

# auto SUCCESS



AutoSuccess addresses the specific needs of new car and light truck dealerships by providing ideas, tips and solutions on topics impacting dealers, general managers and department managers. We are dedicated to helping automotive professionals improve their team's effectiveness and their dealership's profitability in both the short and long term.

V.1

PRINT  
**15,780K**

WEBSITE  
**21K**

EMAIL  
**21K**

SOCIAL MEDIA IMPRESSIONS  
**427K**

## MARKET SERVICES



### CONTENT

Tell a story to our audience! **Sponsored Content** allows you to write an article for [AutoSuccessOnline.com](http://AutoSuccessOnline.com). 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:

- Case Studies & White Papers
- Infographics
- 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
- Event Sponsorships
- Garage Studio Sponsorships



### VIDEO

Align your brand with an *AutoSuccess* video series.

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

*AutoSuccess* series:

- Dealer Insider
- Executive Interviews

**Garage Studio and Training Center**  
**Why Video is Significant**



### MAGAZINE

*AutoSuccess* is the leading print publication for new car and light-truck dealerships. *Dealer Service* is now included within the *AutoSuccess* issue (4x per year). Each brand provides dealers, GMs and fixed ops managers with solutions to empower them with the knowledge they need to run successful businesses.

- Display Ads
- Advertorials
- Digital Editions
- Custom Publishing
- Contributed Content

Total Qualified Circulation: **15,780**



### 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 an *AutoSuccess* podcast. Sponsorships include:

- Sponsor attribution in each episode
- Promotion via eNewsletter, website and social media
- Posting of the episodes to [AutoSuccessOnline.com](http://AutoSuccessOnline.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 dealership owners and service managers while they're proactively seeking information about the industry.

- **AutoSuccess eNewsletter - 1x/week (Tue)**  
Subscribers: 14,206  
Monthly Opens: 28,989
- **Dealer Service eNewsletter - 1x/week (Thu)**  
Subscribers: 7,056  
Monthly Opens: 19,138



### WEBSITE

[AutoSuccessOnline.com](http://AutoSuccessOnline.com) has more than 21,637 pageviews each month. The average reader spends about 2:13 minutes per page.

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

[Babcox.com](http://Babcox.com) Ad Demos

Monthly Pageviews: **21,637**



### 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 AS 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 [AutoSuccessOnline.com](http://AutoSuccessOnline.com). Reporting included.



### 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](#)



### 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        |                            |
| <b>Weather Targeting</b> |                            |
| Retargeting              |                            |
| Contextual Targeting     |                            |
| Social Retargeting       | <b>Facility Targeting:</b> |
|                          | • 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

AutoSuccess can help create a custom brochure and distribute it to our circulation. Your custom piece will be polybagged with an issue of AutoSuccess, and we will provide you with additional copies for your own use. A digital version will also be produced.

### 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 automotive industry professionals. When working with us, you can create leads and deliver a return on your marketing investment.