SERVING THE MARINE ELECTRONICS MARKET

MEJ

MARINE ELECTRONICS JOURNAL



2027 MEJ Media Guide

- Print and digital solutions
- Editorial calendar
- Rates & specs

NMEA®

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 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.

> Our audience influences buying decisions, is openly looking to buy, and makes decisions that can affect your business.

Cover photo: Courtesy of Teledyne FLIR

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.

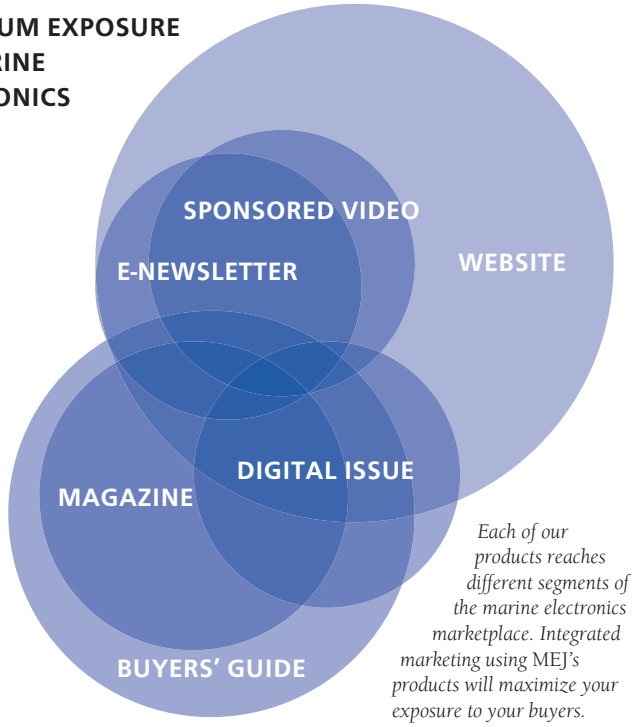
Is looking to buy

The *Marine Electronics Journal* Buyers' Guide and its consumer focused NMEA Boater website, 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 thousands of boat owners and industry professionals annually.

NMEA training

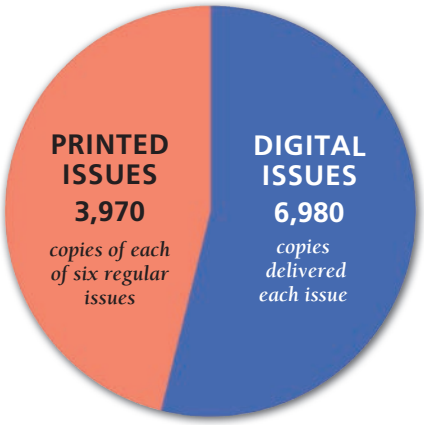
In 2027 all people who participate in NMEA training classes (in-person and on-line) world-wide will receive a free digital subscription to *MEJ*. This ensures that your advertising message will be read by the top installers and dealers, including new entrants to the profession.

MAXIMUM EXPOSURE TO MARINE ELECTRONICS BUYERS



Each of our products reaches different segments of the marine electronics marketplace. Integrated marketing using MEJ's products will maximize your exposure to your buyers.

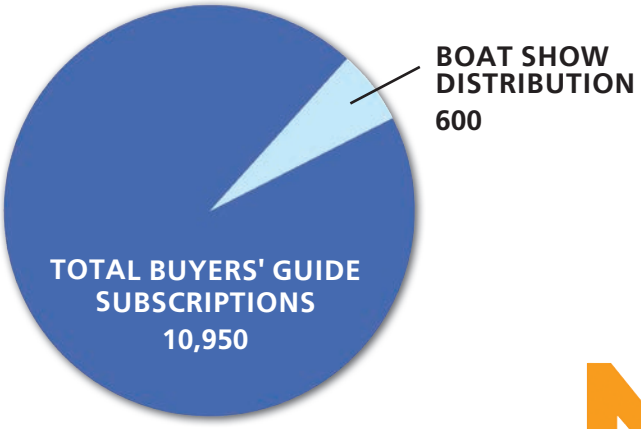
MEJ circulation



TOTAL NUMBER OF SUBSCRIPTIONS STANDARD ISSUE

10,950

1,499 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.



ANNUAL BUYERS' GUIDE DISTRIBUTION

11,550

MEJ
MARINE ELECTRONICS JOURNAL

Our audience, your market

our editorial

MARINE ELECTRONICS JOURNAL

2027 Editorial Calendar

JANUARY/FEBRUARY

- **The 21st Century Trawler**
  Lithium, digital switching and a wall of screens: managing today's home comforts afloat
- **Magnetron Sunset**
  Servicing radar in the solid-state era
- **The Modern VHF**
  Networked radios and the safety sale
- **Emergency Cut-off Systems**
  Wireless engine cut-offs and manoverboard alerts

MARCH/APRIL

- **Seeing Ahead**
  Forward-looking sonar, from transducer to 3D
- **What the Builder Put at the Helm**
  Factory electronics packages and the servicing dealer
- **The Boat Club Boom**
  Electronics for fleets nobody owns
- **The Party Deck**
  Audio and lighting, the dealer's best margin
- **Tablet Navigation**
  Audio and lighting, the dealer's best margin

MAY/JUNE

- **After the Strike**
  Lightning damage and rebuilding the networked helm
- **When the Boat Calls the Shop**
  Predictive maintenance and monitoring data as a service business
- **Outfitting the Dive Boat**
  Electronics for the charter dive operator
- **Live Sonar Showdown**
  Tournament rules meet the fishing electronics arms race

JULY/AUGUST

Buyers' Guide:

- **Best & Brightest Electronics**
  Manufacturers' best products in dozens of categories, kept aboard all year
- **Directory of Manufacturers, Dealers, Products**
  Who makes it, sells it and installs it, by category

SEPTEMBER/OCTOBER

- **NMEA Conference & Expo Preview**
  Milwaukee, Sept. 20–24, 2027
- **Master Dealer Roundtable**
- **Service Contracts**
  Building recurring revenue in the service bay
- **Blue Light Fleet**
  Selling and servicing police, fire and rescue boats

NOVEMBER/DECEMBER

- **2027 NMEA Conference & Expo**
  Annual Product Awards; Product of Excellence Awards; NMEA Technology Award; Best New Product Award; conference highlights
- **International Section**
  New Zealand's homegrown innovators; NMEA training abroad; international member profiles
- **Chart Data Wars**
  Who owns the map, and the dealer's share
- **Starlink and the New Satcom**
  Low-orbit connectivity offshore, and the installer's role











2027 - 2028 Marine Electronics Journal Buyers' Guide

Consumer Edition, Directory

JULY/AUGUST 2027

- More than 1,000 products, manufacturers, and dealers at your fingertips
- The most comprehensive buyers' guide available in print and on the web
- 10% higher circulation than normal *MEJ* issues—11,550
- Year-long shelf life, making this a top marketing opportunity
- More than 125 categories of products for the boating public
- Bonus distribution at major boat shows

Editorial Submissions: Darrell Nicholson, dnicholson@mej-biz.com
Ad Submissions: Ray Clark, mejadvertising@gmail.com

our rates & specs

NMEA Member Print Rates 2027

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	$2,140
	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.

Email Marketing Rates:

New sponsored email blast opportunities available starting at **$1,800**.
Email mejadvertising@gmail.com for details.

MEJ e-Newsletter Rates:

Marketing opportunities available: **Sponsored content** $650/issue; **Banner** $550/issue; **Top Banner** $600/issue. Email mejadvertising@gmail.com for details.

2027 Deadlines

Issue	Reservation Deadline	Materials Deadline
January/February 2027	November 3, 2026	November 16, 2026
March/April 2027	January 4, 2027	January 15, 2027
May/June 2027	March 3, 2027	March 16, 2027
July/August 2027	April 30, 2027	May 14, 2027
September/October 2027	July 1, 2027	July 14, 2027
November/December 2027	September 1, 2027	September 14, 2027
January/February 2028	November 3, 2027	November 16, 2027

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.

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%.

MARINE ELECTRONICS JOURNAL

our rates & specs

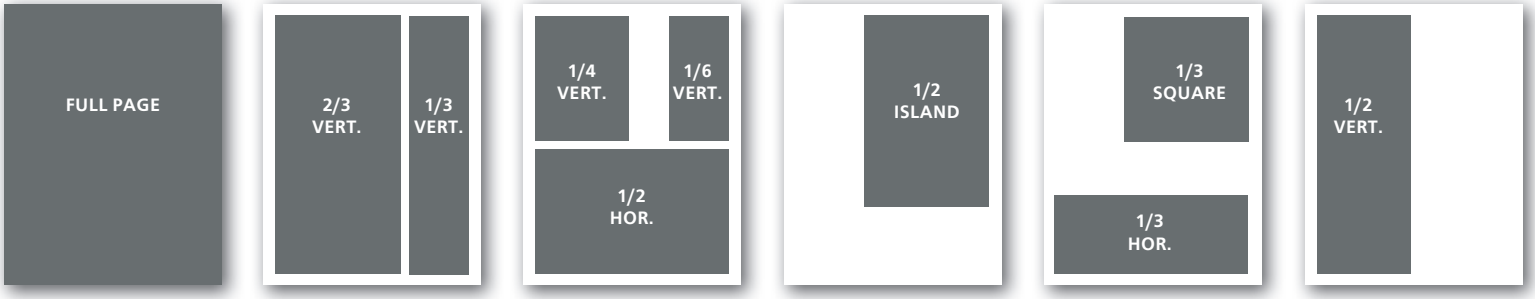
Circulation and Print Specs 2027

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 3,970 print copies and 6,980 digital copies are distributed. 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 11,550, 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 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"

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

MARINE ELECTRONICS JOURNAL