

Communicate YOUR Message to the
**Automotive
Distribution
Channel**



Counterman

Counterman

We get it

**ON THE
SHELF**

&

We get it

**OFF THE
SHELF**



Counterman

Parts Stores,
Warehouse Distributors
& Parts Professionals

KEEP AMERICA moving

There are more than

250 million vehicles

currently on the road today, driving over

**3 Trillion
miles per year.**



The U.S. automotive aftermarket, comprised
of the light, medium and heavy-duty truck
markets, represents more than

\$317 billion
in spending

Are they using
your parts to do it?

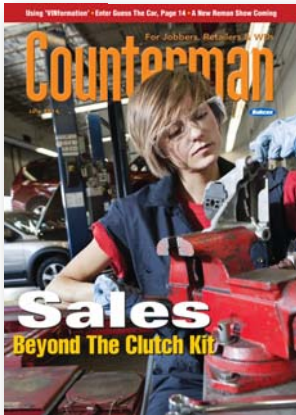


What *Counterman* Readers Are Buying & Selling



Our readers, whether counterpeople at jobber, retail stores or warehouse distributors, are **influencing** the buying decisions of professional technicians, repair shops and DIY'ers on a daily basis.

Only Counterman Delivers:



Print 38,115 Qualified Circulation
81,378 Pass-Along Distribution
119,493 Total Monthly Print Audience



Website 26,900 Monthly Visitors
55,800 Monthly Pageviews

Newsletter 22,700 2x Weekly Distribution
31,200 Monthly Opens

Total Monthly Reach

206,493
Distribution Messages

We Cover it Beginning to End



Program Groups



Retail Stores



800 Headquarter Executives At Both,
Are Reading **Counterman**



Portfolio of Proven Products

Print

- Branding
- Long Shelf-Life
- Reference Content

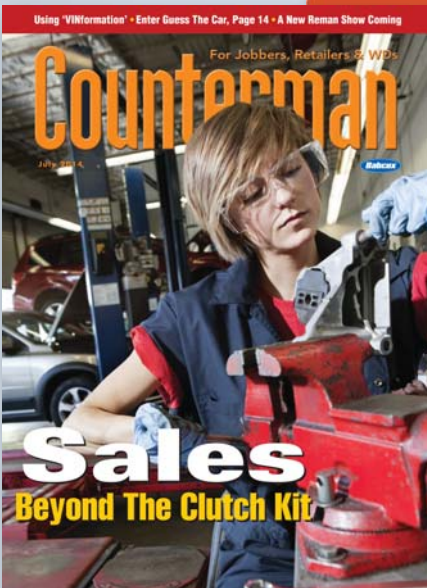
Digital

- Rich Media
- Lead Generation/Tracking
- Content Marketing

The Power Of Integrated Marketing

Video

- Product Demo
- Direct Customer Engagement
- Industry Presence



Connecting Influencers to Buyers

Your Message is seen in print, digital and mobile platforms.

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