

## AUDIENCE EXPERIENCE PLANNER

AMN  
aftermarketNews



COUNTERMAN



The AMN/Counterman brands focus on *The Business of Selling Parts*. AMN/Counterman leverages an integrated media platform to reach warehouse distributors, program groups, jobbers and retailers, as well as industry executives in the distribution and manufacturing channels. The AMN and Counterman eNewsletters, websites and additional digital assets target members of the distribution and manufacturing community, with specific content related to their role in the automotive aftermarket.

V.1

PRINT  
**29K**

WEBSITES  
**234K**

ENEWSLETTERS  
**18K**

SOCIAL MEDIA IMPRESSIONS  
**1.2M**

## MARKET SERVICES



### CONTENT

Tell a story to our audience! Sponsored Content allows you to write an article for [aftermarketNews.com](http://aftermarketNews.com) or [Counterman.com](http://Counterman.com). 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
- Garage Studio Sponsorships
- AMN Executive Interviews
- AMN Women at the Wheel
- Counterman Education Center
- Counterman Guess the Car



### VIDEO

Video is not only popular, but also has great visual storytelling capabilities to help you reach and engage your target audience.

Align your brand with the *AMN Monthly Report* or *Counterman Talking Parts* video series.

- Sponsor attribution in each video
- Promotion via eNewsletter, website and social media
- Product Placement
- Custom Video
- Booth/Trade Show Video
- Interactive Video

Garage Studio and Training Center  
Why Video is Significant



### MAGAZINE

*AMN/Counterman* is the leading print publication for counter professionals and executives of the automotive aftermarket.

- Display Ads
- Advertisorials
- Digital Editions
- Custom Publishing
- Faux Covers
- Tip-ins
- Gatefolds
- Ride-alongs (polybag)

Total Qualified Circulation: **29,283**



### 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 AMN Drivetime, AMN Women at the Wheel and Counterman Behind the Counter podcasts. Sponsorships include:

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



### 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.

## MARKET SERVICES

→ ADVERTISING INFORMATION AND RESOURCES FOR THE AMN OR COUNTERMAN BRAND ON Babcox.com



### ENEWSLETTERS

**AMN Daily eNewsletter** -  
5x/week (Mon/Fri)  
Subscribers: 7,543  
Monthly Opens: 112,273  
**AMN Monthly Report** - 1x/month  
Subscribers: 7,543  
**AMN Global** - 2x/week (Tue/Thu)  
Subscribers: 7,294  
Monthly Opens: 43,346

**Counterman eNewsletter** -  
2x/week (Tue/Thu)  
Subscribers: 11,212  
Monthly Opens: 42,669



### WEBSITE

[aftermarketNews.com](http://aftermarketNews.com) has more than 163,393 pageviews each month. The average reader spends about 1:36 minutes per page.

Monthly Pageviews: 163,393

[Counterman.com](http://Counterman.com) has more than 58,000 pageviews each month. The average reader spends more than 2 minutes (2:12) per page.

Monthly Pageviews: 58,604

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

[Babcox.com Ad Demos](#)



### 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 AMN/CM 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 [aftermarketNews.com](http://aftermarketNews.com) and [Counterman.com](http://Counterman.com). Reporting included.



### 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.

- State of the Industry

[Request more info](#)



### 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.

[Request more info](#)



### 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

- Look-alike Audience
- Predictive Targeting
- Audience Excluding

- Facility Targeting:**
- IP Targeting
  - Geofencing
  - Historical Targeting

- Audience Targeting:
- Behavioral
  - NAICS/SIC Codes
  - CRM Targeting

## CUSTOM SOLUTIONS

### CUSTOM VIDEO

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

### SOCIAL MEDIA SERVICES

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

### 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.

### CUSTOM ENEWSLETTERS

Babcox Media is a leader in connecting your message directly to aftermarket professionals. When working with us, you can create leads and deliver a return on your marketing investment.

### CUSTOM PRINT

AMN and Counterman will print a custom brochure and mail to the circulation. With AMN and Counterman 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.