TECHSHOP





TechShop leads the industry in educating the equipment and tool buyer by providing informative articles, technical features and the latest information on equipment and tools. With a digital reach that extends into the dealership, repair facility, mobile and DIY markets, shop owners and technicians rely on TechShop to help them build their business with products that increase their productivity and profitability.

ADVANCED DIGITAL TARGETING

ENEWSLETTERS

Take advantage of digital display and native ad placements, as well as sponsorship opportunities, placing your message in front of readers seeking information about the industry.

VIDEO

Visual storytelling helps you reach and engage with your target audience. Individual videos or branded series put your brand at the forefront of the industry.



Leverage our industry knowledge, first-party data and expertise to WEBINARS

create a custom campaign that reaches your audience at the right time, in the right message.

A webinar helps you position your company as a thought leader, generate leads and deliver an impactful branding message.



PODCASTS

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.



SPECIAL MAGAZINE PROGRAMMING

Long reads, interviews, current events and more are packed into each issue.



AUDIENCE



DIRECT MARKETING

Target a select group within our audience base to deliver a specific message in order to generate a direct response.



WEBSITE

Align your brand message to this audience through website sponsorship, digital display ads, sponsored content and more.



CUSTOM SPONSORSHIPS

Custom content, co-branded features and unique integrations provide brands with the opprotunity to align their message with our respected content and content producers in a BIG way.



CONTENT

Tell a story to our audience! Educate readers by discussing industry trends or providing technical knowledge.

RESEARCH

Whether you're launching a new brand or nurturing an established product line, understanding your customers' wants and needs is key to connecting with them through each stage of the buying cycle.



→ ADVERTISING INFORMATION AND RESOURCES FOR THE TECHSHOP BRAND AT Babcox.com/brand/techshop





CONTENT

Tell a story to our audience! <u>Sponsored Content</u> allows you to write an article for our websites. Educate readers by covering 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
- <u>Landing Pages</u>



CUSTOM SPONSORSHIPS

Align your brands with our respected content with custom sponsorships.

- Website Sponsorships
- Event Sponsorships
- Garage Studio Sponsorships
- Newsletter Sponsorships



ENEWSLETTERS

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

 TechShop Tool Connect 2x/week (Mon/Wed) Subscribers: 27,333 Monthly Opens: 59,126



SPECIAL PRINT PROGRAMMING

TechShop leads the industry in educating the equipment and tool buyer by providing informative articles, technical features and the latest information on the equipment and tools used in independent repair facilities.

- Display Ads
- Advertorials
- Custom Publishing



PODCASTS

<u>Podcasts</u> 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.

Sponsorship of *TechShop's* podcasts includes:

- 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

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.



WEBSITE

<u>TechShopMag.com</u> has more than 41,571 pageviews each month. The average reader spends about 1:16 minutes per page.

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

Babcox.com Ad Demos



VIDEO

<u>Video</u> is not only popular but also 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

We offer several direct marketing tools that leverage our first-party data to locate and engage your target audience. As a third-party sender, you can rent our list to deploy single or multi-send email campaigns to specific demographics of the *TS* subscriber audience, segmented by job title, business classification, sales volume and geography. You can also serve a custom topical targeting ad to visitors who have previously engaged with content relevant to your brand on *TechShopMag.com*. Reporting included.



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.

Audio Ad Delivery
Native Ads
Keyword Targeting
Weather Targeting
Retargeting
Contextual Targeting
Social Retargeting

Connected TV

Audience Targeting:

- Behavioral
- NAICS/SIC Codes

- CRM Targeting
- Look-alike AudiencePredictive Targeting
- Audience Excluding

Facility Targeting:

- IP Targeting
- Geofencing
- Historical Targeting