

# ENGINEBUILDER



Engine Builder reaches a niche audience of engine builders, machinists and enthusiasts. We connect our audience to high-value content that is distributed through print, web, newsletters, social media, and video. Our marketing partners have relied on us since 1964 to reach those who buy, specify and recommend engine parts and equipment. Every month, Engine Builder delivers millions of impressions, engagements and reach.

## MARKET SERVICES



### CONTENT

Tell a story to our audience! **Sponsored Content** allows you to write an article for [EngineBuilderMag.com](http://EngineBuilderMag.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 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.

- Engine of the Week
- Diesel of the Week
- PRI Party
- Mild vs. Wild
- Intellectual Horsepower
- SteveTech
- EB Live Events
- Website Sponsorships
- Event Sponsorships
- Garage Studio Sponsorships



### ENEWSLETTERS

Take advantage of digital display and native ad placements, as well as sponsorship opportunities.

- **Engine Builder eNewsletter - 2x/week (Mon/Thu)**  
Subscribers: 14,448 | Monthly Opens: 54,881
- **Engine of the Week - 1x/week (Tue)**  
Subscribers: 7,645 | Monthly Opens: 17,654
- **Diesel of the Week - 1x/week (Wed)**  
Subscribers: 5,976 | Monthly Opens: 13,767



### MAGAZINE

*Engine Builder* is the leading print publication for engine building and machine shop professionals. General topics such as engine components, fuel, oil, tuning, machining, and best business practices are universal and regularly fill our pages.

- Display Ads
- Advertorials
- Digital Editions
- Custom Publishing

Total Qualified Audience: **9,000**



### 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 the *Industry Insiders* podcast. Sponsorships include:

- Sponsor attribution in each episode
- Promotion via eNewsletter, website and social media
- Posting of the episodes to [EngineBuilderMag.com](http://EngineBuilderMag.com) and syndication to all major podcast platforms
  - Video options available



### 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](#)

## MARKET SERVICES



### 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

*EngineBuilderMag.com* has more than 371,907 pageviews each month. The average reader spends about 2:46 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 *EB* 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 [EngineBuilderMag.com](#). Reporting included.



### SOCIAL MEDIA

With a 100% organic audience across all of our platforms, engagement of our social media content is unmatched. Between our social media platforms and our YouTube channel, we regularly deliver more than 1 million impressions per month. Find out how your brand can utilize this audience too.

[Instagram](#): **100,000+ followers**  
[Facebook](#): **30,000+ followers**  
[Twitter](#): **3,000+ followers**  
[YouTube](#): **38,000+ followers**  
[TikTok](#): **12,000 followers**



### 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                      | • Look-alike Audience                |
| Audio Ad Delivery                 | • Predictive Targeting               |
| Native Ads                        | • Audience Excluding                 |
| Keyword Targeting                 |                                      |
| <a href="#">Weather Targeting</a> |                                      |
| Retargeting                       |                                      |
| Contextual Targeting              |                                      |
| Social Retargeting                | <a href="#">Facility Targeting</a> : |
|                                   | • IP Targeting                       |
| Audience Targeting:               | • Geofencing                         |
| • Behavioral                      | • Historical Targeting               |
| • NAICS/SIC Codes                 |                                      |
| • CRM Targeting                   |                                      |

## CUSTOM SOLUTIONS

### INSTAGRAM LIVE TAKEOVERS

Courtesy of Engine Builder's Instagram page, viewers get a chance to interact with engine builders twice a month when they takeover Engine Builder's IG channel for 45 minutes to an hour.

### SOCIAL MEDIA SERVICES

Babcox Media offers promotional campaign services as well as full-service social media management on your company's behalf.

### CUSTOM VIDEO

Babcox Media can produce videos on your company's behalf, then distribute them to the market.

### CUSTOM PRINT

Engine Builder will print a custom brochure and mail to the circulation. With Engine Builder your custom piece will be poly-bagged with the current issue. We'll also produce a digital version of the brochure and provide you 100 additional copies.

### LIVESTREAM

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 DESIGN

Creating a website doesn't have to be difficult. We'll help you bring your website to life, so you can stay focused on running your business.