

AUDIENCE EXPERIENCE PLANNER

AUTOMOTIVE SERVICE

Shop owners and technicians are the lifeblood of the automotive repair and service sector across the U.S., keeping drivers and passengers safe, vehicles moving and businesses flourishing. This network of repair shops, tire dealerships, collision centers, transmission service operations and new car dealership repair bays includes more than 900,000 dedicated professionals who actively engage in the buying of automotive replacement parts, services and tools.

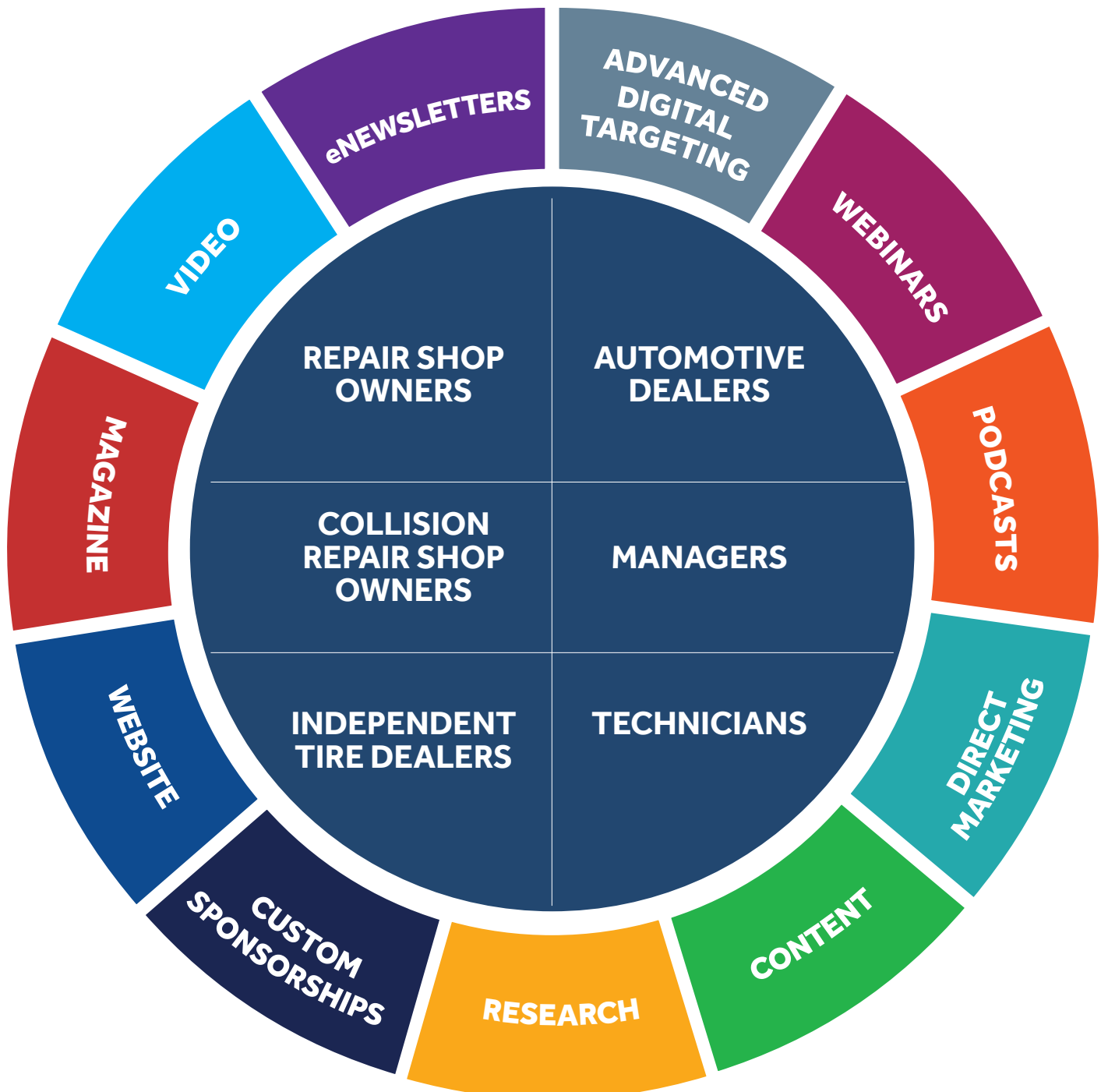
SHOPOWNER
UNDERHOOD Service importCAR BRAKE & FRONTEND

SERVICIO AUTOMOTRIZ
TECHSHOP

TRANSMISSION DIGEST
auto SUCCESS

BODYSHOP BUSINESS
TIRE REVIEW

Reach Shop Owners and Technicians – Anytime. Anywhere.



MARKET SERVICES

AUTOMOTIVE SERVICE

CONTENT

Tell a story to our audience! [Sponsored Content](#) allows you to write an article for websites. Educate readers by discussing industry trends or providing technical knowledge. Prominent positioning and promotion are included. Our partners also turn to us for custom content creation and creative services including but not limited to:

- Case Studies & Whitepapers
- Infographics
- Reviews
- How-Tos, Lists or Guides
- [Landing Pages](#)

CUSTOM SPONSORSHIPS

Custom sponsorships allow for your customized message, including co-branded features and unique integrations that provide the opportunity to align brands with our respected content in a BIG way.

- Website Sponsorships
- Event Sponsorships
- Garage Studio Sponsorships

eNEWSLETTERS

Take advantage of digital display and native ad placements, as well as sponsorship opportunities, placing your message in front of automotive professionals while they're proactively seeking information about the industry.

- Brake & Front End
- ImportCar
- Shop Owner
- Underhood Service
- TechShop Tool Connect
- AutoSuccess / Dealer Service
- Tire Review
- BodyShop Business
- Transmission Digest

MAGAZINE

Shop Owner (12x per year)
Total Qualified Circulation: **65,000**

TechShop (8x per year)
Total Qualified Circulation: **65,000**

Servicio Automotriz (4x per year)
Total Qualified Circulation: **18,000**

Tire Review (12x per year)
Total Qualified Circulation: **30,000**

BodyShop Business (12x per year)
Total Qualified Circulation: **36,592**

Transmission Digest (12x per year)
Total Qualified Circulation: **15,000**

AutoSuccess (12x per year)
Total Qualified Circulation: **17,000**

Dealer Service (4x per year)
Total Qualified Circulation: **17,000**

- Display Ads
- Advertorials
- Digital Editions
- Custom Publishing

PODCASTS

Podcasts allow you to tap into a loyal and engaged group of listeners. A podcast audience forms a relationship with the host – and with the brand that sponsors the show.

Sponsorships include:

- Sponsor attribution in each episode
- Promotion via eNewsletter, website and social media
- Posting of the episodes to websites and syndication to all major podcast platforms

RESEARCH

From surveys to focus groups, our experienced automotive aftermarket industry research team leverages deep industry knowledge to craft research campaigns that deliver accurate and reliable data that can help you take the pulse of the market, court new business, gain customer insights and track and predict trends.

[Request more info](#)

WEBINARS

Prove the ROI of your marketing program! A [webinar](#) helps you:

- Position your company as a thought leader
- Generate leads
- Deliver an impactful branding message

It doesn't matter if you already have a topic and presenters in mind, or if you need help creating an idea from scratch. Our team of experts makes it easy by managing the process from start to finish.

WEBSITES

[ShopOwner.com](#)
[BrakeandFrontEnd.com](#)
[Import-Car.com](#)
[UnderhoodService.com](#)
[TechShopMag.com](#)

[TireReview.com](#)
[BodyShopBusiness.com](#)
[TransmissionDigest.com](#)
[AutoSuccessOnline.com](#)

- Website Display Ads
- High-Impact Ads
- Content Targeting Ads
- Site Sponsorship
- Sponsored Content
- Digital Supplements

[Babcox.com Ad Demos](#)

ADVANCED DIGITAL TARGETING

Leverage our industry knowledge, first-party data and expertise to create a custom campaign that reaches your audience at the right time, in the right place, with the right message.

Connected TV
Audio Ad Delivery
Native Ads
Keyword Targeting
[Weather Targeting](#)
Retargeting
Contextual Targeting
Social Retargeting
Audience Targeting:

- NAICS/SIC Codes
 - CRM Targeting
 - Look-Alike Audience
 - Predictive Targeting
 - Audience Excluding
- [Facility Targeting:](#)
- IP Targeting
 - Geo Fencing
 - Historical Targeting

VIDEO

Video is not only popular, but has great visual storytelling capabilities to help you reach and engage your target audience. We're innovating every day, providing robust video solutions to match customer needs:

- Product Placement
- Sponsored Video
- Custom Video
- Booth/Trade Show Video

[Garage Studio and Training Center](#)
[Why Video is Significant](#)

DIRECT MARKETING

Target a select group within our audience base to deliver a specific message in order to generate a direct response. We are able to communicate with individuals who have agreed to receive emails from our partner clients to help you sell more products.

