



OFFICIAL PUBLICATION OF
IFAI **marine**
 Fabricators Conference
 Jan. 19-21, 2017
 Jacksonville, FL USA
 Jacksonville Marriott



MarineFabricatorMag.com

E-Newsletter

MARINE FABRICATOR EDITORIAL CALENDAR

Editorial calendar and bonus distribution subject to change

January/February

MFA Time Standards
Shade Solutions:
 Advanced Sun Protection for People and Equipment
Shop Layout and Organization Solutions
Boat Upgrades: Fabrics, Electronics, Metal Work
 Ad Close: Nov 17, 2016
 Materials Due: Dec 3, 2016
 BONUS DISTRIBUTION
 2017 NECPA Conference & Expo
 IFAI Marine Fabricators Conference 2017
 CMCF 2017 Convention

March/April

MFA Excellence Awards: Interior and Exterior
New Exterior Fabrics
Needles and Threads
Sewing Machines: Maintenance and New Equipment
 Ad Close: Jan 17, 2017
 Materials Due: Feb 3, 2017

May/June

Biminis 101: Quality Factors and Construction Options
What's New in Marine Hardware
The Link between Word-of-Mouth Buzz and Good Customer Service
State of The Industry
 Ad Close: Mar 17, 2017
 Materials Due: Apr 3, 2017
 BONUS DISTRIBUTION
 Specialised Textiles Association Expo
 OFPANZ Conference 2017
 Outlook 2017

July/August

Employee Recruitment and Retention
Fabric Repair and Replacement
Interior Trends, including upholstery and vinyl developments
Marketing Your Business
 Ad Close: May 17, 2017
 Materials Due: Jun 3, 2017

September/October

Succession Planning for Your Business
Upselling Your Services and Products
Mold and Mildew Solutions
Developing a Business Plan for Growth
 Ad Close: Jul 17, 2017
 Materials Due: Aug 3, 2017
 BONUS DISTRIBUTION
 IFAI Expo 2017
 IBEX 2017

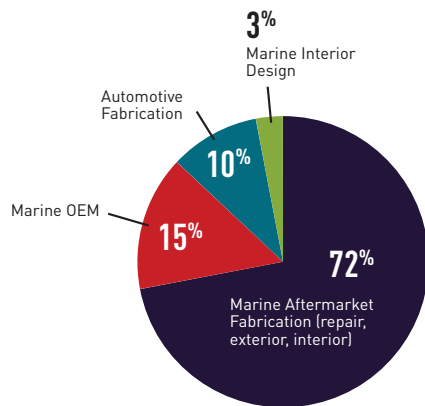
November/December

BUYER'S GUIDE
 A complete product and service resource used throughout the year for buying decisions.
 Ad Close: Sep 17, 2017
 Materials Due: Oct 3, 2017



Marine Fabricator

For more than 20 years, decision makers have turned to *Marine Fabricator* to learn craftsmanship techniques and build successful marine fabrication enterprises. Business owners use the publication as the primary resource for their business needs and for education and information. The Buyer's Guide provides readers an easy year-round resource for making buying choices.



READER PROFILE

5,000 CIRCULATION

12,447 READERSHIP

2016 READER SURVEY

100% Read or looked at ads and 63.6% read or looked at 6 or more

94.3% Of readers are owners, designers and fabricators

96.1% Read for new products and services

91.7% Keep and refer to past issues

96.8% Make or influence decisions

83.9% Read all of the last 4 issues

86.4% Pass on their issue of Marine Fabricator to someone else

83.6% Visit the company website, call or e-mail the company when interested in a product advertised

DIVISION

Marine Fabricators Association

NET* Print Rates: Marine Fabricator

Prices listed are per month

AD SIZE	ISSUE FREQUENCY		
	6x	4x	1x
Full page	\$3440	\$3950	\$4295
2/3 vertical	\$3120	\$3625	\$3965
1/2 island	\$2745	\$3200	\$3450
1/2 horizontal	\$2335	\$2745	\$3145
1/3 page (H or V)	\$1835	\$2200	\$2515
1/6 page (H or V)	\$1345	\$1605	\$1855
2-pg spread	\$6535	\$7510	\$8155

Ask your account manager about cover availability and pricing
Special Positions (non cover): add 10% to earned rate

NET Digital Rates: Marine Fabricator

Prices listed are per month

MarineFabricatorMag.com	size	3 mo	6 mo	12 mo
Leaderboard	728 x 90 px	\$595	\$495	\$395
Wide skyscraper	160 x 600 px	\$550	\$450	\$350
Mid-rectangle	300 x 250 px	\$550	\$450	\$350

*Other sizes and dynamic units available. Please call for more information.

E-Newsletter	size	3 mo	6 mo	12 mo
Position #1	600 x 90 px	\$595	\$525	\$450
Position #2	600 x 90 px	\$495	\$425	\$350
Position #3	600 x 90 px	\$395	\$325	\$250
Sponsored content	custom	\$700	\$650	\$600

