



AutoSuccess addresses the specific needs of new car and light truck dealerships by providing ideas, tips and solutions on topics impacting dealers, general managers and department managers. We are dedicated to helping automotive professionals improve their team's effectiveness and their dealership's profitability in both the short and long term.





CONTENT

Tell a story to our audience! **Sponsored Content** allows you to write an article for AutoSuccessOnline.com. 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:

- Case Studies & White Papers
- Infographics
- 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 dealership owners and service managers while they're proactively seeking information about the industry.

- **AutoSuccess eNewsletter** - 1x/week (Tue)
Subscribers: 7,226 | Monthly Opens: 12,017
- **Dealer Service eNewsletter** - 1x/week (Thu)
Subscribers: 7,373 | Monthly Opens: 11,993



MAGAZINE

AutoSuccess and *Dealer Service* are the leading print publications for new car and light-truck dealerships. Each brand provides dealers, GMs and fixed ops managers with solutions to empower them with the knowledge they need to run successful businesses.

- Display Ads
- Advertorials
- Digital Editions
- Custom Publishing
- Contributed Content

Dealer Service now included within the *AutoSuccess* issue (4x per year)

Total Qualified Circulation: **16,500**



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.

Align your brand with an *AutoSuccess* podcast. Sponsorships include:

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



RESEARCH

From surveys to focus groups, our experienced automotive 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

AutoSuccessOnline.com has more than 37,697 pageviews each month. The average reader spends about 2:11 minutes per page.

- Website Display Ads
 - High-Impact Ads
 - Content Targeting Ads
 - Site Sponsorship
 - Sponsored Content
 - Digital Supplements
- [Babcox.com Ad Demos](#)

Monthly Pageviews: **37,697**



VIDEO

Align your brand with an *AutoSuccess* video series.

- Sponsor attribution in each video
- Promotion via eNewsletter, website and social media
- Product Placement
- Custom or Interactive Video
- Booth/Trade Show Video
- *Dealer Insider*

[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 AS 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 AutoSuccessOnline.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.

- Connected TV
- Audio Ad Delivery
- Native Ads
- Keyword Targeting
- Weather Targeting**
- Retargeting
- Contextual Targeting
- Social Retargeting

Audience Targeting:

- Behavioral
- NAICS/SIC Codes

- CRM Targeting
- Look-alike Audience
- Predictive Targeting
- Audience Excluding

Facility Targeting:

- IP Targeting
- Geofencing
- Historical Targeting