

# THE BUZZ EV NEWS



*The Buzz* is the go-to resource for industry professionals to understand and navigate today's ever-evolving electric vehicle automotive, fleet and powersports landscape. We study the latest trends and innovations surrounding EVs to keep our audience informed on where we see this market heading, and how take advantage of its emerging opportunities.

## MARKET SERVICES



### CONTENT

Tell a story to our audience! **Sponsored Content** allows you to write an article for [TheBuzzEVNews.com](http://TheBuzzEVNews.com). Educate readers by covering industry trends or providing technical knowledge. Prominent positioning and promotion are included. Marketers 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



### THE BUZZ IN PRINT

*The Buzz* provides valuable information on how to navigate today's ever-evolving electric vehicle automotive, fleet and powersports landscape. We study the latest trends and innovations surrounding EVs to keep our audience informed on where we see this market heading, and how take advantage of its emerging opportunities. *The Buzz* in print Polybagged with *Shop Owner, Tire Review, BodyShop Business, AutoSuccess* and *AMN/Counterman* in April and October.

Total Qualified Circulation:  
**160,000**



### 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 EV Impact Show*

- 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**



### RESEARCH

From surveys to focus groups, our experienced automotive 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**

**Industry Report**



### PODCASTS

**Podcasts** allow you to tap into a loyal and engaged group of listeners. A podcast audience forms a relationship with the brand that sponsors the show.

Align your brand with *The Amped EV Podcast*. Sponsorships include:

- Sponsor attribution in each episode
- Promotion via eNewsletter, website and social media
- Posting of the episodes to [TheBuzzEVNews.com](http://TheBuzzEVNews.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



### WEBSITE

*TheBuzzEVNews.com* is dedicated to delivering the latest electric vehicle news & innovations to OEMs, aftermarket manufacturers and consumers. *The Buzz* works to keep its audience informed in the latest happenings in the EV market.

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

[Babcox.com Ad Demos](#)



### ENEWSLETTERS

*The Buzz* is dedicated to cutting through the static to deliver the latest electric vehicle news & innovations. Take advantage of digital display and native ad placements, as well as sponsorship opportunities, placing your message in front of OEMs, aftermarket manufacturers and consumers while they're proactively seeking information about the industry.

- **The Buzz eNewsletter** - 2x/week (Tue/Thu)  
Subscribers: 130,000



### 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



### 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 *The Buzz* 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 [TheBuzzEVNews.com](#). Reporting included.



### 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

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

#### EV Bizz

Nearly all Babcox vehicle care brands will have an **EV Bizz** segment on its website in the form of a drop down from the main menu.

#### Each branded eNewsletter:

- Last flex position on each eNewsletter will feature an **EV Bizz** shaded, designated section
- Sponsored by call-out (linked to sponsor site)
- 300x250 ad position adjacent to EV story for each brand

## 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.