

# TECHSHOP

EQUIPMENT | TOOLS | SUPPLIES

TechShopMag.com



## ABOUT US

**TechShop – Equipment, Tools and Supplies** is passionate about the automotive industry and the tools and equipment that drive its success. Continuous involvement in the field keeps us up to date with our readers, keeping them on the leading edge of technology by providing the newest and most relevant product information, industry trends and technical know-how. Reaching over 100,000 individual repair shops, our industry experts speak from experience and expand on the aspects and operation of everything from modern electronic equipment to core automotive tools.

### PRINT

Total Circulation:	100,000
Frequency:	8x
Established:	2000

### WEBSITE

Average Monthly Page Views:	37,676
Average Monthly Unique Visitors:	11,725
Average Time on Page:	1:34

### TECHSHOP ON OTHER PLATFORMS

Facebook Likes:	2,422
Twitter Followers:	2,337
eNewsletter Subscribers:	40,354
eNewsletter Monthly Opens:	82,354

Check out **Babcox Media's** other brands in the **Automotive Service & Distribution Market:**



Babcox Media Inc.  
3550 Embassy Parkway Akron, Ohio 44333 • Babcox.com

Advertising Inquiries Contact:

**SEAN DONOHUE**  
Group Publisher  
sdonohue@babcox.com  
330.670.1234 x206

**JANUARY**

**Cover Feature: 2020 Buyers Guide and Directory:** The Industry's most complete resource listing of equipment, tools and supplies for automotive and heavy-duty shop owners and technicians.

**Original Columns:** The Humble Mechanic, Turning Wrenches, The Code Reader and Tech Talk.

**Product Previews:** Highlights and specs of the latest equipment, tools and supplies.

**Plus: Guess the Tool / TPMS Quick Tips / On the Road / Tool Reviews / On the Tool Truck / Assorted Bits**

**Ad Closing: December 27**  
**Ad Materials Due: January 3**

**FEBRUARY/MARCH**

**Cover Feature: PPE & Safety Equipment & Supplies**

**Feature: Maximizing Tools**

**Original Columns:** The Humble Mechanic, Turning Wrenches, The Code Reader and Tech Talk.

**Product Previews:** Highlights and specs of the latest equipment, tools and supplies.

**Plus: Guess the Tool / TPMS Quick Tips / On the Road / Tool Reviews / On the Tool Truck / Assorted Bits**

*Diagnostic Digest Supplement*

**Feature: Video and Listening Tools**

**Feature: Making a Living With a Scope**

**Ad Closing: January 22**  
**Ad Materials Due: January 29**

**APRIL**

**Cover Feature: Cordless Tools**

**Feature: Liquid Tools**

**Original Columns:** The Humble Mechanic, Turning Wrenches, The Code Reader and Tech Talk.

**Product Previews:** Highlights and specs of the latest equipment, tools and supplies.

**Plus: Guess the Tool / TPMS Quick Tips / On the Road / Tool Reviews / On the Tool Truck / Assorted Bits**

**Ad Closing: March 19**  
**Ad Materials Due: March 26**

**MAY**

**Cover Feature: The Trade Show Experience**

**Feature: Organized and Customized**

**Original Columns:** The Humble Mechanic, Turning Wrenches, The Code Reader and Tech Talk.

**Product Previews:** Highlights and specs of the latest equipment, tools and supplies.

**Plus: Guess the Tool / TPMS Quick Tips / On the Road / Tool Reviews / On the Tool Truck / Assorted Bits**

**Ad Closing: April 15**  
**Ad Materials Due: April 22**

JUNE/JULY		AUGUST/SEPTEMBER	
<p><b>Cover Feature:</b> Electrical Tools</p> <p><b>Feature:</b> Maximizing Tools</p> <p><b>Original Columns:</b> The Humble Mechanic, Turning Wrenches, The Code Reader and Tech Talk.</p> <p><b>Product Previews:</b> Highlights and specs of the latest equipment, tools and supplies.</p> <p><b>Plus:</b> Guess the Tool / TPMS Quick Tips / On the Road / Tool Reviews / On the Tool Truck / Assorted Bits</p>		<p><b>Cover Feature:</b> Unusual Tools</p> <p><b>Original Columns:</b> The Humble Mechanic, Turning Wrenches, The Code Reader and Tech Talk.</p> <p><b>Product Previews:</b> Highlights and specs of the latest equipment, tools and supplies.</p> <p><b>Plus:</b> Guess the Tool / TPMS Quick Tips / On the Road / Tool Reviews / On the Tool Truck / Assorted Bits</p>	
Ad Closing: May 22 Ad Materials Due: May 29		Ad Closing: July 16 Ad Materials Due: July 23	
OCTOBER/NOVEMBER		DECEMBER	
<p><b>Cover Feature:</b> Shop Lighting</p> <p><b>Feature:</b> Maximizing Tools</p> <p><b>Original Columns:</b> The Humble Mechanic, Turning Wrenches, The Code Reader and Tech Talk.</p> <p><b>Product Previews:</b> Highlights and specs of the latest equipment, tools and supplies.</p> <p><b>Plus:</b> Guess the Tool / TPMS Quick Tips / On the Road / Tool Reviews / On the Tool Truck / Assorted Bits</p>		<p><b>Cover Feature:</b> Tire and Wheel Service Equipment</p> <p><b>Feature:</b> Maximizing Tools</p> <p><b>Original Columns:</b> The Humble Mechanic, Turning Wrenches, The Code Reader and Tech Talk.</p> <p><b>Product Previews:</b> Highlights and specs of the latest equipment, tools and supplies.</p> <p><b>Plus:</b> Guess the Tool / TPMS Quick Tips / On the Road / Tool Reviews / On the Tool Truck / Assorted Bits</p>	
Ad Closing: September 17 Ad Materials Due: September 24		Ad Closing: November 13 Ad Materials Due: November 20	

## PRINT RATES & SIZES

Ad Unit Size	OPEN	3X	6X	12X	18X	24X
FULL PAGE <i>Trim size 7.875" x 10.75"</i> <i>Live Area 0.5" inside trim</i> <i>Full Page Bleed, add 0.125" all sides past trim</i>	\$14,490	\$14,430	\$14,275	\$13,695	\$13,400	\$12,825
1/2 PAGE HORIZONTAL <i>7" x 5"</i> 1/2 PAGE VERTICAL <i>3.375" x 10"</i>	\$8,700	\$8,565	\$8,565	\$8,225	\$8,050	\$7,695
1/3 PAGE HORIZONTAL <i>7" x 3.3125"</i> 1/3 PAGE VERTICAL <i>2.125" x 10"</i>	\$6,080	\$5,995	\$5,995	\$5,760	\$5,634	\$3,385
1/4 PAGE HORIZONTAL <i>7" x 2.5"</i> 1/4 PAGE VERTICAL <i>4.5" x 3.75"</i>	\$4,855	\$4,785	\$4,785	\$4,590	\$4,490	\$4,295
1/6 PAGE HORIZONTAL <i>4.5" x 2.5"</i> 1/6 PAGE VERTICAL <i>2.125" x 5"</i>	\$3,480	\$3,425	\$3,425	\$3,290	\$3,220	\$3,075

**For Classified Information Contact: Jennifer Hazen - 330.670.1234 x224 • [jhazen@babcox.com](mailto:jhazen@babcox.com)**

Email ad files to [kmueller@babcox.com](mailto:kmueller@babcox.com)

Questions: Callie Zurz - [czurz@babcox.com](mailto:czurz@babcox.com) • 330.670.1234 x250

## DIGITAL RATES & SIZES

Website Ads	IMPRESSIONS PER MONTH	RECTANGLES & LEADERBOARDS Net rate per month	BILLBOARDS Net rate per month	High Impact Ads	Net rate per week
Dominant presence	40,000	\$2,800	\$3,500	Top Scroller	\$1,440
Competitive presence	25,000	\$1,850	\$2,325	Sneaker	\$960
Essential presence	15,000	\$1,125	\$1,425	Top Scroller w/Video	\$1,440
				Slide In	\$800
				Sticky Note	\$720

eNewsletter	TITLE SPONSOR	FEATURED VIDEO	FLEX A	FLEX B	FLEX C	FLEX D	FLEX E
TechShop ToolConnect	\$1,225	\$1,000	\$850	\$850	\$550	\$550	\$550
Frequency: 2 issues per week All rates above are per week							

Digital Edition Sponsorship	Banner Ads- 728x90 (desktop/tablet) 320x50 (mobile) Two eBlasts w/logo + 250x250 display ad Interstitial Ad	\$5,000/month
Sponsored Content Program	Contact your Babcox Media sales representative for more information	\$1,900

**Download our Digital Advertising Guide at [Babcox.com/digitalguide](http://Babcox.com/digitalguide)**

For detailed ad specifications, visit <http://ads.babcox.com>

Questions: Amanda Wingerter - [awingerter@babcox.com](mailto:awingerter@babcox.com) • 330.670.1234 x223

### Advertising Terms and Conditions:

#### INVOICES, CREDIT, & CONDITIONS

Our invoices are NET 30 Days on approved credit for all services, payable in US Dollars. Extension of credit is subject to approval of our Credit Department. Payments received will be credited to the oldest outstanding balance.

#### SEQUENTIAL LIABILITY

Publisher holds advertiser and/or its advertising agency jointly and severally liable for payment due to Publisher. This applies even when a sequential liability clause is included in a submitted contract or insertion order. In the case of any Agency listed on the insertion order, Babcox Media, Inc. will hold Agency and Advertiser jointly and severally liable for payments. Should sums not been cleared to the Agency, Agency agrees to make every reasonable effort to collect and clear payment from the Advertiser on a timely basis. Upon Babcox Media's request, Agency will make available written confirmation of the relationship between Agency and Advertiser. Such confirmation will include, for example, Advertiser's acknowledgment that Agency is its agent and is authorized to act on its behalf in connection with the Insertion Order and confirm these Advertiser Terms and Conditions.

#### PUBLISHER'S LIABILITY

Advertisers and their agencies assume liability for advertisement and agree to indemnify the Publisher from any loss or claim based upon the subject matter (including text, images, and illustrations), representations, trademark or copyright of submitted advertisements. Publisher's liability for any error will not exceed the cost of the space occupied by the error. Publisher cannot be held liable for circumstances beyond its control affecting production or delivery.