

A large, light brown, stylized logo consisting of the letters 'B', '2', and 'B' stacked vertically. The 'B's have rounded tops and white cutouts in the middle, while the '2' is a simple, rounded shape.

“Everybody
already knows
who **we** are...”

The Value of **B2B** Magazines

Business-To-Business magazines are high-profile ambassadors for their industries. They create dialog within an industry, serve as an information source, and distinguish and validate professions. Magazines are advocates, forums, watch-dogs, training tools and generators of new ideas.

Best of all, readers crave **B2B** magazines, and value them more than any other business resource.

B2B magazines have highly segmented audiences that allow you to select a target market with little, if any, waste. They are the go-to resource for pre-purchase information and post-purchase support. For marketers, **B2B** magazines are the perfectly timed sales call, capturing your audience's attention on an on-going basis.

With all those benefits, why do some companies choose not to advertise in **B2B** magazines?

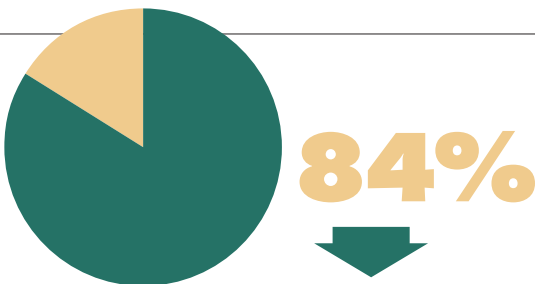
“Our products sell themselves”

Why does Coca-Cola advertise? Or Nike? Or Pampers? Customers forget. They need constant reminders. Advertising is the best way to introduce customers and prospects to products and services, and convert their wants to purchases.

Manage Your Messaging

An advertising campaign lets you manage your own sales message, rather than letting the competition do it for you. Advertising lets your competition and customers know you're strong. And it enables readers to comparison shop on your terms, not someone else's.

More importantly, seeing a product advertised reinforces recent buying decisions. Nearly 90% of buyers continue to look at the vendor's ad after the sale, reassuring their purchase decision.



84% of B2B buyers say that advertising frequency “influences” their purchase decisions.

**Yankelovich/Harris/ABM Study*

“We’re putting all of our budget in consumer advertising”

More often than not, consumers are not going to specify a particular brand when they take a vehicle in for service. They simply want their car repaired as quickly as possible and at a reasonable price.

The Numbers Speak for Themselves

A Babcox study, for instance, found that 85% of tire buyers will switch brands based on a salesperson’s recommendation!

Sixty-four percent of underhood service customers rarely or never specify a part brand when getting their vehicle serviced, and that number rises to 77% for undercar service customers. Another survey confirms this: 92% of the time the service tech, not the consumer, chooses the brand.

More Bang for the Buck

Consumer advertising is certainly glamorous, but highly ineffective when it comes to actual sales. The cost of one page in a consumer magazine can be three to four times that of a B2B magazine — a high price to reach individual consumers. And B2B magazines deliver active buyers looking for more than just one particular item.

Plus, dollar for dollar, you get greater frequency — more effectiveness — with B2B magazines than you do with consumer publications.

“

The first time I ever saw *Counterman* was your April issue and I truly enjoyed reading it. What I learned in that issue I applied the very next day. A customer came in and returned his brake pads because of incorrect fit. I stepped in and explained that if he upgraded and went with loaded calipers, the pads would be sure to be the correct fit.”

Karen Blohm
Retail Sales
O'Reilly Auto Parts
Ellijay, GA

“

You need certain publications to keep you aware of the industry and that's what *Tire Review* does for you. It keeps you sharp and crisp. And it gives you ideas you didn't think of.”

Mark Griffin
Tandem Tire
Dubuque, IA

“We ran an ad once and it didn’t work”

Research shows frequency is the single greatest influence on advertising effectiveness. How so? A 6x, quarter-page ad schedule will outperform a 1x full-page ad in terms of recognition, reach and sales leads.

Babcox studied advertising readership based on ad frequency during a full year. In terms of recognition and recall, companies running in 12 monthly issues scored 65% higher than infrequent advertisers (1-2 ads per year), and 30% higher than moderate advertisers (5-7 ads per year).

Be There When They’re Ready

Did you notice the microwave oven ad in the newspaper? Chances are you did if you were looking for one that day. Not everyone is your customer every month. But you need to be there when their buying process starts.

“Everybody knows who we are”

This scenario is simply not possible if you are continually managing your business. Things change: sales reps, product lines, processes, distribution systems, packaging, sales materials, catalogs, brands — everything evolves.

Your customers change, too: people retire, sell businesses, new people come into the market, businesses expand or shift focus.

Stay On Top of the Market

And don't assume people know your “story.” For example, 63% of *Tomorrow's Technician* readers — service technicians “to-be” in 12-24 months — couldn't name a brand of water pump, and a surprising 39% didn't know a wiper blade brand.

It's as impossible for the market to keep track of you as it is for you to keep track of the market. Let B2B magazines be another “brand ambassador” for your company to build and solidify relationships with customers.

“

Just a note to say how much we value our subscription to *Engine Builder*. We build everything from prototype racing engines to vintage engines. Glad to receive your publication. Thanks.”

**Thomas M. Howen
President
T. Morgan Howen Associates, Inc.**

“

***TechShop* is an invaluable publication to my business. With the ever-changing equipment technology, *TechShop* keeps me informed on the present and future equipment needs in my shop. Thanks *TechShop*!**”

**Brad Petersen
Owner
Petersen Automotive
Escondido, CA**

“

I read to learn and inform myself. *BodyShop Business* is one of my key information sources.”

**Tom Moses
General Manager
Leon's Auto Center/J&L Auto Body
Keene, NH**

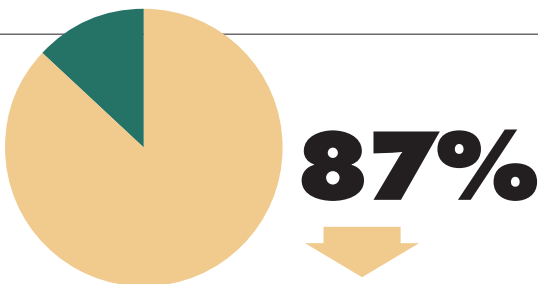
“Advertising costs too much”

The average B2B sales call costs \$330. Multiply that by the number of customers and prospects you need to reach. That’s a pretty big number, isn’t it?

B2B magazines give you a lot of “feet on the street” for a fraction of the cost. And never underestimate the pre-call value of advertising to make personal sales calls more effective. More than 75% of companies say that successful selling today requires a combination of direct and indirect efforts.

Keep the Wolves Away

The customer or prospect exposed to your advertising message is in a much better position to make an informed buying decision, saving you incalculable time and money. And every month a customer doesn’t see your sales message is one more opportunity for your competition to make a sale.



87% of B2B buyers say they “would be more likely” to consider advertised products or services.

**Yankelovich/Harris/ABM Study*

“Our customers don’t read trade magazines”

Then why do readers specifically request them? Babcox publications not only reach decision-makers by name and title (100% by BPA audit)*, they have among the highest year-over-year requalification percentages in the industry.

B2B magazines are written expressly for their target audiences. More than providing technical, business and industry information, they address business and career needs, validate professional identity and create a sense of community within an industry.

Extended Reach and Impact

Not only are they invited by readers (typically they have to specifically request to receive the subscription), B2B magazines are read by far more people than the original recipient. In fact, the pass-along rate for B2B media ranges from 2.5 to 4.0 readers per copy!

Best of all, B2B magazines can be read at home or on the road, and they are often saved for future reference.

**Excluding Tomorrow's Technician*

“We never sell anything from running ads”

When asked how customers find out about new products, Babcox magazine readers ranked B2B magazines as their top resource.

If you don't think the ad is working, analyze it for its effectiveness — frequency, color, size and the message do make a big difference. And ads generate far more than “bingo card” responses. They also lead to phone calls, Web traffic, trade show visits and indirect information requests.

Build Your Brand

B2B magazine ads assure that your name — and your products — are building your brand and reputation among customers and prospects throughout their buying decision cycle.

Your ad investment helps “condition” customers and prospects, and explains how you will increase their profits. When it comes time for them to decide, the odds are they will choose the company they know the best.

Stay Out Front

Maintaining name recognition and brand position in the market is more important than ever. Don't forget that it costs nearly five times as much to “sell” a new customer than an existing one.

“We want to focus on direct mail”

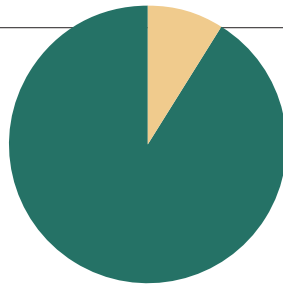
You can use B2B magazines to deliver direct mail — inserted or polybagged — saving you time and postage costs. With B2B magazines, you’ll know that recipients’ mailing information is regularly updated giving you the most current list available.

Plus, using B2B magazines gives you the benefit from the “halo effect” of being seen within the context of a complementary editorial environment — content specifically requested by the reader!

Tighter Focus

With B2B magazines, you also can make demographic buys to hit special target accounts, geographic regions, specific business types or sizes, or a variety of other demographic groups.

91%



91% of B2B buyers say that frequent B2B advertising is more likely to keep a company, brand or product “top of mind.”

**Yankelovich/Harris/ABM Study*

“

Many thanks for continuing my free subscription to *ImportCar*, a very informative journal. The articles are clear and concise, and relate well to the day-to-day problems that we encounter in the shop. Please keep the issues coming!!”

**Joe Silverman
Joe's Garage
Kulpsville, PA**

“

Thank you for your support! The articles in your *Tomorrow's Technician* are interesting and educational for my students. They read voluntarily! You are doing a great job supporting the integrated English component of my Auto Tech program.”

**David Hagadorn
Madison Oneida BOCES
Verona, NY**

“We want to use television ads”

Thirty years ago, there were three TV networks. Today, with cable, there are more than 320 highly specialized channels. How can you effectively reach interested consumers with such a diffused media?

There is no remote control for a B2B magazine. A magazine allows the audience to absorb new technology and products — and your marketing message — at their own speed, not in 15-, 30- or 60-second increments.

Same With the Web

Consumers and customers have so many media alternatives, but little time. B2B magazines are there when they want them, and can be read at their leisure.

B2B advertising also goes hand-in-hand with increasing your Web traffic. For example, 86% of Babcox subscribers have Internet access at work, and 68% use it to locate parts and equipment. There is no better way to drive potential customers to your site.

“Business is down so we have to cut advertising”

Study after study confirms this fact: businesses that advertise during a downturn will likely increase market share more than those that don't.

American Business Media research shows conclusively that utilizing B2B magazines during a recession not only increases sales, but profits, too. A fact that has held true through every recession since 1959!

Invest in the Future

Another industry study says that 97% of top business executives believe it's important to continue investing to remain competitive in the future. “When times are good, you should advertise. When times are bad, you must advertise,” says one exec.

Does it work? Eighty-six percent of those same executives say that companies that use B2B ads in a down economy are the ones most likely to remain top-of-mind when good times return!

I receive *Underhood Service*. I look forward to the magazine each month. This month I especially liked the story about 'Anatomy of a Waveform.' Thanks for publishing stories such as this one. I will look forward to the next edition!

**Don Cunningham
Owner
Don's Mechanical & Welding
Collinsville, IL**

***Brake & Front End* always hits it right on the head! Thanks a bunch!**

**Brook Bender AAM
Brook's Auto Service
Clarkston, WA**

***Fleet Equipment* provides the specifying information I need to make intelligent equipment purchasing decisions. I read it faithfully every month.**

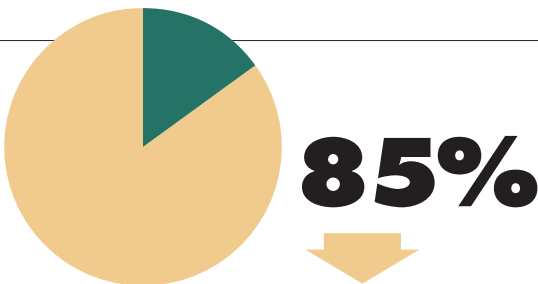
**William Walsh
V.P. Maintenance
Johnson & Sons Trucking**

“Business is too good right now”

Then ask yourself: How much business is too much? No company has ever gone under because they sold too much!

Business never stops, and neither should the selling. As you can see, B2B magazines make the most sense to carry your important marketing message and build your business today — and for tomorrow.

B2B advertising is a natural, cost-efficient and practical extension of your company, your sales force and your image in the market.



85% of B2B buyers actively read B2B magazines each month.

**Yankelovich/Harris/ABM Study*

**Doesn't it make
sense to invest in
your future with
B2B magazines?**



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