



The Official Journal of the National Marine Electronics Association

## **WHY ADVERTISE IN THE *MARINE ELECTRONICS JOURNAL?***

Your advertisement reaches and influences nearly all marine electronics dealers, retailers, and their personnel in *America*. *Dealers, in turn, 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. In addition, you reach thousands of additional buyers in recreational, commercial, and government market segments.

### ***The NMEA Dealer Profile***

#### **The Average NMEA Dealer:**

- **Completes installation, repair, and service on 300+ boats annually.**
- **Interacts with 1,200+ prospects and customers yearly.**
  - **Recommends purchases to 83% of the above.**
  - **Services boats in the range of 31' - 100'.**
  - **Services pleasure & commercial boats.**
  - **Reads the *Marine Electronics Journal!***