



5,000 CIRCULATION

12,447 READERSHIP

2017 READER SURVEY

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

94.3% 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% Either visit the company website, email or call the company when interested in a product advertised

IFAA DIVISION  
Marine Fabricators Association

BOAT UPGRADES  
A strong market drives higher quality materials. P22

USING AUTOMATION  
Balancing investments in employees and equipment. P28

BETTER PHOTOS  
Shooting tips to showcase projects. P38

FIND HELP  
Sourcing, hiring & training new employees. P42

Sept/Oct 2018 PUBLICATION

# Marine Fabricator

DESIGN TRENDS for 2018  
Insights and Innovation from OEMs and Fabricators

ShopTalk | Exterior

Taking photos that better showcase your work  
Only have a smartphone? That's work fine.

IDENTITY: Here's a fabricator project for the cover of every issue of Marine Fabricator. But that requires high-resolution and high-quality photos.

ShopTalk | Exterior

It's a published photograph that has captured the attention of the magazine and got it in to be included in the next issue. The photo is a high-quality, high-resolution image that is suitable for printing at a large size. The photo is a high-quality, high-resolution image that is suitable for printing at a large size. The photo is a high-quality, high-resolution image that is suitable for printing at a large size.

ShopTalk | Exterior

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OFFICIAL PUBLICATION OF

# MARINE

Fabricators Conference

MARINE FABRICATOR ADVERTISEMENT RATES  
Prices are subject to change.

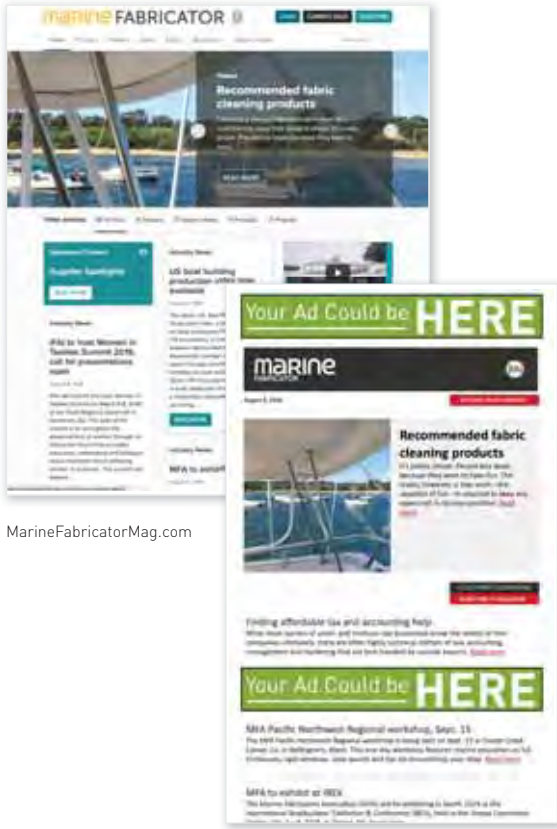
AD SIZE	ISSUE FREQUENCY		
	6x	4x	1x
Full page	\$3500	\$4000	\$4350
2/3 vertical	\$3175	\$3675	\$4025
1/2 island	\$2775	\$3250	\$3500
1/2 horiz	\$2375	\$2800	\$3200
1/3 page (H or V)	\$1850	\$2225	\$2550
1/6 page (H or V)	\$1375	\$1625	\$1875
2-pg spread	\$6625	\$7625	\$8275

Special positions add 10% to earned rate

NET Digital Rates				
Prices listed are per month				
MarineFabricatorMag.com	size	3 mo	6 mo	12 mo
Leaderboard	728 x 90px	\$650	\$550	\$450
Wide skyscraper	160 x 600 px	\$600	\$500	\$400
Mid-rectangle	300 x 250 px	\$600	\$500	\$400
Sponsored content	custom	\$850	\$750	\$650

E-Newsletter				
	size	3X	6X	12X
Leaderboard	600 x 90 px	\$750	\$700	\$650
Position #2	600 x 90 px	\$650	\$600	\$550
Position #3	600 x 90 px	\$550	\$500	\$450
Sponsored content	custom	\$850	\$800	\$750

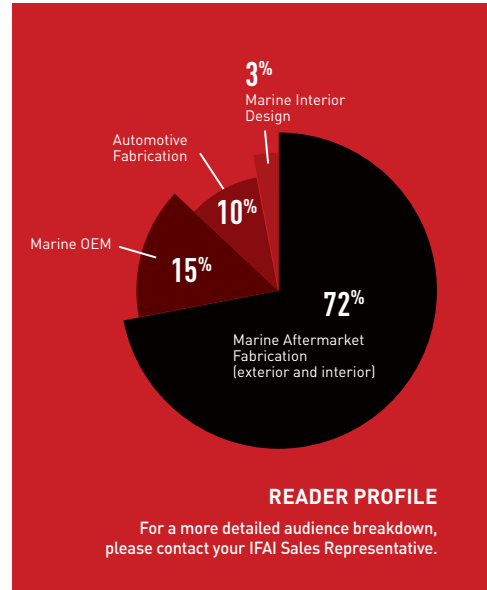


MarineFabricatorMag.com

E-Newsletter

# Marine Fabricator

Celebrating its 25th year with a fresh, new design, *Marine Fabricator* delivers valuable craftsmanship techniques and how-to information to help decision makers build successful marine fabrication enterprises. Business owners use the publication as the primary resource for their business needs, hands-on education and product information. The Buyer's Guide provides readers with a convenient year-round resource for making buying choices.



## MARINE FABRICATOR EDITORIAL CALENDAR

Editorial calendar and bonus distribution subject to change

### January/February

MFA time standards  
Dynamic new windows, windshields and windscreens  
Upholstery patterning techniques

Ad Close: Nov 17, 2018  
Materials Due: Dec 3, 2018

BONUS DISTRIBUTION  
Marine Fabricators Conference 2019

### March/April

MFA Excellence Awards  
Canvas repair—Newest fixes for rips, tears, snaps, zippers and more  
New trends in flooring and mats

Ad Close: Jan 17, 2019  
Materials Due: Feb 3, 2019

### May/June

Sewing machine tuneups, troubleshooting and upgrades  
Equipment and tool roundup  
Make custom projects pay off

Ad Close: Mar 17, 2019  
Materials Due: Apr 3, 2019

### July/August

Covers for boats, equipment and more  
Sustainable boating: Solar panels and other green products  
Metal and frame fabrication

Ad Close: May 17, 2019  
Materials Due: Jun 3, 2019

### September/October

Design Smarts: Design tips from the pros  
The streamlined shop: Products and processes to increase productivity  
High-tech know-how: Cutting, patterning and templating

Ad Close: Jul 17, 2019  
Materials Due: Aug 3, 2019

BONUS DISTRIBUTION  
IBEX 2019  
IFAI Expo 2019

### November/December

BUYER'S GUIDE  
A complete product and service resource used throughout the year for buying decisions.  
Supplier Spotlights—An In-depth look at the Industry's suppliers.

Ad Close: Sep 17, 2019  
Materials Due: Oct 3, 2019