

Custom Publishing



Babcox Custom Publishing offers a unique opportunity to support your marketing communication strategies with your own dedicated specialty publication, tailored to cut through the clutter and deliver your message with impact to your target audience.

Whether you're introducing new products, presenting new services or reinforcing your brands, we'll create an effective, cost-efficient custom publication to enhance the value of your products in the market and move customers to action.

We invite you to explore our audiences through our markets, then we'd like the opportunity to show you how our custom publishing products can compliment your current marketing initiatives and create cross-channel engagement to help you achieve your goals.

New Products



New Services



Brand Reinforcement



Custom Publishing

Custom Publishing

Babcox Custom Publishing offers a unique opportunity to support your marketing communication strategies with a dedicated specialty publication.

With your strategic input and a carefully developed content plan, we'll work hand-in hand with your team to create an effective, cost-efficient customized publication - magazine, newsletter or other product. Our team of editors and designers will work with you to create an eye-catching, "must read" publication tailored to your audience.

Franchise Publishing

Babcox Franchise Publishing produces distinctive, custom-designed promotional literature tailored for and targeted to your unique market needs.

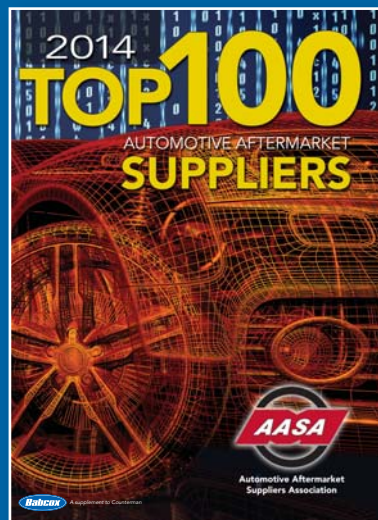
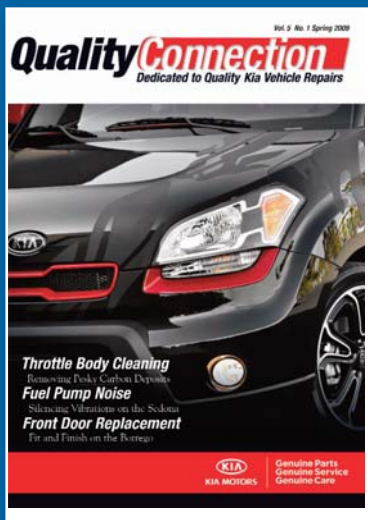
Babcox's staff of seasoned editors and award-winning designers creates, writes, designs, produces, prints and delivers your Franchise Piece via our magazines directly to the target market you want to reach.

One-to-One Publishing

Babcox One-to-One Publishing provides an extraordinary, personalized marketing piece delivering your message only to the targeted individuals who meet your specifications, allowing you to present reader-specific product or service offerings directly to the customers you want to reach.

Explain the product, provide a special offer and track sales results back to the individual recipient, all with one relationship-building publication.

Franchise ■ Custom ■ One-to-One



Franchise Pricing



A distinctive and custom-designed piece prepared to communicate your products and services in a unique 4- or 8-page format.

Babcox's staff of editors and designers create, write, produce, print and deliver your franchise piece via our magazines to your target audience.

Franchise Publishing services also include a digital version of the piece at no charge.

Option #1:

Run of Book; 4 or 8 consecutive pages starting on a right-hand page and ending on a left-hand page. Each title bought qualifies the Franchise buyer for 1,500 extra, free copies of the Franchise Piece printed on 70# text paper.

	4-Page	8-Page
Book #1	\$15,000	\$24,000
Add Book #2	\$10,000	\$14,800
Add Book #3	\$7,500	\$12,000
Add Book #4	\$5,500	\$8,200

Option #2:

Franchise Piece is printed on 70# paper and tipped into the magazines of your choice. Each title bought qualifies the Franchise buyer for 1,500 extra, free copies of the Franchise Piece.

	70# Paper	Add 80# paper
FOUR-PAGE:		
Book #1	\$19,000	\$4,000
Add Book #2	\$15,000	\$2,000
Add Book #3	\$10,000	\$1,000
Add Book #4	\$8,000	N/C
EIGHT-PAGE:		
Book #1	\$31,000	\$5,000
Add Book #2	\$19,000	\$4,000
Add Book #3	\$14,000	\$1,500
Add Book #4	\$8,000	N/C


Show Guides & Dailies

Produced for and distributed at industry events, BabcoX show dailies and guides help increase attendee interest in specific exhibitors, generate excitement on the show floor and elevate the image of the event.

AAPEX Express - The Official Event Daily

AAPEX Express is the official daily news source covering the annual Automotive Aftermarket Products Expo (AAPEX) in Las Vegas. It provides attendees with important daily schedules, education seminars, celebrity schedules, news and information about the industry's premier event.

Advertiser Bonus: Boldface Listing in Buyer's Guide and 4C Logo with your Exhibitor Listing



The image shows two magazine covers. The left cover is 'AAPEX Express' dated Thursday, November 7, 2013. It features the headline 'AAIA Town Hall: "Ninja-Like" Innovation Drive Economic Recovery & Business Success' and a photo of Gary Shapiro. The right cover is 'Product Plus' dated December 2014, featuring a '1700 Peak Amp Jump Starter with Air Compressor' and a '100% Pure Ignition' product. A red banner across the bottom of the Product Plus cover reads 'YOU WILL GROW YOUR BUSINESS' and '2013 BUYER'S GUIDE'.

Distribution

24,000 copies of AAPEX Express will be distributed during the three days (Tuesday, Wednesday and Thursday) of the AAPEX Show and as an e-zine after the show

Approximately 20,000 AAPEX Event Guides will be handed out to all attendees as they register at the show. All registration desks and information kiosks will have copies of the Event Guide available for pick up.

Distributed in December, AAPEX Product Plus will reach an audience of 82,000 registered buyers via a printed ad electronic version of the magazine

AAPEX Buyer's Guide

The Buyer's Guide is the official show directory for all AAPEX attendees. This perfect-bound four-color book contains the most complete listings of all AAPEX exhibitors, along with valuable information about show services, registration, hours and events. It also includes a listing of SEMA Exhibitors, Manufacturer Reps and Export Agents. Also offering an additional advertising opportunity with the New Product Showcase section with product photo, company description and logo and company contact information.

Advertiser Bonus: 1 Boldface listing in the AAPEX Buyer's Guide, 1 Four-color logo to appear with your Buyer's Guide listing and 1 Matching Space Exhibitor Insight

Coming in December - Product Plus

Reaching all the registered buyers from around the world in December, Product Plus will feature: Logo, photo and description of all the new products that were featured in the Product Showcase at AAPEX, Spotlight on Product Showcase winners, Packaging Showcase winners, recap of industry award winners and photos from the receptions and events

Show Guides & Dailies

SEMA Show Daily

Tire & Wheel Section - Hosted by Tire Review

Paint, Body and Equipment Section - Hosted by BodyShop Business

The SEMA Show Daily is distributed to attendees and exhibitors of the SEMA Show – 70,000 copies in total. The full-color, 96-page daily newspaper will include advertising and show-related editorial content via *Tire Review*, *BodyShop Business* and *Motorcycle & Powersports News*, the host publishers of their sections. The SEMA Show Daily provides an excellent opportunity for you to promote your products and services to show attendees – active industry buyers – **and drive traffic to your booth!**

A pre-show issue will be distributed to more than 40,000 exhibitors and attendees three weeks prior to the show. Three daily issues will be produced during the show, with some 10,000 copies distributed on Tuesday, Wednesday and Thursday of the show at key locations throughout the Las Vegas Convention Center.

Mid-America Trucking Show Daily

The *MATS Show Daily* is distributed to attendees and exhibitors of the Mid-America Trucking Show. *Fleet Equipment* magazine is the official host publisher. Three issues, published live each day, contain reports on all the latest news from the show floor, including product information. Advertiser index map shows advertiser booth locations. Advertisers receive Boldface listing in Fleet Equipment's Annual Directory

Circulation: 15,000 (over 3 days), with digital copies e-mailed to 15,000 *Fleet Equipment* readers. Distribution includes 17 convenient distribution kiosk locations at all major entrances to the show.



AIMExpo

AIMExpo, North America's first combined consumer, trade and media motorcycle event, will hold its inaugural show at the Orange County Convention Center, Oct. 16-20, 2013, in Orlando, Fla. Don't miss your opportunity to connect with this diverse audience in the AIMExpo Show Daily, AIMExpo Show Directory and AIMExpo Consumer Souvenir Program.

Directory Advertisers Earn: 1 Boldface Listing, 1 Four-Color Logo and Matching Exhibitor Insight

Sponsored Content

Feature valuable information about your product in the form of a written article or blog. Your content can be featured in the *Motorcycle & Powersports News* eNewsletter, as well as on the MotorcyclePowersportsNews.com website.

Digital Content Creation

Drive traffic and engagement to your website with repurposed editorial content from *Motorcycle & Powersports News* magazine. We'll help you create a social media campaign, backed by MPN's social accounts, to help build your audience.

Custom Publishing

The MPN team will help you create your own dedicated specialty publication. Whether you're introducing new products, presenting new services or reinforcing your brands, we'll create an effective, cost-efficient custom publication to enhance the value of your products in the market and move customers to action.

Transitional

A 15-second takeover of the entire page. The user is then redirected to website. Display limited to 1x per day per site visitor. Video or display ads accepted.

Specs

Dimensions: 500x500 pixels

File formats: JPG, GIF, Animated GIF; SWF; 3rd-Party Tags; click URL

Price: \$1,475 per week

Video Specs

Aspect Ratio: 16:9 (768 x 432) or 4:3 (640 x 480)

File Formats: FLV, MOV, mp4; click URL

File Size: Up to 1.2 MB

Max Length: 15 seconds

Wallpaper

Skin the background of our website with your brand's messaging. Note: Due to responsive design of website, this will not display on mobile screens. Run of site.

Specs

Dimensions: 1920 x 1080 pixels

File formats accepted: GIF, JPG, BMP, PNG; click URL

Price: \$3,500 per month

Page-Peel

The top right corner of website page peels back to reveal ad message. Logo or partial ad creative is displayed when unit is not expanded. Run of site.

Specs

Provide 2 ad creatives

Dimensions:

Main Ad: 640 x 480 pixels

Collapsed Ad: 170 x 127 pixels

File formats accepted: JPG, GIF; PNG;

click URL

Price: \$3,000 per month

Content Marketing



Sidebars

Ad creatives that lock to the sides of the main page content. Run of site.

Dimensions: 160 x 600 pixels

(left and right creative needed)

File formats accepted: JPG, GIF; click URL

Price: \$2,800 per month



In-Story Ads

Exclusive sponsorship of all articles within our website, which account for roughly 75% of total monthly pageviews.

Ad is placed on left-hand side of page, within body of article, separate from run-of-site ads.

Specs

Dimensions: 300 x 250 pixels

File formats accepted: JPG, GIF, Animated GIF, SWF, 3rd Party Tags; Click URL

Price: \$3,000 per month



Custom Websites Sponsorships

Custom Websites Safebraking.com

Babcox Media can build custom websites to reach one or many targeted audiences. In addition to reaching our magazine circulation, we use the latest SEO (search engine optimization) techniques to help drive traffic to your website and buyers to your information.

With a custom website or microsite, you can leverage our award-winning technical and business editorial content alongside your brand message to improve your position in the marketplace. You can also use the site to promote your products or services, or reflect your sponsorship of a contest. We provide turnkey design and development services in order to take your idea from concept to reality.

Sponsorships

Babcox Media sponsorships provide you with a cost-effective way to promote your products and services, establish your brand, build new business contacts and secure your position as a leader in the industry. With a sponsorship, you will receive exposure in print and e-media throughout the year.

Examples of sponsorships include Tire Review's Top Shop award, Counterman's Counter Professional of the Year award, Fleet Equipment's Top Green Shop Award, Motorcycle & Powersports News' Dealership Superstar Competition and Tomorrow's Technician's School of the Year.

**TechGoup Tech of the Year
Tire Review Top Shop award
Tomorrow's Technician
School of the Year
Counterman Counter
Professional
of the Year award**

