

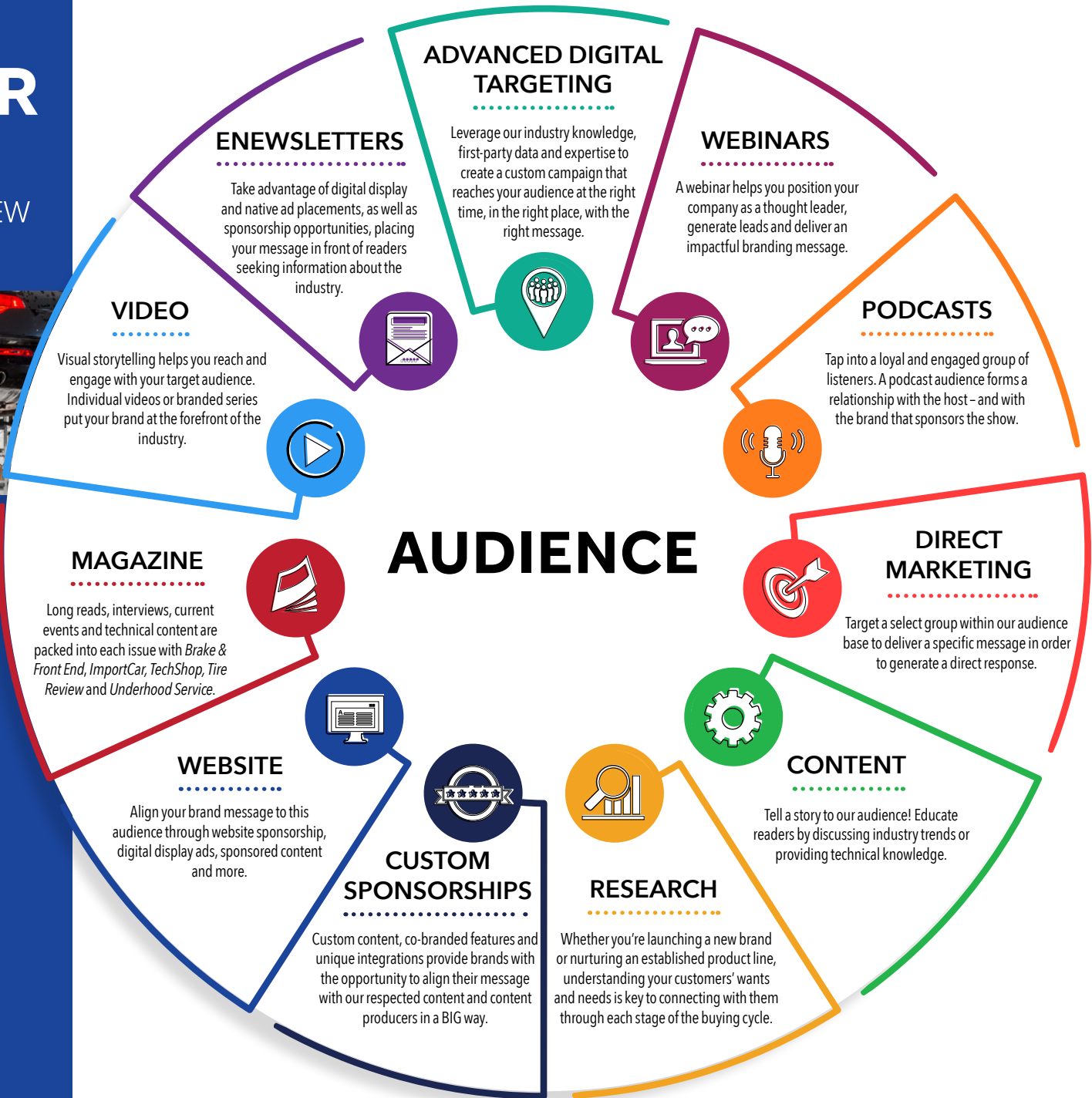
SHOPOWNER

UNDERHOOD Service importCAR BRAKE & FRONT END

TECHSHOP SERVICIO AUTOMOTRIZ TIRE REVIEW



Shop owners and technicians are the lifeblood of the automotive repair and service sector across the U.S., keeping drivers and passengers safe, vehicles moving and businesses flourishing. This network of repair shops, tire dealerships, collision centers, transmission service operations and new car dealership repair bays includes more than 900,000 dedicated professionals who actively engage in the buying of automotive replacement parts, services, and tools. *ShopOwner* is the leading automotive business publication focusing on every aspect of today's shop operation. Each monthly issue includes articles on business operations and marketing; employee relations and customer service; in-depth profiles of some of the nation's most influential and successful independent repair facility operators; and opinion pieces from industry veterans and business professionals. In addition, *ShopOwner* includes exclusive technical content from *Brake & Front End*, *ImportCar*, *TechShop*, *Tire Review* and *Underhood Service*.





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

Custom sponsorships provide the opportunity for your customized message, including co-branded features and unique integrations that 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, tire dealers and technicians while they're proactively seeking information about the industry.

- **Brake & Front End** 2x/week (Mon/Thur)
- **ImportCar** 2x/week (Tue/Fri)
- **ShopOwner** 2x/week (Tue/Sat)
- **Underhood Service** 2x/week (Wed/Sat)
- **TechShop Tool Connect** 2x/week (Mon/Wed)
- **Tire Review** Daily (Mon-Fri)
- **Euro Intel** 2x/month (Sun)



MAGAZINE

ShopOwner (12x per year)
Total Qualified Circulation: **77,500**

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

Tire Review (3x Special Content Editions) Total Qualified Circulation: **14,000**

TechShop (2x Special Content Editions) Total Qualified Circulation: **77,500**

- Display Ads
- Advertorials
- Digital Editions
- 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 Opportunities: *Shifting Gears, Talking Shop, S.O.S. Shop Owner Solutions.*

Sponsorships include:

- Sponsor attribution in each episode
- Promotion via eNewsletter, website and social media
- Posting of the episodes 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

[ShopOwnerMag.com](#)
[BrakeandFrontEnd.com](#)
[Import-Car.com](#)
[UnderhoodService.com](#)
[ServicioAutomotriz.com](#)
[TechShopMag.com](#)
[TireReview.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 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 *SO* 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 [ShopOwnerMag.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