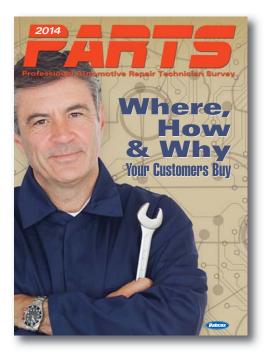
# Coming September 2015 - the 15th Annual Counterman P.A.R.T.S. Survey

# Counterman



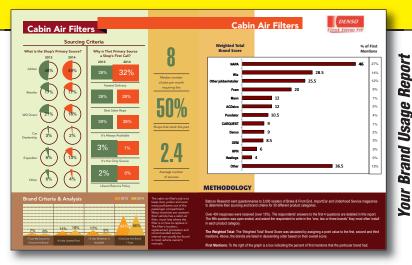
## P.A.R.T.S. Report

The annual *P.A.R.T.S. Report* is the industry's most comprehensive survey of the purchasing behavior of repair shop owners and technicians. Now in its fourteenth year, the survey data is collected by specific product categories, enabling 38,000 *Counterman* subscribers (the WDs, jobbers and retailers that sell to repair shops) to better understand their customers' behavior on a part-by-part basis. Advertising messages are positioned across from this data which helps the reader sell more of your parts category.



#### **EXCLUSIVE TO SPONSORS - BRAND USAGE REPORT!**

This four-page, four-color report provides critical insight into the brands that technicians use by product category. Along with the questions from the P.A.R.T.S. Report, repair shop owners and technicians are asked which brands they most often install by product category. This competitive brand data research is provided **exclusively** to the sponsor of each product category.



Full-Page, Four-Color Page Rate: \$5,900 gross

Ad Closing: August 7, 2015 -Materials Due: August 21, 2015

### **Categories:**

A/C Compressors Anti-freeze Belts & Hoses **Batteries** Brake Pads Cabin Air Filters Chassis Chemicals Rotors **Engine Hard Parts Fuel Injectors** Fuel Pumps Gaskets 0il Oil Filters 02 Sensors Reman Air Suspension Shocks/Struts Spark Plugs Starters/Alternators Wheel Bearings Wiper Blades

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