AUDIENCE EXPERIENCE PLANNER

Founded in 1902, Tire Review remains the No. 1 source for quality and relevant content to help today’s independent tire dealers run a stronger, more competitive business. With a reputation for innovation, Tire Review continually refines its content to deliver the latest information on emerging industry trends, technology, business operations, repair and service information, and industry news in a variety of digital formats. As the Tire Review brand continues to evolve, its content will appear in ShopOwner each month, which reaches both independent repair facilities and tire dealers. It will also bring four issues annually to tire dealers. With an accelerated effort to provide digital-focused content across its many platforms and channels, Tire Review is committed to providing its tire dealer audience with access to the information and resources they need, when and how they want it.

PRINT
14K

WEBSITE
197K

EMAIL
10+K

SOCIAL MEDIA
20K

MARKET SERVICES

CONTENT
Tell a story to our audience! Sponsored Content allows you to write an article for TireReview.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 but not limited to:
- Case Studies & Whitepapers
- Infographics
- Reviews
- How Tos, Lists or Guides
- Landing Pages

CUSTOM SPONSORSHIPS
Each year, Tire Review recognizes those in the industry who go above and beyond to serve their communities.
- Top Shop: One Top Shop Winner and three Finalists are recognized as tire dealers who are the best of the best at what they do. Winners and Finalists are profiled in the magazine and invited to our annual Top Shop event.
- Club 3633: An exclusive group of professionals that celebrates the next generation of innovators in the industry. Members are featured in print, on TireReview.com and on social media.
- Sponsorships are available.

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

SPECIAL PRINT PROGRAMMING
Tire Review provides valuable information for independent tire dealers looking for resources to stay on top of their game, with information on running and operating a profitable business featured in ShopOwner magazine. Tire Review special polybagged magazines: March, June, October, December.
Total Qualified Circulation: 14,000

PODCASTS
A podcast allows 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 What's Treading and JohnnyG & Friends podcasts. Sponsorships include:
- Sponsor attribution in each episode
- Promotion via eNewsletter, website and social media
- Posting of the episodes to TireReview.com, YouTube 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.
Monthly Tire Review webinar series covering special topics, available for sponsorship.
MARKET SERVICES

ADVERTISING INFORMATION AND RESOURCES FOR THE TIRE REVIEW BRAND AT Babcox.com/brand/tire-review

ENEWSLETTERS
Take advantage of digital display and native ad placements, as well as sponsorship opportunities, placing your message in front of tire dealership managers while they’re proactively seeking information about the industry.

- Tire Review eNewsletter: 6x/week (Mon-Fri) Subscribers: 10,782
- Tire Review Read of the Week: 1x/week (Wed) Subscribers: 10,470
- Tire Review Weekly Wrap up: 1x/week (Sat) Subscribers: 10,429
- Johnny g and Friends monthly (Tue) Subscribers: 13,711
- Custom eNewsletters

WEBSITE
TireReview.com has more than 197,201 pageviews each month. The average reader spends about 2:18 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 TR 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 TireReview.com. Reporting included. We also offer custom publishing.
- Rolling with the Numbers

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.
- Rolling with the Numbers

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.

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

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
- Audience Targeting:
  - Behavioral
  - 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.

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.

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
Tire Review will print a custom brochure and mail to the circulation. With Tire Review, 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.