

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:	8,830

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TECHSHOP

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JANUARY

Annual Equipment and Tool Buyer's Guide

The Humble Mechanic

Turning Wrenches

The Code Reader

Tech Talk

Also: Guess the Tool Contest / TPMS Quick Tips / On the Road / Product Previews / Tool Reviews / On the Tool Truck / Assorted Bits

FEBRUARY/MARCH

PPE & Safety: TS discusses personal and shop safety equipment and highlights varying features and benefits for technicians.

Maximizing Tools

The Humble Mechanic

Turning Wrenches

The Code Reader

Tech Talk

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Diagnostic Digest Supplement

Sight and Sound: TS discusses the different types of video and listening tools, their features and how they can improve diagnostic efficiency on a regular basis.

Maximizing Tools

Ad Closing: December 27
Ad Materials Due: January 3

Ad Closing: January 22
Ad Materials Due: January 29

APRIL

Cordless Tools: TS reviews the latest advancements in cordless tools and battery power and goes beyond the shop to follow this technology into other industries.

The Humble Mechanic

Turning Wrenches

The Code Reader

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MAY

Trade Show Issue: TS shares the experience of recent trade shows, featuring the hottest new equipment, tools and supplies from the recent Mac Tools, Matco Tools, ISN West and Cornwell Tools trade shows.

Ad Closing: March 19
Ad Materials Due: March 26

Ad Closing: April 15
Ad Materials Due: April 22

JUNE/JULY

Electrical Tools: TS looks into the world of electrical testing and highlights a selection of tools to make a technician's job easier.

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Ad Closing: May 22
Ad Materials Due: May 29

AUGUST/SEPTEMBER

Unusual Tools: TS looks at tools for unique and unusual applications and highlights the benefits that make them a worthwhile investment.

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Ad Closing: July 16
Ad Materials Due: July 23

OCTOBER/NOVEMBER

Lighting: TS flips the switch on shop lights and portable lighting to search out the newest technology, innovative features and useful functions that are most beneficial to technicians.

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Ad Closing: September 17
Ad Materials Due: September 24

DECEMBER

Tire and Wheel Service Equipment: TS talks to industry experts about the latest technology and features of tire and wheel service equipment.

Maximizing Tools
The Humble Mechanic
Turning Wrenches
The Code Reader
Tech Talk

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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

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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 Sneaker	\$1,440
Competitive presence	25,000	\$1,850	\$2,325	Top Scroller w/Video	\$960
Essential presence	15,000	\$1,125	\$1,425	Slide In	\$1,440
				Sticky Note	\$800
					\$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

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

Questions: Amanda Wingerter - awingerter@babcox.com • 330.670.1234 x223

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