

SERVING THE MARINE ELECTRONICS MARKET

MEJ

MARINE ELECTRONICS
JOURNAL

2024 MEJ Media Guide

- Print 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 service 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.

Cover photo: Courtesy of Johnson Outdoors-Humminbird

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.

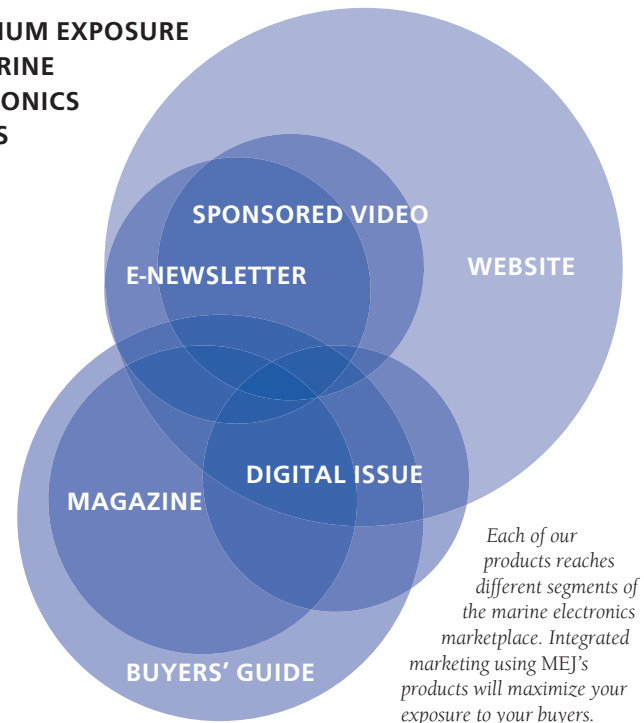
Is looking to buy

The *Marine Electronics Journal* Buyers' Guide and its consumer focused website, www.nmeaboater.com, 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 used by thousands of boat owners and industry professionals annually.

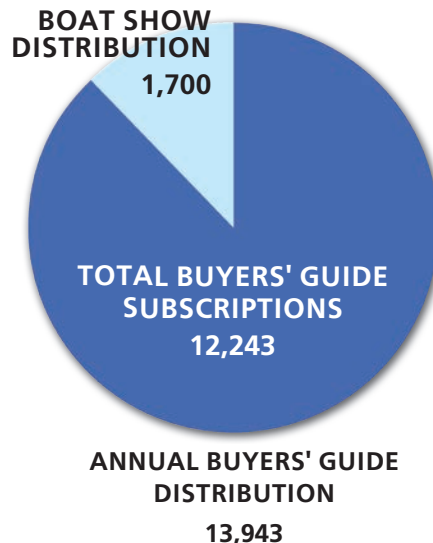
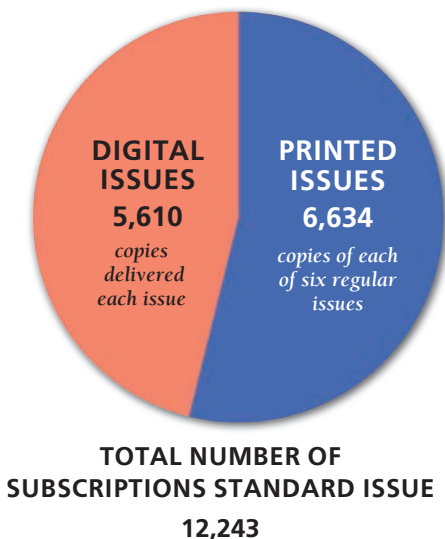
NMEA training

In 2023 all people who participate in NMEA training classes (in-person and on-line) worldwide will receive a free digital subscription to *MEJ*. This insures that your advertising message will be read by the top installers and dealers, including new entrants to the profession.

MAXIMUM EXPOSURE TO MARINE ELECTRONICS BUYERS



MEJ circulation as of September 2022



- CONSUMER WEBSITE FOR BOAT OWNERS: Thousands of visitors monthly
- MEJ E-NEWSLETTER: 5,500+ distributed
- SPONSORED CONTENT: Your message delivered to our readers.
- SPONSORED VIDEO: Your video featured at NMEAboater.com

3029 subscribers receive both print and digital issues. This enables these important subscribers greater access to *MEJ* as many of them travel from project to project.



Our audience, your market

our editorial

2024 Editorial Calendar

JANUARY/FEBRUARY

- Going higher voltage

MARCH/APRIL

- Integrating trolling motors & electronics
- Analyzing the refit market

MAY/JUNE

- Specialty boat electronics
- Stealth electronics & fishing

JULY/AUGUST

Buyers' Guide Consumer Edition

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

SEPTEMBER/OCTOBER

- Marine electronics and AI
- NMEA Conference & Expo Preview

NOVEMBER/DECEMBER

- International Section:
 - Europe Tech Report
 - International Member Profiles
- 2023 NMEA Conference & Expo
 - Annual Product Awards
 - Product of Excellence Awards
 - NMEA Technology Award
 - Best New Product Award
 - Conference Highlights
 - Education Sessions

+ DEPARTMENTS

STANDARDS

RTCM REPORT

NEWS

INDUSTRY PROFILES

NEW MEMBERS

TECH TALK

NMEA BUSINESS

MAILBAG

NEW PRODUCTS

ELECTRO-TECH TIPS

BUSINESS SENSE

HERE'S MY TAKE



+ 2024 - 2025 Marine Electronics Journal Buyers' Guide Consumer Edition, Directory

JULY/AUGUST 2024

- More than 1,000 products, manufacturers, and dealers at your fingertips
- The most comprehensive buyers' guide available in print and on the web
- 14% higher circulation than normal MEJ issues—13,900+
- 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: Ray Clark, mejadvertising@gmail.com

our rates & specs

NMEA Member Print Rates 2024

Advertising	Size	1x	3x	6x
Cover	II	\$3,990	\$3,680	\$3,400
	III	\$3,490	\$3,340	\$3,180
	IV	\$4,160	\$3,830	\$3,540
4-Color	Full Page	\$3,490	\$3,340	\$3,140
	Spread	\$5,790	\$5,540	\$5,280
	1/2 Spread	\$4,370	\$4,180	\$4,020
	2/3	\$2,500	\$2,450	\$2,400
	1/2 Island	\$2,100	\$2,000	\$1,900
	1/2	\$1,900	\$1,800	\$1,700
	1/3	\$1,300	\$1,250	\$1,200
	1/4	\$1,100	\$1,050	\$1,000
	Black & White	Full Page	\$2,480	\$2,310
2/3		\$1,970	\$1,850	\$1,700
1/2 Island		\$1,780	\$1,630	\$1,510
1/2		\$1,520	\$1,400	\$1,280
1/3		\$1,190	\$1,100	\$1,010
1/4		\$970	\$870	\$820
	1/6	\$610	\$560	\$520

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

+ 2024 Deadlines

Issue	Reservation Deadline	Materials Deadline
January/February 2024	November 1, 2023	November 14, 2023
March/April 2024	January 2, 2024	January 15, 2024
May/June 2024	March 1, 2024	March 14, 2024
July/August 2024	May 1, 2024	May 14, 2024
September/October 2024	July 1, 2024	July 15, 2024
November/December 2024	September 3, 2024	September 13, 2024
January/February 2025	November 1, 2024	November 14, 2024

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 higher circulation, compared with our normal issues, and longer shelf life. 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

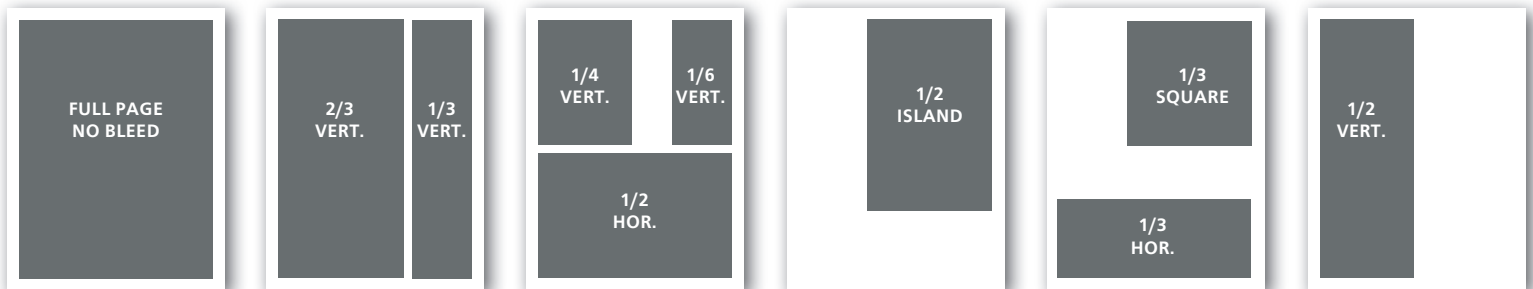
Circulation and Print Specs 2024

+ 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 6,600 print copies and 5,600 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 13,900+, 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 14% 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"
<hr/>		
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:

Ray Clark

Sales Director

mejadvertising@gmail.com

Tel: +1-401-447-1506

Leslie Curtis

lcurtis.mej@gmail.com

+ 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

