

# BABCOX MEDIA

Create • Educate • Innovate





## VIDEO

Visual storytelling helps you reach and engage with your target audience. Individual videos or branded series put your brand at the forefront of the industry.

## WEBSITE

Align your brand message to this audience through website sponsorship, digital display ads, sponsored content and more.

## eNEWSLETTERS

Take advantage of digital display and native ad placements, as well as sponsorship opportunities, placing your message in front of readers seeking information about the industry.

## DIRECT MARKETING

Leverage our first-party data to engage your target audience and generate leads. From email marketing to topical targeting, we have a customized solution for you.

## PODCASTS

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.

## WEBINARS

Prove the ROI of your marketing program! A webinar helps you position your company as a thought leader, generate leads and deliver an impactful branding message.

## PRINT

Long reads, interviews, current events and more are packed into each issue. Standard or custom.

## RESEARCH

Whether you're launching a new brand or nurturing an established product line, understanding your customers' wants and needs is key to connecting with them through each stage of the buying cycle.

## CONTENT

Tell a story to our audience! Educate readers by discussing industry trends or providing technical knowledge.

## CUSTOM SPONSORSHIPS

Custom content, co-branded features and unique integrations provide brands with the opportunity to align their message with our respected content and content producers in a big way.

## SOCIAL MEDIA

Meet your audiences where they are online with the power of social media marketing. Supporting your multimedia projects with social media not only expands your content's reach, but it also positions you as a thought leader with a voice of authority on the channels that matter most to your audiences.

## 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.

## NEW CAR DEALER



Dedicated to helping automotive professionals improve their team's effectiveness and their dealership's profitability.

- Executive Spotlight
- Dealer Insider
- Dealer Service
- Website Sponsorships

- Event Sponsorships
- Garage Studio Sponsorships

## CARWASH



Provides car care professionals with the information they need to manage and grow a thriving business.

- Carwash Connection
- PC&D Unscripted
- Wash Talk
- PC&D Industry Report
- PC&D Webinar Series
- Top 50 List

- Website Sponsorships
- Event Sponsorships
- Garage Studio Sponsorships

## COLLISION



Serves collision repair facilities with business management content, market trend analysis, technical content, breaking news and innovative product technology.

- Year in Review video series
- BodyShop Business: The Podcast
- Body Bangin' Podcast
- Industry Profile
- State of the Industry

- Garage Studio Sponsorships
- Buyer's Guide
- Executive of the Year
- Website Sponsorships
- Event Sponsorships

## POWERSPORTS



If a powersports dealer carries it, MPN covers it. The trusted resource for content aimed at dealers, professionals and enthusiasts.

- Ride of the Week
- Project X
- Kickstart Chronicles
- On the Throttle
- MPN Power Players
- Tech Tips
- Instagram Takeovers
- Destination Dealership

- MPN Reviews
- MPN Live Events
- Website Sponsorships
- Event Sponsorships
- Garage Studio Sponsorships

## ENGINE



If you love power & performance, you'll love *Engine Builder*. Whether you're a professional builder, a machinist, a remanufacturer, a parts and equipment supplier, or an automotive enthusiast, *Engine Builder* offers content aimed at you.

- Engine of the Week
- Diesel of the Week
- PRI Party
- Mild vs. Wild
- Intellectual Horsepower
- SteveTech
- Industry Insiders
- Instagram Live Takeovers
- Danny Soliz Says

- LinCo Lessons
- Moore Throttle
- That's Not a Stupid Question
- EB Live Events
- Website Sponsorships
- Event Sponsorships
- Garage Studio Sponsorships

# SHOPOWNER

ShopOwnerMag.com

Provides expert business management advice and analysis, technical how-to information and the latest product and industry news to shop owners and technicians across the country.

- Auto Pros on the Road
- S.O.S. ShopOwner Solutions Podcast
- Shifting Gears Podcast
- Talking Shop Podcast
- Shop Profile

- Website Sponsorships
- Event Sponsorships
- Garage Studio Sponsorships

## TOOLS & EQUIPMENT

# TECHSHOP

TechShopMag.com

The automotive industry's foremost resource on equipment, tools and supplies.

- Tool Showcase
- Guess the Tool
- Tool Connect
- Website Sponsorships
- Event Sponsorships

- Garage Studio Sponsorships

## TECHNICAL SCHOOLS

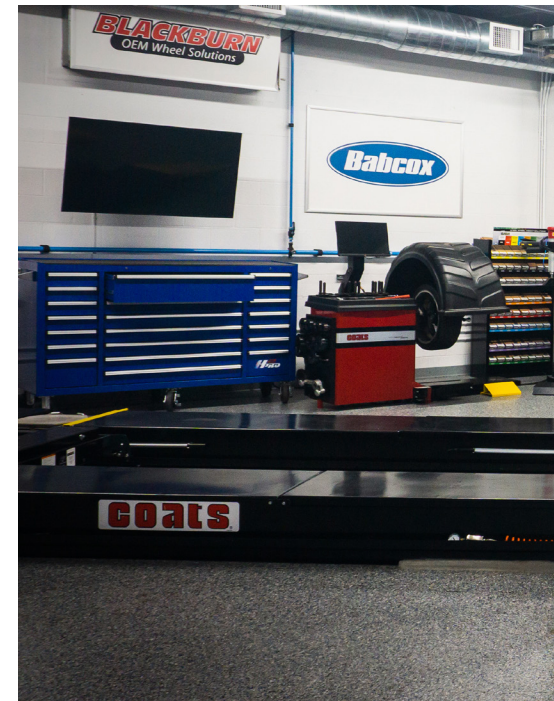
# TOMORROW'S TECH

TomorrowsTechnician.com

Delivers technical information for servicing today's vehicles to automotive students enrolled in technical and vocational schools across the country.

- School of the Year
- Student of the Month
- Instructor of the Year
- Tomorrow's Tech University

- Tomorrow's Tech TV
- Website Sponsorships
- Event Sponsorships
- Garage Studio Sponsorships



**BRAKE  
& FRONT END**

BrakeandFrontEnd.com

importCAR

Import-Car.com

**UNDERHOOD  
Service**

UnderhoodService.com

- Talking Shop
- Underhood Service Podcast
- Maintenance Minute
- Website Sponsorships

- Event Sponsorships
- Garage Studio Sponsorships

## TIRES

**TIRE REVIEW**

TireReview.com

Committed to helping today's independent tire dealers run and grow a stronger, more competitive business.

- Growing Together Center
- JohnnyG & Friends
- Rolling with the Numbers
- What's the Deal?
- What's Treading

- Website Sponsorships
- Event Sponsorships
- Garage Studio Sponsorships

## SPANISH-SPEAKING

**SERVICIO  
AUTOMOTRIZ**

ServicioAutomotriz.com

Provides Spanish-speaking readers with high-quality technical information to stay current with the latest automotive technology and advance automotive careers.

- Website Sponsorships
- Event Sponsorships
- Garage Studio Sponsorships



- AMN Drivetime
- Women at the Wheel
- Executive Interview
- AMN Monthly Report

- Website Sponsorships
- Event Sponsorships
- Garage Studio Sponsorships

A trusted resource for the automotive aftermarket's most important decision-makers.

**AMN**  
aftermarketNews  
aftermarketNews.com

## DISTRIBUTION

- P.A.R.T.S. Supplement
- Counter Professional of the Year
- Behind the Counter podcast
- Sales Manual

- Website Sponsorships
- Event Sponsorships
- Garage Studio Sponsorships

The leading source of product news, technical information and sales best practices for counter professionals, jobbers, store owners and warehouse distributors.

**COUNTERMAN**  
Counterman.com

## FLEET/TRUCK

- On the Road
- Unscripted
- Data Center
- Client-Focused Content Services

- Website Sponsorships
- Event Sponsorships

Covering the latest industry news and in-depth features related to trucks, tractors and trailers - the Fleet Equipment staff focuses on the issues that help fleets run the most efficient and productive trucks on the road.

**FLEET  
EQUIPMENT**  
FleetEquipmentMag.com

## TRANSMISSION

- eNewsletter Weekly Sponsorships
- Website Sponsorships
- Video and Podcast Sponsorships
- Event Sponsorships

- e-Bulletin Monthly Sponsorships
- Garage Studio Sponsorships
- Tech/Talk Quarterly Sponsorships

Dedicated to the automotive powertrain industry, providing technical instruction, valuable business strategies and up-to-date industry news.

**TRANSMISSION**  
DIGEST  
TransmissionDigest.com

## ELECTRIC VEHICLE

- Amped EV Podcast
- The EV Impact Show
- Website Sponsorships
- Event Sponsorships

- Garage Studio Sponsorships

Covering the latest electric vehicle news and innovations.

THE  
**BUZZ**  
EV NEWS FROM AMN  
TheBuzzEVNews.com

# VISIT US!

See what's new at Babcox Media and let your imagination run with the possibilities of our collaboration.

**Babcox.com**

Visit our website and discover the brands that your customers trust. Explore the products and services that deliver unparalleled results.

## **Tour Our Office and Garage Studio & Training Center**

For the greatest inspiration of all, we invite you to visit our office in Akron, Ohio. We would love the opportunity to share our products and solutions with you. Our office and video garage studio are a playground for industry enthusiasts, a place where you will meet industry experts and explore multimedia options to craft and connect your message with your audience.

**Schedule a Visit:  
330.670.1234 x237**

