1,980
	2/3	\$1,820	\$1,705	\$1,570
	1/2 Island	\$1,640	\$1,500	\$1,400
	1/2	\$1,410	\$1,290	\$1,185
	1/3	\$1,100	\$1,015	\$935
	1/4	\$895	\$805	\$755
	1/6	\$560	\$515	\$480

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

+ 2017 Deadlines

Issue	Reservation Deadline	Materials Deadline
January/February 2017	November 2, 2016	November 15, 2016
March/April 2017	January 2, 2017	January 16, 2017
May/June 2017	March 1, 2017	March 15, 2017
July/August 2017	May 1, 2017	May 15, 2017
September/October 2017	July 3, 2017	July 17, 2017
November/December 2017	September 1, 2017	September 15, 2017
January/February 2018	November 1, 2017	November 15, 2017

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 50% 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 2017

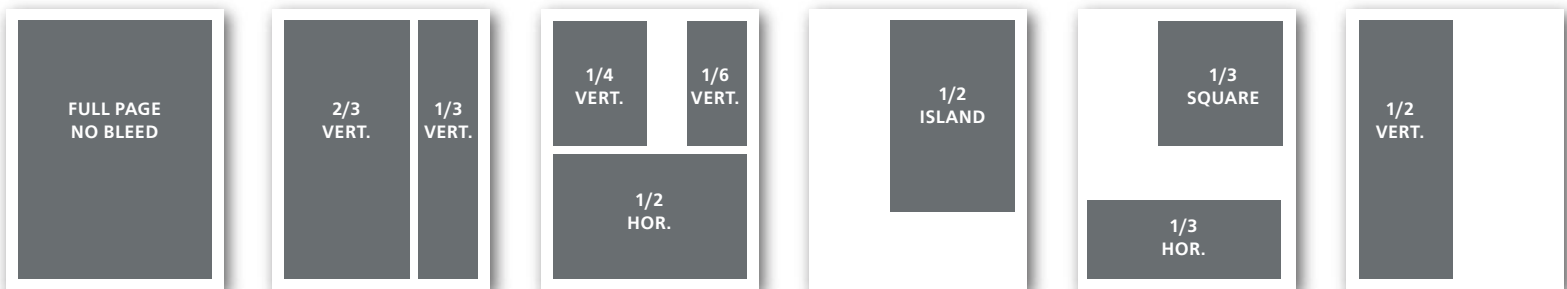


+ Circulation and Distribution

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 5,500 print copies and 4,500 digital copies are distributed. In addition, the *Marine Electronics Journal* website attracts 20,000+ visitors per month, while the NMEA website attracts 25,000 – 30,000 unique visitors per month. Reader categories include the following: marine electronics sales and service dealers; marine electronics manufacturers; commercial ship and workboat owners and operators; pilots; naval architects; marine engineers; shipbuilding and repair yards; federal, state, and local governments and agencies; and international organizations.

The July/August MEJ Buyers' Guide, Consumer Edition issue only is circulated to 9,000, including all dealers and their best customers and prospects who own and operate boats in the range of 40' LOA or longer. Advertisers receive the benefit of 50% 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"
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2 Page Spread	17"	11"
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

our rates & specs

Digital Rates 2017 www.marineelectronicsjournal.com



"All IN" Package	\$22,990
<p>Our "All In" package gives a company maximum coverage in MEJ's print, digital, and web media. The package includes:</p> <ul style="list-style-type: none"> • Full-page ad in each of six printed issues of the <i>Marine Electronics Journal</i> (including the Buyers' Guide issue), with placement inside the magazine. (Covers carry a premium.) • Full-page ad in each of six digital issues of MEJ. • The Platinum Package (see below), including premium branding package, priority placement, banner advertising in all categories, home-page banner advertising, and three featured products rotated onto the home page. • Sponsorship of 2 monthly digital newsletters. 	

Platinum Package	\$7,795
<p>The Platinum Package provides a company with all the marketing and benefits below for a package price of \$7,795 net (before applicable discounts). The complete package includes:</p> <ul style="list-style-type: none"> • The premium branding package (see next page) with three featured products on the company listing and rotated onto the home page. • Banner advertising on all product categories in which the company is listed (medium rectangle). • Home page banner advertisement (medium rectangle). • Sponsorship of 1 monthly digital newsletter. 	

Rates

Ad Type/Location	Size in Pixels	Rate
EMAIL NEWSLETTER RATES		
Leaderboard	728 (w) x 90 (h) pixels	\$650
Medium Rectangle	300 (w) x 250 (h) pixels	\$375
A LA CARTE WEBSITE ADVERTISING RATES (NET)		

Monthly Ad Options

		Rate/Month
1) Home Page		
Leaderboard	728 (w) x 90 (h) pixels	\$450
Half Page	300 (w) x 600 (h) pixels	\$500
Medium Rectangle	300 (w) x 250 (h) pixels	\$300
2) Buyers' Guide Product Pages		
Medium Rectangle	300 (w) x 250 (h) pixels	\$35

Yearly Marketing Options Packages (please see next page)

+ Special Discounts

NMEA members and *Marine Electronics Journal* advertisers receive discounted rates for online advertising with Marine ElectronicsJournal.com. NMEA members receive a 15% discount. In addition, the following discounts also apply to online advertising.

Annual MEJ Print Ad Spending	Percent Discount
\$2,500 - \$5,000	5%
\$5,001 - \$10,000	7%
\$10,001 - \$15,000	10%
\$15,001 - \$20,000	12%
>\$20,001	15%

+ Website Advertising Specs

Ad Type	Dimensions
Leaderboard	728 (w) x 90 (h) pixels
Half Page	300 (w) x 600 (h) pixels
Medium Rectangle	300 (w) x 600 (h) pixels

File Formats:

Gif and jpg formats accepted.
Maximum file size: 40 KB

Hot Products Photos:

Please supply for each of three product photos:

- Size: 256 pixels (w) x 180 pixels (h)
- Name of product and model number
- File size: no more than 40 KB
- URL to your website for each product

+ Send all digital materials to:

Jon Cole
jcole@mcnabbmr.com
Tel: 1-207-230-0554

our rates & specs

Digital Rates 2017 www.marineelectronicsjournal.com



Rates

Ad Type/Location	Rate
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A LA CARTE WEBSITE ADVERTISING RATES (NET)

Yearly Marketing Option Packages Rate/Year

Buyers' Guide Manufacturers Listing

1) Premium Branding Package	\$895
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- Logo
- Full description
- Priority listing
- Three featured product photos and links
- Featured products rotated onto home page

2) Advanced Branding Package	\$455
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- Logo
- Full description
- Priority listing
- Three featured product photos and links

3) Basic Branding Package	\$155
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- Logo
- Full description
- Priority listing

www.marineelectronicsjournal.com