

# AUDIENCE EXPERIENCE PLANNER

Owners of independent repair shops and their technicians require information in all forms to support the growth and continued success of their operations. With a commitment to servicing and maintaining their customers' vehicles, these ultra-heavy buyers of replacement parts, tools and equipment make crucial buying decisions daily. This network of more than 500,000 shop owners, technicians and service managers is essential to everyday commerce and ShopOwner, with content from Brake&Front End, ImportCar and Underhood Service is dedicated to providing smart and reliable content every day. Providing expert business management advice and analysis, technical how-to information and the latest product and industry news, we keep this audience engaged and informed. Our unmatched and dynamic resources to connect advertisers to this valued audience are provided with industry-leading tactics positioned to effectively tell their story.



Reach Shop Owners and Technicians – Anytime. Anywhere.



# MARKET SERVICES

→ FOR ADVERTISING INFORMATION AND RESOURCES CLICK ON THE "ADVERTISE" DROPDOWN ON THE BRAND PAGES ON BABCOX.COM

## CONTENT

Tell a story to our audience! [Sponsored Content](#) allows you to write an article for our websites. Educate readers by discussing 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
- [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 auto repair shop owners and technicians while they're proactively seeking information about the industry.

- Brake & Front End
- Import Car
- Shop Owner
- Underhood Service
- TechShop Tool Connect

## MAGAZINE

*Shop Owner* (12x per year)  
Total Qualified Circulation: **65,000**

*TechShop* (8x per year)  
Total Qualified Circulation: **65,000**

*Servicio Automotriz* (4x per year)  
Total Qualified Circulation: **18,000**

- Display Ads
- Advertorials
- Digital Editions
- Custom Publishing

## WEBINARS

Prove the ROI of your marketing program! 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.

## 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](#)

## 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.

Sponsorships include:

- 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

## WEBSITES

[ShopOwner.com](#)  
[BrakeandFrontEnd.com](#)  
[Import-Car.com](#)  
[UnderhoodService.com](#)  
[ServicioAutomotriz.com](#)  
[TechShopMag.com](#)

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

[Babcox.com Ad Demos](#)

## VIDEO

Video is not only popular, but 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

Target a select group within our audience base to deliver a specific message in order to generate a direct response. We are able to communicate with individuals who have agreed to receive emails from our partner clients to help you sell more products.

## 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
- Geo Fencing
- Historical Targeting

