

what's happening

HOW CAN THE INDUSTRY ATTRACT NEW TALENT?

At KnowledgeFest, retailers, manufacturers and educators— including installers, mobile electronics dealers—discussed the future of 12-volt education.

WORDS BY ROSA SYRMA

A KnowledgeFest attendee, I paid to see a panel discussion with a group of industry experts. The panelists were all men, and the audience was mostly men. The panelists were all men, and the audience was mostly men. The panelists were all men, and the audience was mostly men.

32 Mobile Electronics February/March 2023

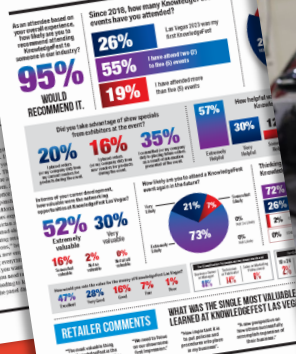
what's happening

"IF YOU WANT PEOPLE TO COME IN," SHE SAID, "YOU NEED TO CHANGE THE MENTALITY OF THEM NEEDING TO KNOW EVERYTHING."

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stats

KnowledgeFest Las Vegas



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strategy & tactics

FROM START TO FINISH



HOW TO FIND NEW CLIENTS

At KnowledgeFest Las Vegas, a business development class shared strategies for finding new customers. Here are five approaches shops can begin working on today.

WORDS BY ROSA SYRMA

1. "Business Development: How to Find New Customers." Sales Pro Joseph Warren Jones shared his experience with finding new customers. He said, "I've been in the industry for 15 years, and I've learned that the best way to find new customers is to be proactive. You need to be out there, talking to people, and asking them for referrals. It's not always easy, but it's the only way to grow your business."

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what's happening

KNOWLEDGEFEST LAS VEGAS PRESENTS HANDS-ON CLASSES ON THE SHOW FLOOR



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The Industry's #1 Resource

mobile ELECTRONICS

FOR THE MUSIC

LEARN WHAT INSPIRES THESE TOP 12 INSTALLERS & RETAILERS

AN EXCEPTIONAL JOURNEY
Ken Koga shares insights and lessons learned from his long, unique career in mobile electronics.

TRUST YOUR GUT
Thomas Keenan offers strategies to help businesses grow.

Readership

Our readership includes the mobile specialist, the installing dealer. From retail decision-maker management, to buyer to sales, and installation.



The Industry's # 1 Resource

Digital Edition

The digital edition of the magazine is established as a must read for our industry and has on average 3,500 readers, over 12,500 impressions, and over 250 advertisement link-outs per month. Advertisers can add video overlays to any digital advertisement.

Hotwire

Sent once or twice a week to 18,000 plus subscribers as their #1 source for industry news. To have your press release featured send it to press@mobile-electronics.com or upload it at:

ME-mag.news

Our website, ME-mag.news, has over 10,000-page views per month. Viewers seek the latest news and educational content.

2026/27 Rate Card



Mobile Electronics Magazine*	Insertions			
Ad Sizes & Pricing*	1 Month	3X	6X	12X
Full Page	\$1,000	\$900	\$700	\$500
1/2 Page Horizontal	\$650	\$550	\$450	\$350
Hotwire	Insertions			
Ad Sizes & Pricing*	Wpx x Hpx - 72dpi		jpg, png, gif	
1x per week to 18,000 emails	1 Month	3X	6X	12X
Main Banner – 620x140 – Position “A”	\$700	\$600	\$500	\$400
Top Banner – 620x140 – Position “B”	\$600	\$500	\$400	\$300
News Banner – 620x140 – Position “C”	\$400	\$350	\$300	\$250
Bottom Banner – 600x140 – Position “D”	\$300	\$250	\$200	\$150
Jobwire – Posting – Includes Hotwire	Free	To	MEA	Members
ME-mag.news	Insertions			
Ad Sizes & Pricing*	Wpx x Hpx - 72dpi		jpg, png, gif	
	1 Month	3X	6X	12X
Top Banner – 1080x210 – Position “A”**	\$700	\$600	\$500	\$400
Mid Banner – 620x125 - Position “B”	\$500	\$400	\$300	\$250
Right-sidebars Rectangle – 250x250 - “C”	\$400	\$300	\$250	\$225
Bottom Banner – 620x125 - Position “B”	\$350	\$250	\$200	\$200
Category Banner– 620x125 - Position “Mid article”	\$250	\$200	\$150	\$100

*buying all three (magazine, Hotwire, and ME-mag.news) gets you 20% off the combined cost.

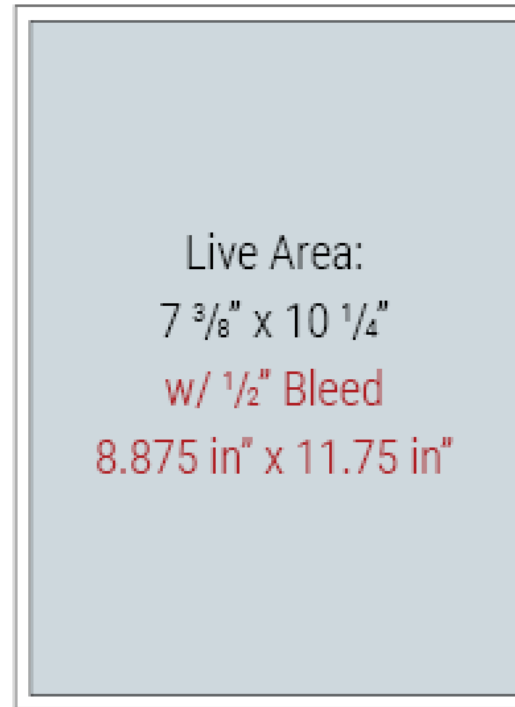
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ME will accept electronic display ad, classified ad, and Web media ad files submitted and uploaded to:

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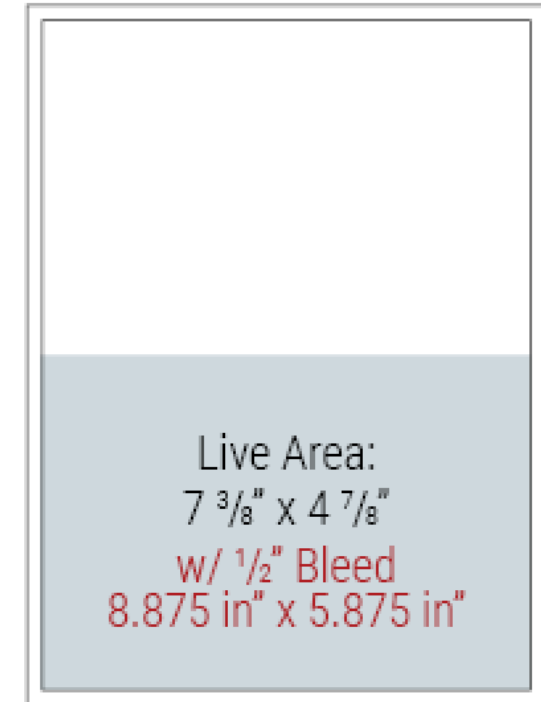
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- Illustrator files must have all fonts converted to outlines. PDF files must be hi-resolution and press-ready (i.e. saved for printing and not for onscreen viewing).
- Digital ad files and images within files must have a resolution of 300 dpi or greater and color must be CMYK.

Full Page



Final Trim:
 $7 \frac{7}{8}" \times 10 \frac{3}{4}"$
[7.875 x 10.75]
CONVERSION

1/2 Page Horizontal



$7 \frac{7}{8}" \times 5 \frac{3}{8}"$
[7.875 x 5.375]
CONVERSION

Hotwire Ad Specifications

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- Digital ad files must have a resolution of 72 dpi or greater and color must be RGB.



Magazine Cover Feature

#1 - Top Banner – 600 x 140 – “A”

Magazine Feature Articles

Main Banner – 600 x 140 – “C”

Industry News

Mid Banner – 600 x 140 – “C”

Product News

Bottom Banner – 600 x 140 – “D”

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starting at \$100
per month**

**All Ad Traffic is
Tracked and Reported**

Front Page Ads

#1 - Top Banner – 1080 x 210 – “A1”

#2 - Top Banner – 900 x 125 – “A2”

Industry or Product News

News Banner – 620 x 120 “B”

Sidebars

Main Banner – 250
x 250– “C”

Latest Articles

Latest Articles Banner – 900 x 125 – “D”

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- Illustrator files must have all fonts converted to outlines. PDF files must be hi-resolution and press-ready (i.e. saved for printing and not for onscreen

2027

January
February

March
April

May
June

July
August

September
October

November
December

January 23

March 29

May 15

July 17

September 18

November 20

We ask that you reserve ad space in advance of our digital-ready deadline.

More than a week in advance is satisfactory. The earlier, the better.

We are a flexible work team and can often place ads “last-minute”, which for us is no less than four days before the print-ready deadline.

Magazine Features & Sections



Editors Forum

Feedback

Stats

Helpful Stuff

What's Happening

Retail News/Whos' Who

Hot Sellers

Real World Retail

Learning from Leaders

Strategy & Tactics

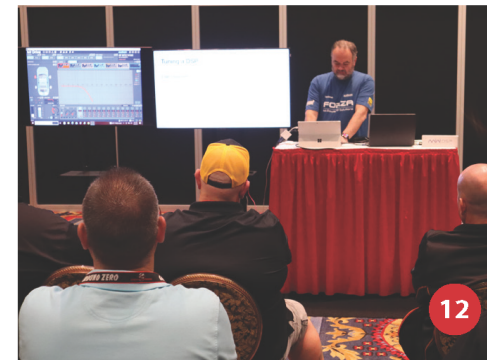
Tech Today

Installs

From the President

>> In This Issue

Volume 55
Issue 2



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12// What's Happening: How Can the Industry Attract New Talent?

At KnowledgeFest, retailers, manufacturers and educators—including Installer Institute and Skills USA's Mobile Electronics division—discussed the future of 12-volt education.

36// Installer of the Year: From Start to Finish

His father's encouragement and his own dogged determination brought Brian Mitchell to the stage at KnowledgeFest Las Vegas, where he was named 2023 Installer of the Year.

48// Strategy and Tactics: How to Find New Clients

At KnowledgeFest Las Vegas, a business development class shared strategies for drawing in new customers. Here are five approaches shops can begin working on today.

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ON THE COVER:



At KnowledgeFest Las Vegas, Marty Adamschek presented the Installer of the Year award to Brian Mitchell of Liquid Trends Modesto. Pictured with Brian on the cover are his two dogs, Chewy and Princess, who spend time with him in the shop and travel with him to shows and events.

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The Awards

Recognizing & Celebrating the Best in our Industry

Awards Sponsorship Opportunities



Now in its 26th year, the 2027 Mobile Electronics Industry Awards recognize and honor our industry's top retailers and installers, sales professionals, vendors, reps, and distributors. Those who best exemplify the highest standards of quality and service excellence.

Winners represent our industry at-large and act as ideal examples to inspire their peers within the industry.

Retailer of the Year, Installer of the Year, and other category winners will be announced at the Industry Awards banquet at KnowledgeFest® Las Vegas on February 5, 2027.

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