



CONNECT WITH THE MARINE ELECTRONICS MARKET IN 2012!

Your advertising reaches 6,000+ key decision makers:

- ◆ Marine Electronics Dealers and Personnel
- ◆ Buyers for Chandleries and Retail Chains
- ◆ Distributors, U.S.C.G., and Government
- ◆ Others in the wholesale marketing chain

- **Quality of Readership:** *MEJ* readers are the decision makers for the purchase of marine electronics. Half our readers say they make final purchasing decisions; another 25% say they either recommend or make decisions to purchase.
- **Who Receives *MEJ*:** More than 1,000 owners, managers, and technicians of marine electronics sales and service dealers, as well as most manufacturers. Key buyers for owners/operators of commercial ships, workboats, and government vessels. Owners of recreational boats over 30'.
- **Who Reads *MEJ*:** More than 6,000 key decision makers receive a personal copy of *MEJ*; our surveys show that four people read each issue, for a 24,000+ total readership.
- **Decision makers read *MEJ*:** Two out of every five *MEJ* readers carry the title of Owner, Partner, or President. *MEJ* also has a loyal readership of technicians, engineers, naval architects, manufacturers representatives, administrators, and other professionals who are influential in equipping recreational and commercial vessels with marine electronics.

- ***MEJ* is circulated to these categories:**

Marine electronics dealers
Marine electronics sales personnel
Marine electronics technicians
Marine electronics manufacturers
Commercial ship owners/operators
Work boat owners/operators
Commercial fishermen

Recreational boat owners/operators (>30')
Pilots
International organizations
Naval architects
Marine engineers
Shipbuilding and repair yards
U.S. Government