

BODYSHOP BUSINESS



BodyShop Business is the market leader, online and in print, focusing on delivering industry news and trends, business management content, technical expertise and state-of-the-art equipment and supplies to collision repair facility owners and managers so that they can run their businesses more efficiently and profitably.

PRINT
35K

WEBSITE
107K

EMAIL
35K

SOCIAL MEDIA IMPRESSIONS
455K

MARKET SERVICES



CONTENT

Tell a story to our audience! **Sponsored Content** allows you to write an article for *BodyShopBusiness.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
- 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
- Event Sponsorships
- Garage Studio Sponsorships
- Guess the Car Sponsorship
- Buyer's Guide
- Executive of the Year
- Industry Profile
- State of the Industry
- Year in Review video series



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 *Collision Studio* 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

BodyShop Business is the leading print publication for collision repair shop owners. General topics such as efficiency, profitability and repair quality empower shop owners with the knowledge they need to run successful businesses.

- Display Ads
- Advertorials
- Digital Editions
- Custom Publishing

Total Qualified Circulation: **35,000**



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 a *BodyShop Business* podcast. Sponsorships include:

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



ENEWSLETTERS

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

- **BodyShop Business Daily eNewsletter - 5x/week (Monday-Friday)**
Subscribers: 18,460
Monthly Opens: 176,217
- **BodyShop Business Weekly eNewsletter - 1x/week (Friday)**
Subscribers: 17,256
Monthly Opens: 32,759



WEBSITE

BodyShopBusiness.com has more than 107,829 pageviews each month. The average reader spends about 2:29 minutes per page.

- Website Display Ads
 - 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 BSB 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 BodyShopBusiness.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
- Industry Profile
- CRASH Report

[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.

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|----------------------------|----------------------------|
| 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

BodyShop Business will print a custom brochure and mail to the circulation. With BodyShop Business, 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.

SOCIAL MEDIA SERVICES

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

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.