

TECHSHOP

SHOPOWNER



TechShop leads the industry in educating the equipment and tool buyer by providing informative articles, technical features and the latest information on equipment and tools. With a digital reach that extends into the dealership, repair facility, mobile and DIY markets, shop owners and technicians rely on TechShop to help them build their business with products that increase their productivity and profitability. As TechShop continues to evolve and extend our print content into ShopOwner magazine – 12 issues a year – our digital portfolio continues to expand. We launched Tool Showcase videos and Digital Digest in late 2021, with more exciting digital products in the pipeline for 2022 – and more equipment, tools and supplies information can be found on TechShopMag.com than ever before.





CONTENT

Tell a story to our audience! Sponsored Content allows you to write an article for our websites. 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 but not limited to:

- Case Studies & Whitepapers
- Infographics
- Reviews
- How-Tos, Lists or Guides
- [Landing Pages](#)



CUSTOM SPONSORSHIPS

Align your brands with our respected content with custom sponsorships.

- Website Sponsorships
- Event Sponsorships
- Garage Studio Sponsorships
- Newsletter 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.

- TechShop Tool Connect
2x/week (Mon/Wed)
Subscribers: 27,333
Monthly Opens: 59,126



SPECIAL PRINT PROGRAMMING

TechShop leads the industry in educating the equipment and tool buyer by providing informative articles, technical features and the latest information on the equipment and tools used in independent repair facilities featured in *ShopOwner Magazine*. Special polybagged magazines: January and October.

- Display Ads
- Advertorials
- Custom Publishing



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.

Sponsorship of TechShop's podcasts includes:

- 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



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](#)



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

[TechShopMag.com](#) has more than 41,571 pageviews each month. The average reader spends about 1:16 minutes per page.

- 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 also 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

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 TS 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 [TechShopMag.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