

SHOPOWNER

UNDERHOOD *Service* importCAR *BRAKE & FRONT END*

TECHSHOP SERVICIO AUTOMOTRIZ TIRE REVIEW



Shop owners and technicians are the lifeblood of the automotive repair and service sector across the U.S., keeping drivers and passengers safe, vehicles moving and businesses flourishing. This network of repair shops, tire dealerships, collision centers, transmission service operations and new car dealership repair bays includes more than 900,000 dedicated professionals who actively engage in the buying of automotive replacement parts, services and tools. *ShopOwner* is the leading automotive business publication focusing on every aspect of today's shop operation. Each monthly issue includes articles on business operations and marketing; employee relations and customer service; in-depth profiles of some of the nation's most influential and successful independent repair facility operators; and opinion pieces from industry veterans and business professionals. In addition, *ShopOwner* includes exclusive technical content from *Brake & Front End*, *ImportCar*, *TechShop*, *Tire Review* and *Underhood Service*.

MARKET SERVICES



CONTENT

Tell a story to our audience! Sponsored Content allows you to write an article for our websites. 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 but not limited to:

- Case Studies & Whitepapers
- Infographics
- Reviews
- How-Tos, Lists or Guides
- [Landing Pages](#)



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



VIDEO

Video is not only popular but also has great visual storytelling capabilities to help you reach and engage your target audience. We're innovating every day, providing robust video solutions to match customer needs:

- Product Placement
- Sponsored Video
- Custom Video
- Booth/Trade Show Video

[Garage Studio and Training Center](#)

[Why Video is Significant](#)



MAGAZINE

ShopOwner (12x per year)
Total Qualified Circulation: **74,000**

Servicio Automotriz (4x per year)
Total Qualified Circulation: **18,000**

Tire Review (4x Special Content Editions) Total Qualified Circulation: **14,000**

- Display Ads
- Advertorials
- Digital Editions
- Custom Publishing



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. Sponsorship Opportunities: *Shifting Gears, Talking Shop, S.O.S. Shop Owner Solutions.*

Sponsorships include:

- Sponsor attribution in each episode
- Promotion via eNewsletter, website and social media
- Posting of the episodes to websites 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 auto repair shop owners, tire dealers and technicians while they're proactively seeking information about the industry.

- Brake & Front End 2x/week (Mon/Thur)
- ImportCar 2x/week (Tues/Fri)
- ShopOwner 2x/week (Tue/Sat)
- Underhood Service 2x/week (Wed/Sat)
- TechShop Tool Connect 2x/week (Mon/Wed)
- Tire Review Daily (Mon-Fri)
- Euro Intel 2x/month (Sun)



WEBSITE

ShopOwnerMag.com
BrakeandFrontEnd.com
Import-Car.com
UnderhoodService.com
TechShopMag.com
TireReview.com

- 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 SO 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 ShopOwnerMag.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
- Audio Ad Delivery
- Native Ads
- Keyword Targeting
- **Weather Targeting**
- Retargeting
- Contextual Targeting
- Social Retargeting

Facility Targeting:

- IP Targeting
- Geofencing
- Historical Targeting

Audience Targeting:

- Behavioral
- NAICS/SIC Codes
- CRM Targeting
- Look-alike Audience
- Predictive Targeting
- Audience Excluding

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

ShopOwner will print a custom brochure and mail to the circulation. With ShopOwner 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 NEWSLETTERS

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.