



## **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!***