



Mobile Electronics

The Industry's # 1 Resource

Delivering Content to over 18,000 Industry Professionals

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

ME-mag.news

Our website, ME-mag.news, has over 18,000* active users per month. Viewers seek the latest news and educational content.

Hotwire

Sent at least once a week to 16,000 plus email subscribers as their #1 source for industry news.

Magazine - Digital Edition

The digital edition of the magazine is established as a must read for our industry and has over 5,000 readers producing over 15,000 impressions, and over 500 advertisement link-outs per issue. Advertisers can add video overlays to any digital advertisement.

To have your press release featured send it to press@mobile-electronics.com or upload it at: <https://www.me-mag.news/submit-press-release/>

All the magazine *Features and Articles* are now displayed on the website in an easy-to-read format allowing viewing both in the traditional Digital Magazine format and the website version.

*GA4 - twelve-month average.

2026/27 Rate Card



Mobile Electronics Magazine	Insertions			
Ad Sizes & Pricing	1X	3X	6X	
Full Page	\$1,000	\$920	\$850	
1/2 Page Horizontal	\$650	\$600	\$550	
Hotwire - Newswire	Insertions			
Ad Sizes & Pricing	Wpx x Hpx - 72dpi		jpg, png, gif	
1x per week to 16,000+ emails	1X	3X	6X	12X
Top Feature Banner – 620x140 – Position “A1”	\$700	\$640	\$600	\$550
Main Banner – 620x140 – Position “B1”	\$600	\$550	\$510	\$470
Mid Banner – 620x140 – Position “B2”	\$500	\$460	\$430	\$390
Bottom Banner – 620x140 – Position “C1, 2, 3”	\$400	\$370	\$340	\$310
Jobwire – Posting – Included in Hotwire	Free	To	MEA	Members
ME-mag.news	Insertions			
Ad Sizes & Pricing	Wpx x Hpx - 72dpi		jpg, png, gif	
	1X	3X	6X	12X
Top Feature Banner – 1080x210 – Position “A1”	\$700	\$640	\$600	\$550
Mid Banner – 1080x210 - Position “A2 or A3”	\$600	\$550	\$510	\$470
Right-sidebars Rectangle – 300x250 - “C1 or C2”	\$450	\$410	\$380	\$350
News Banner – 620x140 - Position “B1, B2, B3”	\$350	\$320	\$300	\$270
Category Banners – 620x140 – D1, D2, D3	\$250	\$230	\$210	\$200

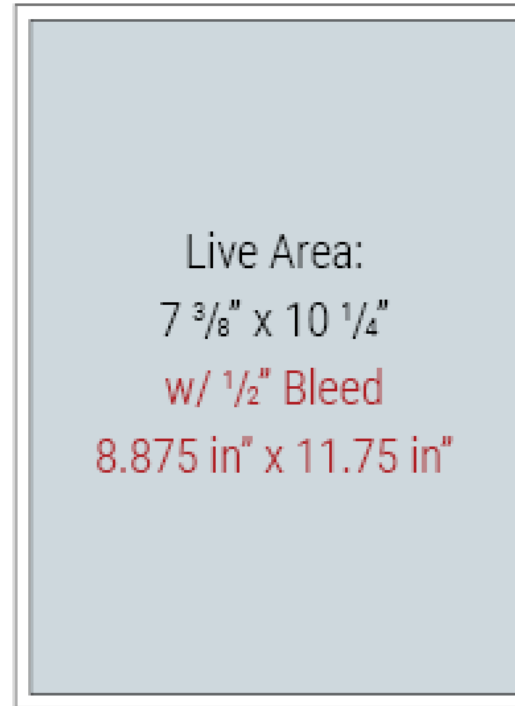
Digital Magazine Ad Specifications

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

<https://www.hightail.com/u/memagupload>

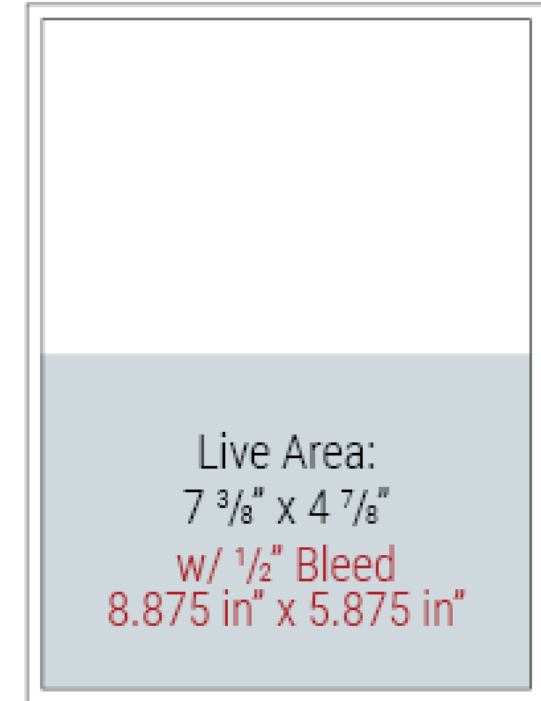
- Preferred file formats are PDF, EPS, JPEG or TIFF. If files are submitted as native Illustrator or InDesign, all fonts and linked images must be included.
- Illustrator files must have all fonts converted to outlines. PDF files must be hi-resolution (i.e. saved for printing and not for onscreen viewing).
- Digital ad files and images within files must have a resolution of 300 dpi or greater and color must be RGB.

Full Page



Final Trim:
7 ⁷/₈" x 10 ³/₄"
[7.875x 10.75]
CONVERSION

1/2 Page Horizontal



7 ⁷/₈" x 5 ³/₈"
[7.875 x 5.375]
CONVERSION

Hotwire Ad Specifications

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

<https://www.hightail.com/u/memagupload>

- Preferred file formats are JPG, PNG, or GIF.
- Digital ad files must have a resolution of 72 dpi or greater and color must be RGB.

Sent at least once a week to 16,000 plus email subscribers as their #1 source for industry news.



Magazine Cover Feature

#1 - Top Banner – 620 x 140 – “A1”

Magazine Feature Articles

Main Banner – 620 x 140 – “B1”

Industry News

Mid Banner – 620 x 140 – “B2”

Product News

Bottom Banner – 620 x 140 – “C1, 2, 3”

ME-mag.news Ad Specifications

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

<https://www.hightail.com/u/memagupload>

- Preferred file formats are JPG, PNG, or GIF.
- Digital ad files must have a resolution of 72 dpi or greater and color must be RGB.

Individual Category ads starting at \$150 per month*

*Special Introductory offer for new advertisers.
Price is for first full year for D1, D2, D3
commitment. Expires 12-31-2026.

#1 – Top Feature Banner – 1080 x 210 – “A1”

#2 – Mid or Bottom
Feature Banner – 1080 x 210 – “A2 or A3”

Industry or Product News

News Banner – 620 x 140 “B1”

Latest Articles

News Banner – 620 x 140 “B2”

Industry Videos

News Banner – 620 x 140 “B3”

Sidebars 1, 2, 3

Main Banner –
300 x 250 – “C1”

Main Banner –
300 x 250 – “C2”

ME-mag.news Ad Specifications

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Individual Category ads starting at \$150 per month*

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Price is for first full year for D1, D2, D3
commitment. Expires 12-31-2026.

Category Specific Ads – Features / Articles

Sidebars 1, 2, 3

#1 – Top Banner – 620 x 140 – “D1”

Side Banner –
300 x 250 – “C1”

#2 – Bottom Banner – 620 x 140 – “D2”

Side Banner –
300 x 250 – “C2”

#3 – Bottom Banner – 620 x 140 – “D3”

Ad Reservation Deadlines

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

<https://www.hightail.com/u/memagupload>

- Preferred file formats are PDF, EPS, JPEG or TIFF. If files are submitted as native Illustrator or InDesign, all fonts and linked images must be included.
- 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

2026

2027

	January
	February
	March
	April
	May
	June
	July
	August
September	September
October	October
November	November
December	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.

Available Magazine Ad Categories

Features & Articles

mobile
ELECTRONICS™

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 58 Issue 6



FEATURES

12// What's Happening: Providing a Foundation for Growth

At KnowledgeFest Atlantic City, DAS and VOXX aimed to provide a good experience for attendees, who sought support and shared challenges with reps.

20// Rookie of the Year: Crossing the Divide

Continuous efforts to share and learn will ensure the industry's longevity, according to Rookie of the Year Meghan Watson.

34// On the Show Floor: Highlights from Atlantic City

Vendors offer product upgrades, while ZZZ presents DIZZYPLAY. Meanwhile, post-KnowledgeFest, Peel 3D offers online Expert Session.

38// Model Mentor: Steady Persistence

Michael Belts—one of this year's Top 5 Vendor Support Techs—says it's best to know your strengths and focus on honing them.

46// Strategy and Tactics: Making the Commitment

Presenters at KnowledgeFest the same advice: With a strong team, anything is possible.

ARTICLES

28 Retail News

54 Installs

DEPARTMENTS

4 Editor's Forum

6 Feedback

58 From the President



ON THE COVER:

This year's Rookie of the Year, Meghan Watson, is the first woman to receive the award. At Vernon's Signature Audio in Lubbock, Texas, she aims to continue improving her sales skills and learn more about designing vehicle interiors.

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AD INDEX

AllData	43
Alpine Touch	53
American First Financing	27
Firstech - Fleet	59
HKI USA - Ground Zero	19
HKI USA - Resolute	17
HKI USA - TURV	51
Kicker	3
Industry Awards	11
KnowledgeFest	9
MECP	57
PrecisionPower	5
SiriusXM	10
Snap Finance	45
Sony	33
Voxx	7



The Awards



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.

The event is attended by over 500 industry professionals and streamed live to over 5,000 viewers

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.

Title Sponsor:
\$15,000+

Category Sponsor:
\$5,000 each (3x Available)

Reserved Table Sponsor:
\$1,000 for 10 Seats

Hospitality Bar Sponsor:
\$1,000 for 75 Branded Drink Tickets

Entertainment Sponsor:
\$5,000

Custom Sponsorships Available

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