

TOMORROW'S TECH



Tomorrow's Technician delivers technical information for servicing today's vehicles to automotive students enrolled in technical and vocational schools across the country. Our brand assists instructors and educators with a real-world supplement to classroom assignments and reinforces the students' decisions to seek a career in the automotive industry.

WEBSITE
45K

EMAIL
3K

SOCIAL MEDIA IMPRESSIONS
226K

MARKET SERVICES



CONTENT

Tell a story to our audience! **Sponsored Content** allows you to write an article for *TomorrowsTechnician.com*. Educate students by covering industry trends or providing technical knowledge. Prominent positioning and promotion are included.

Industry Partners also turn to us for custom content creation and creative services, including:

- Case Studies & White Papers
- 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 brands the opportunity to align their commentary with our respected content and experienced wordsmiths in a BIG way.

- MindGames Sponsorship
- Instructor of the Year
- Student of the Month
- School of the Year
- Website Sponsorships
- Event Sponsorships
- Garage Studio Sponsorships



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 a *Tomorrow's Tech* video series.

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

Livestream:

Leverage our ability to livestream your events - either through our social media platforms or your own. Adding the live feed aspect to any of the events happening in the studio or conference areas provides real-time access to a larger audience and data.

[Garage Studio and Training Center](#)
[Why Video is Significant](#)



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 *Automotive Student Intelligence* podcast. Sponsorships include:

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



NEWSLETTERS

Take advantage of digital display and native ad placements, as well as sponsorship opportunities, placing your message in front of Instructors and student technicians while they're proactively seeking information about the industry.

- Tomorrow's Tech Today eNewsletter - 5x/week (Mon-Fri)
Subscribers: 3,472
Monthly Opens: 38,552



WEBSITE

TomorrowsTechnician.com has more than 100,129 pageviews each month. The average reader spends about 2:38 minutes per page.

- Website Display Ads
 - High-Impact Ads
 - Content Targeting Ads
 - Site Sponsorship
 - Sponsored Content
 - Digital Supplements
- [Babcox.com Ad Demos](#)



LEARNING MANAGEMENT SYSTEM (T2U)

[Tomorrow's Tech University \(T2U\)](#) is an interactive learning management system. This video platform provides instructors and students with seamless technical curriculum produced by both ASE certified technicians and leading automotive aftermarket brands.



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](#)



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 | • Look-alike Audience |
| Audio Ad Delivery | • Predictive Targeting |
| Native Ads | • Audience Excluding |
| Keyword Targeting | |
| Weather Targeting | |
| Retargeting | |
| Contextual Targeting | |
| Social Retargeting | Facility Targeting: |
| | • IP Targeting |
| Audience Targeting: | • Geofencing |
| • Behavioral | • Historical Targeting |
| • 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.

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 PRINT

Tomorrow's Tech will print a custom publication and mail to a custom curated circulation.

SOCIAL MEDIA SERVICES

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

CUSTOM NEWSLETTERS

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