



fender
bender™

ABRN
AUTO BODY REPAIR NETWORK

2025
MEDIA KIT

AUDIENCE
DIGITAL ADS
NEWSLETTERS
MARKETING SOLUTIONS
CONTENT CALENDAR
CONTACTS

THE LEADING MANAGEMENT AND TECHNICAL PUBLICATIONS
SERVING THE COLLISION REPAIR INDUSTRY

 ENDEAVOR
BUSINESS MEDIA™

FORGING POWERFUL CONNECTIONS BETWEEN BUYERS AND SELLERS IN THE TRANSPORTATION INDUSTRY

Thank you for supporting the industry's premier journalistic brands. We are committed to maintaining the highest integrity, ethics and values so your ad message is viewed in the highest quality environment possible.

COLLISION REPAIR:



Fender Bender is the resource dedicated to helping owners, operators, and managers work smarter and grow their collision repair businesses. Through real world shop stories and expert advice, collision repair professionals learn about the latest business management strategies, issues, and motivation that leads to success in this rapidly evolving industry.



ABRN (Auto Body Repair Network) delivers cutting-edge technical information, how-to repair insights, emerging technology trends, and best practices to collision repair shop owners, managers, and technicians to help prepare them to repair ever-increasingly complex vehicles.

QUICK LUBE:



National Oil and Lube News is the only media brand dedicated to quick lube and fast maintenance business owners, operators, and managers. *NOLN* keeps readers up to date on key industry issues and trends, and helps operators lead and manage their operations by covering the latest knowledge, technology, and strategies for business success.



TECHNICAL TRAINING:



Motor Age Training offers an extensive library of high-level training and learning opportunities to help shop owners and technicians expand their skills for servicing highly complex vehicles and keep pace with rapidly evolving repair trends.

TIRE SERVICE:



Modern Tire Dealer is the premier source of news, research and market trend analysis. *MTD's* expertise provides both industry insight for its readers and a platform for advertisers to target their audiences via print, digital, content development, and a variety of custom media products. It provides our readers and users the inspiration, tools and motivation to help them succeed in the industry.

DISTRIBUTION:



Professional Distributor is the leading brand exclusively serving the automotive tool and equipment distribution channel, providing new product information and best practices to help mobile tool dealers maximize sales and effectively run their business.



Aftermarket Business World delivers unparalleled news, analysis, research and product information to the automotive aftermarket.

SERVICE & REPAIR:



Ratchet+Wrench is the resource for auto care and service center owners, operators, and managers to lead cutting-edge operations. It equips readers with the most progressive shop management strategies, tactics, and tools for future success through stories from real industry professionals and experts on issues that matter most to the automotive aftermarket.



Since 1899, *Motor Age* has served the technical automotive service professional by providing real-world technical information and service/repair solutions. In its mission to advance the automotive service industry, *Motor Age* provides the training and resources today's working professional needs to remain competitive in an ever-increasingly technical field.



PTEN is the brand automotive repair shop owners and technicians turn to first to learn about the latest tools and equipment in the automotive aftermarket, helping to increase productivity in the shop and maximize billable hours.



VehicleServicePros.com provides automotive professionals exclusive content, technical training resources, the latest tool and equipment information, technology trends, and an audience reach unmatched in the aftermarket.



Auto Job Central is a powerful job board for the auto repair industries. Find technical and management careers, or search for skilled employees.

Click to
**LEARN
MORE**

Collision Repair Solutions For the Entire Team

By synergizing the strengths of *FenderBender* and *ABRN*, our brands offer a robust powerhouse of knowledge that supports shop owners, managers, and technicians responsible for advancing the collision repair industry.

**fender
bender**

FenderBender is the resource dedicated to helping owners, operators, and managers work smarter and grow their collision repair businesses. Through real world shop stories and expert advice, collision repair professionals learn about the latest business management strategies, issues, and motivation that leads to success in this rapidly evolving industry.

ABRN
AUTO BODY REPAIR NETWORK

ABRN (Auto Body Repair Network) delivers cutting-edge technical information, how-to repair insights, emerging technology trends, and best practices to collision repair shop owners, managers, and technicians to help prepare them to repair ever-increasingly complex vehicles.

THE PREFERRED
PUBLICATIONS IN
THE INDUSTRY

96%*
of readers say
FenderBender and
ABRN have influenced
their shop

80%*
of collision repairers
visit FenderBender.com
on a monthly, weekly, or
daily basis

73%*
of FenderBender
and ABRN
subscribers have
read at least 3 out
of the last 4 issues

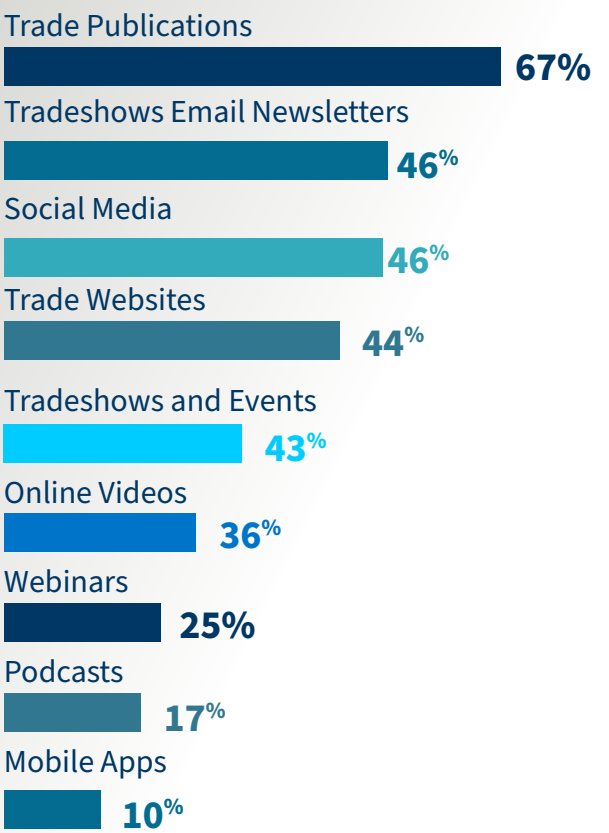
92%*
of readers have taken action
after seeing advertisements
in trade media in the last 12
months

* 2024 Readership and Media Usage Study

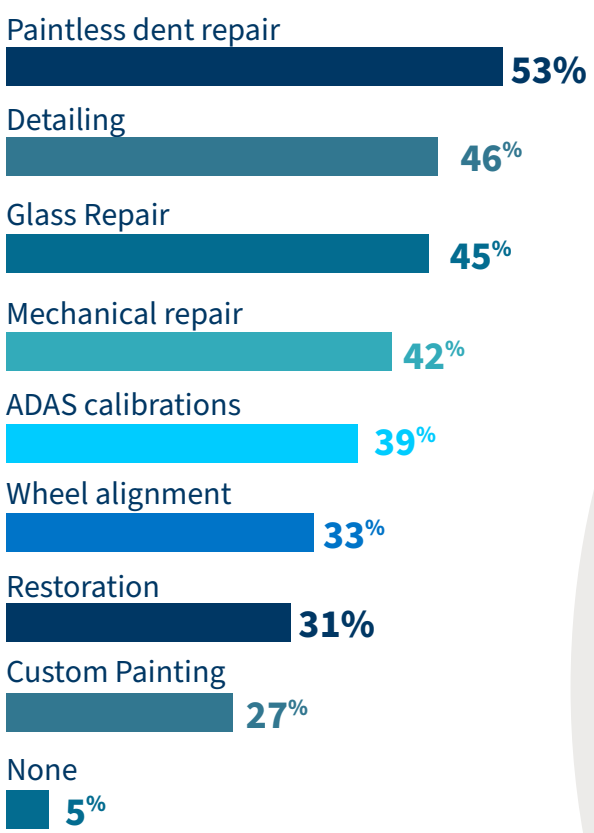
COLLISION REPAIR AUDIENCE PROFILE



HOW DO YOU KEEP INFORMED ON INDUSTRY ISSUES AND NEW PRODUCT/SERVICES?



WHAT ADDITIONAL SERVICES DO YOU OFFER AT YOUR SHOP?



82%
of readers rate FenderBender with at least 4 stars out of 5

76%
of readers rate ABRN with at least 4 stars out of 5

89%
of the collision repair industry reads FenderBender

ABRN is the media brand collision repairers rely on most for technical and how-to information

81%
of FenderBender subscribers read at least half of a typical issue

90%
of the collision repair industry reads ABRN

FenderBender and ABRN are the media brands collision repairers rely on most to help enhance and strengthen their businesses

84%
of subscribers spend at least 30 minutes reading issues of FenderBender and ABRN each month, while 65% of subscribers spend 1 hour or more reading each issue

Data from 2024 Readership and Media Usage Study

PRINT AUDIENCE INSIGHTS

[View our [Audience Engagement Report](#)]

40,000

Magazine Subscribers

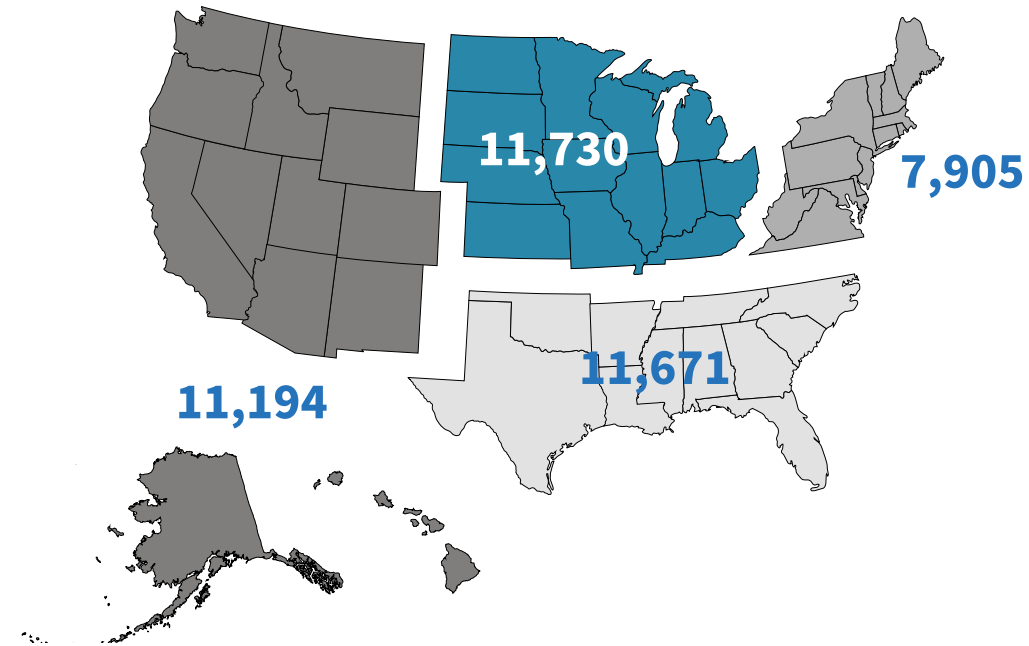
178,000

Magazine Reach
Including Pass Along Readership

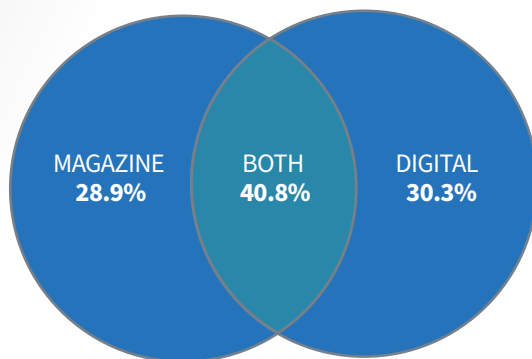
*average subscriber passes along to 3.48 additional readers

SUBSCRIBERS BY REGION

U.S. REGION BREAKOUT OF MAGAZINE SUBSCRIBERS



MAGAZINE/DIGITAL OVERLAP*



REACH DECISION MAKERS

97.2%

of total audience are managers and above

MULTI-SHOP OPERATORS

24.4%

of total audience are MSOs

Employee Size	%
1-2 Employees	11.4%
3-4 Employees	24.2%
5-6 Employees	19.4%
7-8 Employees	13.3%
9 Employees	1.9%
10+ Employees	29.9%
Total	100%

Decision Makers	%
Owner/Partner/ President/VP and Other Company Officials	71.2%
Mgr/Shop Mgr/General Mgr/Director/Admin	26.0%
Shop Foreman/Shop Supervisor	1.5%
Other	1.3%

Primary Business	%
Independent/Franchise Vehicle Body Repair Shop	89.6%
New/Used Vehicle Dealer with Body Repair Shop	9.0%
Other	1.4%

DIGITAL AUDIENCE INSIGHTS

[View our **Audience Engagement Report**] 



FenderBender.com is the leading website dedicated to helping owners, operators, and managers work smarter and grow their collision repair businesses. Through real world shop stories and expert advice, collision repair professionals learn about the latest business management strategies, issues, technical information, and motivation that leads to success in this rapidly evolving industry.

WEBSITE REACH

44,300

Average Monthly Sessions

33,400

Average Monthly Unique Visitors

AVERAGE MONTHLY PAGE VIEWS



77,700

FENDERBENDER AND ABRN NEWSLETTER SUBSCRIBERS

56,709

AVERAGE TOTAL OPEN RATE



46.64%

COMBINED SOCIAL REACH



34,000

EMAIL MARKETING LIST



23,300

AVERAGE TOTAL OPEN RATE



41.16%

FenderBender e-Newsletter	Monthly Av.	Av. Total Open Rate
The MSO Report Email Newsletter	7,476	50.49%
Today's Collision Repair News	15,877	48.21%
This Month in FenderBender	17,719	47.12%

ABRN e-Newsletter	Monthly Av.	Av. Total Open Rate
ABRN Collision eNews & Alerts	15,637	40.73%

The Audience Engagement Report provides an integrated view of the FenderBender community. The data provided within is obtained via internal and third party sources, including Google Analytics and Omeda.

SPECIAL OPPORTUNITIES



BRAND INSIGHT SURVEY

APRIL

The Brand Insight Survey is designed to provide participating companies with a current view of what the industry is saying about their company or brand.

[\[View Example\]](#)

The MSO REPORT

MSO REPORT

APRIL, AUGUST

A semiannual opportunity to put your brand in front of the biggest, most influential collision repairers in the country.

[\[View Example\]](#)



INDUSTRY INTELLIGENCE

JULY

Become a thought leader aligning with current trends, statistics, data and content shaping the industry.

[\[View Example\]](#)



AD INSIGHT STUDY

AUGUST

The Ad Insight Study is designed to provide participating companies with real-world market feedback on the effectiveness of advertising creative.

[\[View Example\]](#)



EXECUTIVE INTERVIEW SERIES

FENDERBENDER EXECUTIVE INTERVIEW SERIES MONTHLY

The FenderBender Executive Interview Series is a monthly online Q&A featuring perspectives from C-level executives at leading vendors within the collision repair industry on topics including OEM certifications, ADAS advancements, product and technology enhancements, news trends, and more.



FENDERBENDER AWARD

SEPTEMBER

Tie your brand to the biggest feature of the year honoring the leading shop owner or executive in collision repair.

[\[View Example\]](#)



BEST REPAIR PLANNER/ESTIMATOR AWARD

SEPTEMBER

Today's complex vehicles demand safe and precise repairs. The 2025 Best Repair Planner/Estimator Award recognizes the individual in that role who best demonstrates a dedication to following OEM repair procedures and a commitment to safe and quality repairs.

[\[View Example\]](#)



ULTIMATE COLLISION REPAIR SHOP

OCTOBER

The Ultimate Collision Repair Shop (UCRS) is designed to highlight the best-of-the-best products, services, tools and equipment that all shop operators must have to run the most efficient, profitable, and successful shop possible.

[\[View Example\]](#)



SEMA SHOW PREVIEW

OCTOBER

Strategically timed in October, FenderBender's 2025 SEMA Show Preview helps drive awareness and foot traffic for participating advertisers. A directory of featured and must-see exhibitors is included in this special section that highlights the SEMA Show.

[\[View Example\]](#)

2025 EDITORIAL CALENDAR

[View our **MAGAZINE ARCHIVE**] 



	JAN	FEB	MAR	APR	MAY	JUN
AD CLOSE	12/6/24	1/9/25	2/4/25	2/28/25	3/28/25	4/24/25
MATERIAL DUE	12/11/24	1/14/25	2/7/25	3/5/25	4/2/25	4/29/25
MAIN FEATURE	Give your shop a parts overhaul: Learn from Mike Anderson-coached shops on how they got control over their parts ordering and storage process for efficiency and smooth operations.	What do you need to build an ADAS calibration center? What are the considerations for the facility you need to rent, buy, or build? What equipment should you purchase? What are the requirements for your technicians?	Celebrating women in the industry and exploring how to attract more: For Women's History Month, we explore what's keeping more women from entering the field.	Artificial assistance: How you can use artificial intelligence to help with your shop's operations	Supporting your staff's mental health: Stress, fatigue, and burnout are common in many fields. For Mental Health Awareness Month, we talk with TAG Auto Group's Andy Tylka about his own mental health challenges and how he is able to offer zero-cost mental health services to his employees.	Flipping the switch on EV repairs: At a time that EV sales are cooling, they're still increasing. EV collision repair specialists can reduce average wait and repair times to a fraction of the typical time.
ADDITIONAL CONTENT	<ul style="list-style-type: none"> • Build a winning online marketing strategy in 2025 • Commit to success • Help your customers collect on diminished value 	<ul style="list-style-type: none"> • Does your customer's car have a drug problem? • Increase your fleet business • Exploring a four-day workweek 	<ul style="list-style-type: none"> • OEM certification programs • Are you billing appropriately for total losses? Are you making profit where you can? • Expanding services through contracts with municipalities 	<ul style="list-style-type: none"> • Optimize your shop's Google Business Profile • Repairing dealer loaner cars • Language for the bill payer • Special Section: The MSO Report 	<ul style="list-style-type: none"> • Should you specialize your operations? • Profit on paint and materials • Create a thriving culture 	<ul style="list-style-type: none"> • Marketing: top of mind awareness • Always be recruiting • Showing customer appreciation

	JUL	AUG	SEP	OCT	NOV	DEC
AD CLOSE	5/21/25	6/26/25	7/24/25	8/28/25	9/26/25	10/29/25
MATERIAL DUE	5/27/25	7/1/25	7/29/25	9/3/25	10/1/25	11/3/25
MAIN FEATURE	Apprenticeship and mentorship success: Approaching the problem of the technician shortage requires a number of nontraditional approaches.	Increasing employee training engagement: How do you reduce employee resistance to continuing education?	FenderBender Award and Best Repair Planner/Estimator Awards	(SEMA Show issue) What should be on your shopping list for tools & equipment for next year?	How efficient shops operate	The dynamics of leadership
ADDITIONAL CONTENT	<ul style="list-style-type: none"> • How do you combat a bad Google or Yelp review? • Breaking the language barrier • Simplify regulatory requirements • FenderBender Industry Survey Report 	<ul style="list-style-type: none"> • Photo documentation for collision repair • Remote scanning and calibration • What are your processes for vehicle theft, shop fires, or other losses? Discuss • Special section: The MSO Report 	<ul style="list-style-type: none"> • Animal aftermath • Attract and retain young technicians • Parting ways amicably 	<ul style="list-style-type: none"> • What's an on-the-spot evaluation? • Is it time to upgrade your spray booth? • Why speed is crucial in securing the best talent • SEMA Preview 	<ul style="list-style-type: none"> • Toolbox tech • Create a career path • Marketing: going beyond Facebook/LinkedIn 	<ul style="list-style-type: none"> • Should you offer your own rental cars? • Shift from estimating to repair planning (blueprinting) • Creating a strong teamwork environment

Estimated mail date is the 15th of each month

IN EACH ISSUE

- In-depth features on the industry's most pressing issues
- Profiles of thriving shops and their tactics for success
- Case studies exploring common challenges and solutions
- Industry news coverage from throughout the nation
- Proven strategies for business growth
- Numerical breakdowns of industry trends

COLUMNISTS



TIFFANY MENEFEE
Pronto Body Shop



DREW BRYANT
DB Orlando Collision



GREG LOBSIGER
Loren's Body Shop

Visit our Marketing Site for more information about our brand and the products we offer: vehiclerepair.endeavorb2b.com

2025 EDITORIAL CALENDAR

[View our [MAGAZINE ARCHIVE](#)]

	MARCH	JUNE	OCTOBER	DECEMBER
AD CLOSE	1/28/25	4/18/25	8/25/25	10/24/25
MATERIAL DUE	1/31/25	4/23/25	8/28/25	10/29/25
TECHNOLOGY: ADAS/DIAGNOSTICS AND CALIBRATION; EVS	The latest in ADAS technologies and calibration	ADAS diagnostic and calibration case studies	Standard operating procedures for ADAS diagnostic and calibration	ADAS diagnostic and calibration case studies
TECHNICAL: BODY/STRUCTURAL	Lightweight material considerations (high-strength steels, aluminum, carbon fiber, and more)	Plastic parts repair	Welding	Structural repair
TECHNICAL: PAINT AND REFINISHING	New refinishing products	5 considerations for the painter before going into the booth	Special considerations for painting plastic parts	Set up your prep and paint areas for success

ADDITIONAL OPPORTUNITIES



NEW PRODUCTS EVERY MONTH

Launch your new products or share updates with a monthly placement in the New Products Guide. Include up to 75 words of copy in a Word file and one .jpg or .png image (at least 300 dpi). Materials are due on closing date of each issue.

[View [Example](#)]



ADVERTORIAL MARCH, JUNE

Showcase detailed content about your product or company next to your ad in the March or June issues of *ABRN*.

[View [Example](#)]

COLUMNISTS



DARRELL AMBERSON
LaMettry's Collision



SHEY KNIGHT
Autosport Bodyworks

MAGAZINE ADVERTISING RATES & SPECS



Print Ad Specs

PUBLICATION TRIM SIZE: 7.50" x 10.50"

All text, logos, borders, and boxes that do not bleed should stay within the live area. No charge for bleed.

FULL PAGE SPREAD
Live: 14.5" x 10"
Trim: 15" x 10.5"
Bleed: 15.25" x 10.75"

1/3 PAGE SQUARE
Non-Bleed: 4.5" x 4.625"

FULL PAGE
Live: 7" x 10"
Trim: 7.5" x 10.5"
Bleed: 7.75" x 10.75"

1/4 PAGE SQUARE
Non-Bleed: 3.375" x 4.625"

1/2 PAGE VERTICAL
Live: 3.375" x 10"
Trim: 3.75" x 10.5"
Bleed: 4" x 10.75"
Non-Bleed: 3.375" x 9.75"

PRODUCT SHOWCASE FEATURED LISTING

- » Product image
- » Product name
- » Company name
- » Company logo
- » 75-100 words of descriptive text

1/2 PAGE HORIZONTAL
Live: 7" x 4.875"
Trim: 7.5" x 5.25"
Bleed: 7.75" x 5.5"
Non-Bleed: 7" x 4.625"

ADVERTORIAL (FULL-PAGE)

- » 400-450 words (.doc or .docx)
- » One or two images in JPG or TIFF format at 300dpi
- » Headline
- » Company logo, address, phone number and website URL

1/2 PAGE ISLAND
Live: 4.5" x 7.5"
Trim: 4.875" x 7.875"
Bleed: 5.125" x 8.125"
Non-Bleed: 4.5" x 7.25"

ADVERTORIAL (HALF-PAGE)

- » 200-250 words (.doc or .docx)
- » One image in JPG or TIFF format at 300dpi
- » Headline
- » Company logo, address, phone number and website URL

1/3 PAGE VERTICAL
Live: 2.3125" x 10"
Trim: 2.5625" x 10.5"
Bleed: 2.8125" x 10.75"
Non-Bleed: 2.3125" x 9.75"

Monthly Magazine Rate

POSITION	RATE
Full Page Spread	\$10,000
Full Page	\$6,000
1/2 Page	\$4,000
1/3 Page	\$2,750
1/4 Page (ABRN only)	\$2,250

Cover Premium

Inside Front Cover	15%
Inside Back Cover	10%
Back Cover	20%

STAND OUT!

ASK YOUR SALES REP about additional ad opportunities, such as belly bands, gatefold inserts, and more!



RICH MEDIA OPTIONS AVAILABLE FOR DIGITAL VERSION OF MAGAZINE.

HOW TO SUBMIT YOUR PRINT AND/OR DIGITAL AD MATERIAL

Creative Specifications

Format (hi-resolution, full color): PDF with PDF/X-1a

Required supplementary items:

- Fonts (embedded)
- Images (CMYK color space)
- Artwork (CMYK color space)

TO FTP TRANSFER

For large files over 10MB, please send via ftp, using a free service such as www.wetransfer.com. Please use jgeorge@endeavorb2b.com in the "email to" field for your upload. Be sure to include: advertiser name, publication name, and issue date in the message field.

TO EMAIL MATERIAL

For files up to 10 MB, please email your ad to: jgeorge@endeavorb2b.com. Include advertiser name, publication name, issue date.

Multi-Page and Inserts: Contact account manager for rates and specifications.

DIGITAL ADVERTISING

Advertising that reaches decision-makers in the moment

Showcase your brand to highly targeted audiences in popular channels with our portfolio of display and rich media banners.



Click to view
**DIGITAL
SPECS AND
SAMPLES**



Digital Banners

Banners appear on the home page and article pages. Our websites are responsive, and most ads serve on desktop, tablet and mobile.

Leaderboard

Rectangle

Expanding Half Page

Expanding Rectangle

Sticky Leaderboard

Native Ad

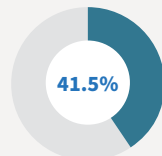
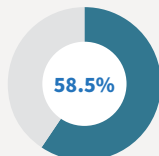
Materials Due: Seven business days prior to publication.

Send Creative To: webtraffic@endeavorb2b.com

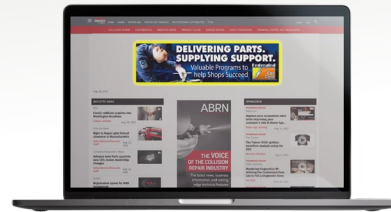
Visit Our Website: fenderbender.com

DESKTOP VISITORS
AVERAGE MONTHLY

MOBILE VISITORS
AVERAGE MONTHLY

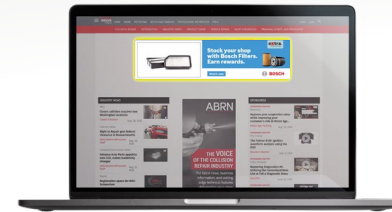


High-Impact Digital Advertising Positions



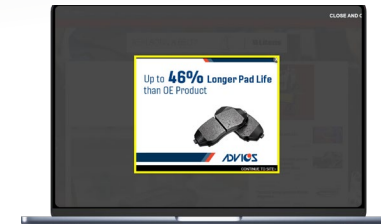
BILLBOARD

A prominent, highly-visible ad unit placed at the top of the website above the content.



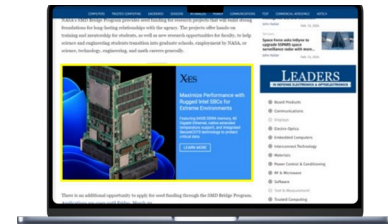
VIDEO BILLBOARD

Engaging video experience embedded into a billboard and placed at the top of the website above the content.



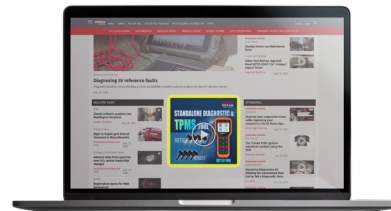
WELCOME AD

High-impact ad unit that demands attention when users enter the website.



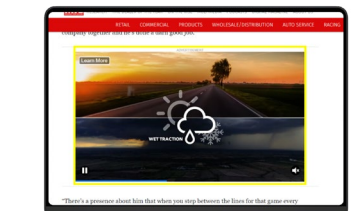
IN-ARTICLE FLEX

Custom created ad with engaging imagery, clear call to action and placement within content, reaching readers as they engage with content.



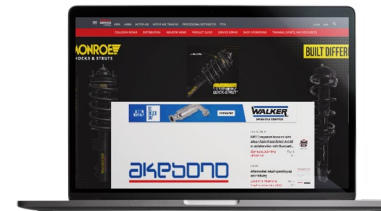
IN-BANNER VIDEO

Short videos embedded into a 300x250 ad unit, offering a more engaging user experience.



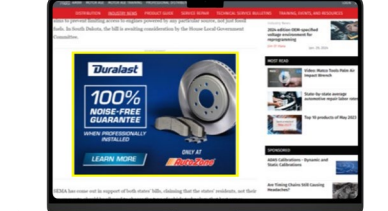
IN-ARTICLE VIDEO

Video marketing embedded within editorial content. Offers an immersive, visual and audio experience that is non-intrusive to users.



RESKIN

Integrates multiple units to frame the website and showcase your brand, responsive and flows with content.



IN-ARTICLE PREMIUM

Large ad placed in between paragraphs within articles, reaching readers while they are engaged with content.

NEWSLETTERS

Established frequency, trusted content, and engaged audiences

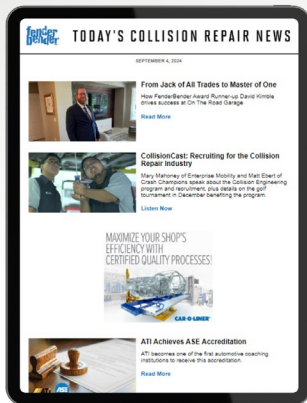
Share your message within a relevant and responsive environment designed to deliver engagement and traffic.



Click to view
SPecs

Materials due: Seven business days prior to publication.

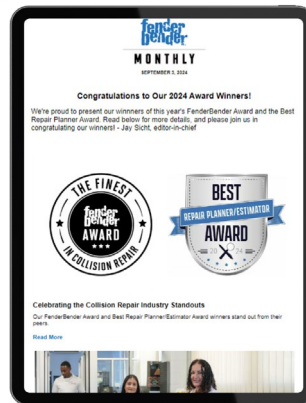
Send creative to: webtraffic@endeavorb2b.com



Today's Collision Repair News

Deployed three times a week, this newsletter provides the best coverage of the industry's hottest news, issues, and trends, as well as a daily dose of strategies for business improvement.

Monday, Wednesday, Friday



This Month in FenderBender

Deployed at the beginning of each month, readers can read and view all the articles in the current print issue online or in the digital edition.

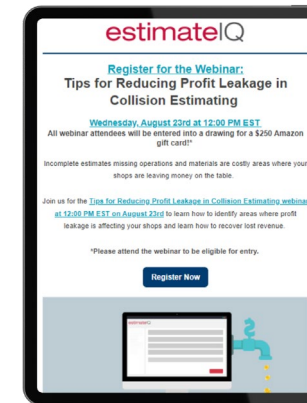
Monthly



The MSO Report Email Newsletter

A monthly email newsletter providing MSOs with a strategy of the month, exclusive interviews, and links to the most recent MSO news articles in the collision repair industry.

Monthly



Custom Email Marketing

Promote your company's products and services by sending a custom email to our entire list of collision repair shop operators, or by targeting your message based on geography or demographics.

Varies

Stats

Monthly Average Subscribers 15,877
Avg. Total Open Rate 48.21%

[View **EXAMPLE**]

Stats

Monthly Average Subscribers 17,719
Avg. Total Open Rate 47.12%

[View **EXAMPLE**]

Stats

Monthly Average Subscribers 7,476
Avg. Total Open Rate 50.49%

[View **EXAMPLE**]

Stats

Email Addresses Available 14,500
Avg. Total Open Rate 41.1%

[View **EXAMPLE**]

The data provided within is obtained via internal and third party sources, including Google Analytics, Oracle Cloud-Eloqua, and Omeda.

NEWSLETTERS

Established frequency, trusted content, and engaged audiences

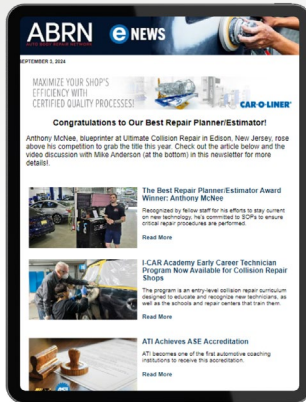
Share your message within a relevant and responsive environment designed to deliver engagement and traffic.

Click to view
SPECS



Materials due: Seven business days prior to publication.

Send creative to: webtraffic@endeavorb2b.com



ABRN ENews

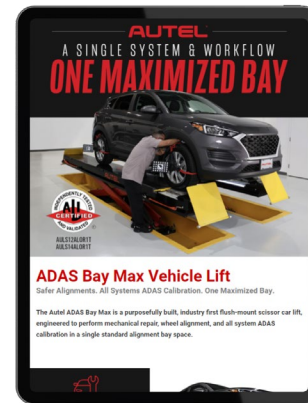
Filled with technical information, this eNewsletter compiles what owners need to know to operate an efficient shop using the most current environmental, technological and business information.

Tuesdays

Stats

Monthly Average Subscribers 15,637
Avg. Total Open Rate* 40.73%

[View **EXAMPLE**]



Custom Email Marketing

Promote your company's products and services by sending a custom email to our entire list of collision repair shop operators and technicians or by targeting your message based on geography or demographics.

Varies

Stats

Email Addresses Available 14,800
Avg. Total Open Rate* 38.3%

[View **EXAMPLE**]

DIGITAL RATES

[View our **DIGITAL SPECS AND SAMPLES**] 



WEBSITE ADVERTISING

STANDARD ADVERTISING

	NET CPM
Sticky Leaderboard	\$150
Half Page	\$150
Leaderboard	\$90
Rectangle	\$90

HIGH-IMPACT ADVERTISING

	NET CPM
Reskin	\$225
Pushdown	\$200
Expanding Half Page	\$200
Video Billboard	\$200
In-Article Video	\$175
In-Article Flex	\$200
In-Article Premium	\$200
Billboard	\$150
Expanding Rectangle	\$150
In-Banner Video	\$150
Native Ad	\$105
Welcome Ad	\$900/Week
Native Article/Video Post	\$1,700
Native Article/Video Post Premium	\$3,200

AUDIENCE EXTENSION

	NET CPM
Leaderboard	\$80
Medium Rectangle	\$80
Facebook (Video Available)	\$125
LinkedIn	\$105
Audience Extension Pre-roll	\$89

WEBINARS

WEBINAR PLACEMENT

	RATE
Webinar	Ask Your Sales Rep for Details

EMAIL MARKETING

EMAIL ADVERTISING

	NET CPM
3rd Party Email Blast CPM	\$400

TODAY'S COLLISION REPAIR NEWS

	RATE
Leaderboard	\$840
Medium Rectangle	\$840
Sponsored Content	\$1,000

THIS MONTH IN FENDERBENDER

	RATE
Leaderboard	\$840
Medium Rectangle	\$840
Sponsored Content	\$1,000

THE MSO REPORT EMAIL NEWSLETTER

	RATE
Leaderboard	\$840
Medium Rectangle	\$840
Sponsored Content	\$1,000

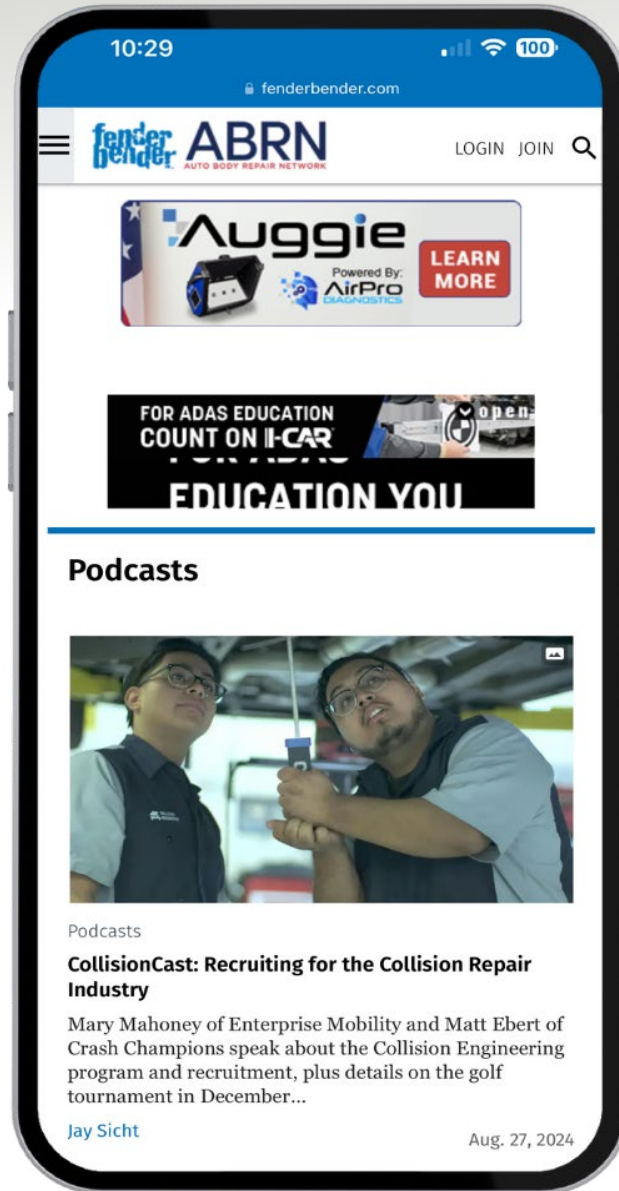
ABRN ENEWS

	RATE
Leaderboard	\$840
Medium Rectangle	\$840
Sponsored Content	\$1,000



Click to view
**DIGITAL
SPECS AND
SAMPLES**

PODCASTS



MONTHLY DOWNLOADS

582+

CollisionCast

Position your brand with an engaged audience of new podcast episodes on the industry's hottest topics.

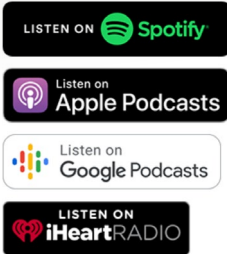
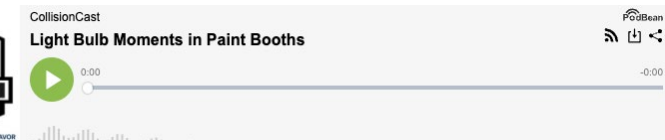
The CollisionCast podcast from *FenderBender* offers weekly episodes that explore the industry's biggest trends, most pressing topics, leadership tips, and business management strategies shop operators need to thrive.

CollisionCast features *FenderBender* columnists, shop owners, leading industry vendors, and other special guests. Sponsors of CollisionCast benefit from exclusive brand placements throughout a variety of channels along with audio recognition on each episode.

[GO TO CURRENT PODCASTS ON [FENDERBENDER.COM](https://www.fenderbender.com)]

RATES

- \$3,000/Month
- \$8,000/Quarter
- \$30,000/Year



CUSTOM PUBLISHING

Utilize our team of industry experts to create custom content that enables your company to stand out from the rest. We can help from start to finish with services including:

- Content Development
- Design Services
- Printing/Production
- Distribution

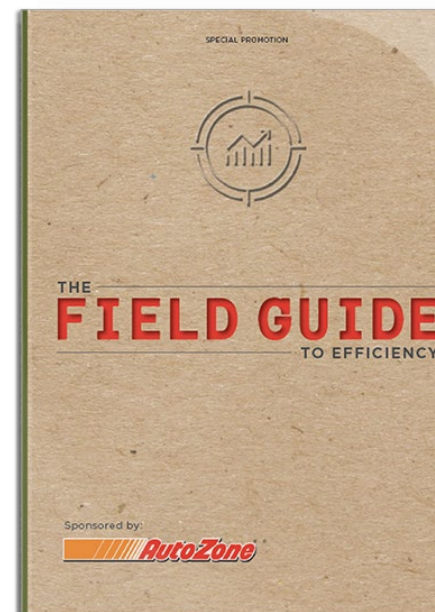
Custom Print Magazines and Supplements Enable Companies to Stand Out From the Rest

EXAMPLES INCLUDE:



PAINTER'S PLAYBOOK

[VIEW EXAMPLE] 




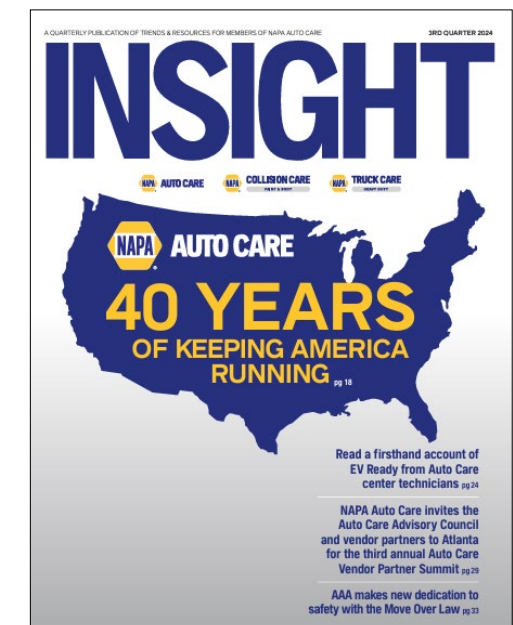
FIELD GUIDE TO EFFICIENCY

[VIEW EXAMPLE] 




COMMERCIAL TIRE DEALER OF THE YEAR/K&M TIRE

[VIEW EXAMPLE] 



NAPA INSIGHT

[VIEW EXAMPLE] 

MARKET COVERAGE NEWSLETTERS

Click to view
**SAMPLE
MARKET MOVES
NEWSLETTERS**



OFFERING LARGER AUDIENCES AND
BROADER PERSPECTIVES FOCUSED
ON GROWING MARKETS.

FEATURED NEWSLETTER

MARKET MOVES **ELECTRIC VEHICLES**

Deploys: Twice Monthly on Fridays

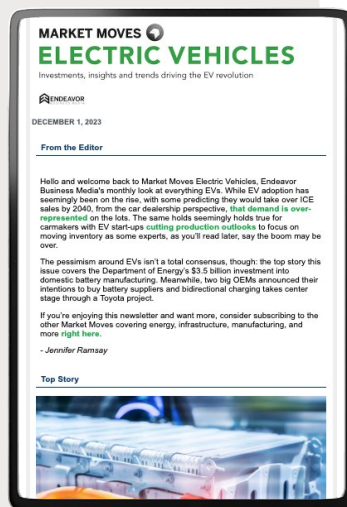
Delivering insights and expert perspectives on EV trends, regulations, design & engineering, charging, infrastructure as well as repair and maintenance.

TARGET AUDIENCE: Engineers, Manufacturers, Electrical Systems, Utilities, Executives, Transit Executives, Automotive Repair Shop Owners, Technicians, Maintenance & Fleet Managers

SPONSORSHIP OPPORTUNITIES:

Sponsored Content in 4 Positions - \$2,500 each

[**View Last Issue**] 



MARKET MOVES **CYBERSECURITY**

Insights and expert perspectives focused on the convergence of risk and resilience for secure network operations and business continuity among enterprise organizations in a broad array of sectors including commercial, corporate, industrial, manufacturing, transportation, public safety, healthcare, schools, and critical infrastructure. [**View Last Issue**]

Twice Monthly on Wednesdays

MARKET MOVES **ENERGY**

Analysis and viewpoints on the impact of innovation at the intersection of energy technology, sustainability, and finance. [**View Last Issue**]

Twice Monthly on Fridays

MARKET MOVES **INDUSTRIAL SUSTAINABILITY**

Providing industrial sector insight for implementing sustainable practices that range from decarbonization to circularity. Focusing on equipping professionals with the necessary tools and strategies to precisely measure, effectively manage, and actively reduce their environmental impact. [**View Last Issue**]

Twice Monthly on Tuesdays

MARKET MOVES **INFRASTRUCTURE**

Infrastructure news and insights related to key sectors including construction, transportation, water, broadband and energy while covering related topics such as site prep, government funding, project design, and IIJA. [**View Last Issue**]

Twice Monthly on Fridays

MARKET MOVES **MANUFACTURING**

News and analysis from manufacturing and sector experts into the global manufacturing economy, delivering insights on diverse topics including labor relations, advanced manufacturing technologies, regulations and more. [**View Last Issue**]

Twice Monthly on Saturdays

MARKET MOVES **STRATEGY**

Delivering insights on strategy, leadership, investment and more from prominent companies in many of Endeavor Business Media's key markets. [**View Last Issue**]

Twice Monthly on Thursdays

MARKET MOVES **SUPPLY CHAIN**

Delivering insights and expert perspectives on inventory management, advanced technologies, logistics, news, and trends across every level of the supply chain industry. [**View Last Issue**]

Twice Monthly on Thursdays



AUTOMOTIVE MARKET RESEARCH

To drive smart business decisions, you need sound, validated market insights about your customers, their habits, and what drives their decisions.

Making Smart Business Decisions

Requires sound, validated market insights about customers, their habits, and what drives decisions.

BUSINESS INTELLIGENCE THAT DRIVES DECISIONS

IMR Inc. experienced research consultants focus on optimizing your return on investment and providing you with impactful insights and recommendations that are actionable and support profitable decisions.

- Understand customer needs
- Identify key target opportunities
- Assess brand/product strengths
- Identify gaps in the marketplace
- Evaluate brand/product performance
- New product evaluation and launches
- Pricing and profit strategies
- Market size and competitive intelligence

IMR Inc. experienced research consultants focus on optimizing your return on investment and providing you with impactful insights and recommendations that are actionable and support profitable decisions.

UNLOCK THE INSIGHTS YOU NEED

IMR Inc. Syndicated Research tracks 175+ parts, services, and chemicals, as well as provides comprehensive data on vehicle service and repair behavior, consumer trends, brand performance, and more.

- Braking systems
- Chemicals, additives, and cleaners
- Computer & Emissions
- DIY vs. DIFM trends
- Consumer and vehicle demographics
- Delayed maintenance
- Part replacement rates

IMR Inc.'s Continuing Consumer Automotive Maintenance Survey helps you make smarter, more profitable business decisions by detailing consumer buying dynamics for products and services.

IMR Inc. | Automotive Research.com

Since 1975, IMR Inc. has been a pioneer in automotive market research. No other company offers the breadth and depth of experience and the rigorous methodologies that we bring to the table. Our industry-standard syndicated and proprietary market research studies focus on the automotive industry, including the automotive aftermarket, heavy duty, and fleet segments.

Marketing Solutions Built to Achieve Goals

Rely on our team of engagement specialists, subject matter experts, writers, analysts, content marketers, visual designers, and video producers to help you elevate your marketing efforts and accelerate business growth.

 — Lead Generation



Overview of Our Solutions

Advertising

Target the right audiences in the right channels.

Research & Intelligence

Make data-driven decisions with our expert intel.


Content Development

Drive engagement with high quality content.

Video & Podcasts

Solutions that bring your brand to life.

Lead Generation

Lead generation programs built for your goals. 

Data-Driven Marketing

Leverage our first-party data through direct & targeted marketing.

Click to
**LEARN
MORE**



Content Marketing That **Drives Engagement and Generates Leads**

Partner with us to create a strategy that strikes a perfect balance of short-form, long-form, and visual content to achieve your goals.

Short-Form Content

Ask the Expert

Showcase your topic expertise and establish thought leadership with this quick-hit asset built off of an interview conducted by our subject matter expert. 📶

Top Tips

Feature 5 to 10 brief tips or steps, with graphic design, that will help your audience better understand a topic and guide them toward a purchase decision. 📶

FAQs

Proactively address questions about a topic, issue, or trend and build stronger customer relationships with this efficient content marketing asset. 📶

Long-Form Content

White Papers

Leverage our SME network to create authoritative and in-depth reports that provide valuable information and insights, accelerating the decision making process. 📶

Case Studies

Collaborate with our network of experts to create a compelling content asset that showcases your real-world success stories through customer interviews. 📶

EBooks

Collaborate with a SME to select topical, evergreen content from our brand and we'll produce a fully designed co-branded eBook that prominently features your brand's messaging and advertising alongside our content. 📶

WHY SHORT FORM?

Quick and Digestible
Increased Engagement
Shareability
Cost Efficient
Mobile Friendly



Click to
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MORE**

Visual Storytelling That Creates Meaningful Connection

Our team of subject matter experts, writers, analysts, content marketers, visual designers, and video producers will join forces with you to bring your story to life.

Visual Storytelling

StoryDesign: Interactive White Paper

Upgrade your white paper by creating a fully interactive experience with graphics and video to deliver deep engagement.

StoryDesign: Interactive Guide

The definitive solution to engaging and effective visual storytelling built in a fully branded environment with custom created content and powerful multimedia options.

Infographics

Data visualization, increased shareability, improved content marketing and effective storytelling, infographics should be a part of your content marketing strategy.

Video Solutions

Consult with our team of engagement and topic experts on how to best tell your brand story leveraging a combination of multimedia content.

[[MORE VIDEO](#)] 

WHY VISUAL STORYTELLING?

RETENTION

Marketers that use visual storytelling techniques, increase the likelihood of their message being remembered and understood.

ENHANCED BRAND RECALL

Storytelling combined with compelling visuals creates a powerful impact on the viewer's memory, increasing brand recall and recognition.

INCREASED ENGAGEMENT

Visual storytelling captures attention, evokes emotions, and encourages viewers to interact with the content, resulting in higher engagement levels.

SIMPLIFY THE COMPLEX

Visual storytelling allows marketers to simplify complex ideas or concepts by presenting them in a visual and narrative format, helping to break down barriers and make information more accessible and easily digestible.

Click to
**LEARN
MORE**



Video Marketing That **Increases Engagement and Conversions**

Benefit from the latest technology platforms, proven techniques, and design skills to create video and podcasts that are sure to resonate with target audiences in highly trafficked channels.

Video

Event Video

Optimize your event marketing investments by capturing video that will create awareness, build booth traffic, and support post-event follow up to prospects and leads.

Explainer Video

Guide decision making and boost awareness with cost effective, animated videos that break down complex topics and highlight approaches to problem solving.

QuickChat

Get personal with your target audience and demonstrate your expertise, all while building credibility with this engaging, short-take video interview format.

Product Video

Showcase key product features and the ability to tackle challenges while demonstrating products or services in action, utilizing voice-overs or on-camera talent.

Video Promotion

Drive visibility and exposure of your existing video content with promotions across a variety of online, email, and social platforms.

Custom Production

Take control of your video content strategy and partner with our team of storytellers, video producers, and engagement experts to create powerful video assets.

Podcasts

Engage target audiences with this popular media format and make them feel a part of the conversation, building trust and loyalty. Contact your sales rep to learn more about our podcast marketing solutions.



THE POWER OF VIDEO IS UNDENIABLE.

86% of video marketers reported that video increased traffic to their website, and 83% said video helps increase time spent on a page.

Click to
**LEARN
MORE**

Custom Built Programs That Deliver the Leads You Need

Our engagement experts have a gift for tailoring strategies to specific audiences and optimizing resources that will help you generate leads that are more likely to convert into loyal customers and drive long-term success.



Lead Generation Programs

Content Syndication

Syndicate your content across our brand channels and reach target audiences that are looking for solutions to their challenges. Registration is required to view the content and campaign report metrics are provided with full contact information for each lead. 📄

Content Creation

Partner with our team of SMEs, designers, and engagement specialists to develop a custom program that includes content creation, promotional campaigns, and lead generation. Our content development services include all the best short-form, long-form, and visual content types. 📄

Content Engagement Center

Your brand, your content, your solutions, and your target audience. Aggregate your premium content into a digital hub and guide prospects through a self-led buyer's journey that will accelerate decision making. Program incorporates multimedia assets, engagement scoring, and scheduled lead delivery. 📄

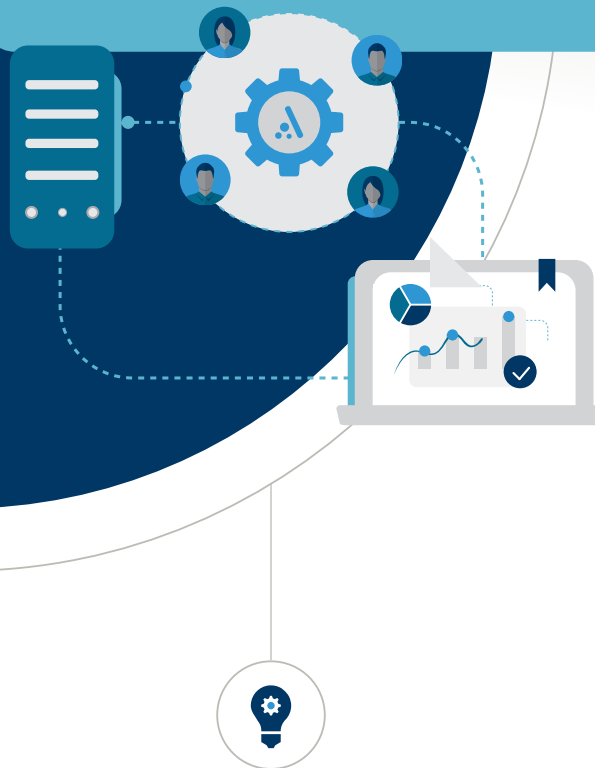
Lead Nurturing

Leverage our marketing automation and content platforms to evaluate your top-of-the-funnel leads based on digital engagement metrics, and guide prospects throughout the buyer's journey using multi-phase content marketing programs. 📄



WHY PARTNER WITH US?

- Strategy
- Topic Expertise
- Content Creation
- Turnkey Program Management
- Design Services
- Lead Collection & Automation
- Privacy Compliance
- Engaged Audiences

Unique Webinar Formats That **Deliver Qualified Leads**

We have all the key ingredients for delivering a successful event and the ROI you want – engaged decision makers, subject matter experts, technology platforms, project management, and fully compliant lead delivery.

Webinar Formats

Webinars

Position your brand as a subject matter expert and connect with prospects who are seeking education on a topic or a solution to their challenge. Webinars are proven performers, generating powerful, engaging content that delivers lead generation and thought leadership. 📡

Virtual Round Table

Solving large, complex challenges requires perspective, input, and collaboration from a variety of key stakeholders. Bring together a powerful team of influencers for a real conversation around thought leadership topics and attract decision makers who are looking for answers, converting them to leads. 📡

Webchats

Take a more personal approach to webinars with this interview-style format that allows you to better build a narrative around your solution and create a personal connection with prospects. Shortened format for a fully interactive 30-minute experience that will generate leads and build affinity for your brand. 📡

Webinar Lead Touch

Engage webinar registrants leads post-event and move them toward a follow-up action with this program that includes a series of three emails to registrants for driving on-demand views and introducing related content.



A POWERFUL TOOL

Use webinars to engage audiences, demonstrate expertise, generate leads, gather insights, and enhance brand visibility.



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MORE**



Precision Marketing That Delivers Maximum Impact

Partner with our team of data, marketing, and subject matter experts to build strategies for personalization, enhanced experiences, optimized campaigns, and continuous improvement.

Data-Driven Marketing

Audience Extension

Leverage our 1st party data and create campaigns targeting the business decision-makers who match your criteria across thousands of sites on the web. Select from any combination of display ads, in-feed native, or video pre-roll ads on professional websites to reach your key audiences.

Audience Extension: Social

Drive higher CTR% and conversions using Meta (Facebook) and LinkedIn. We'll manage your campaign using a single image, carousel, or video ad and create targets based on website visitors, our 1st party data, or by creating look-a-like profiles.

Micro-Proximity

Target company locations, geographic targets, or attendees at a tradeshow or conference through micro-proximity or geofencing. Increase your brand awareness and drive traffic to your booth by placing display ads on mobile apps within the defined area.

Third-Party Emails

Using our 1st party data and insights, we reach your target audience through personalized emails. Our team of direct marketing experts will set up and deploy privacy-compliant HTML emails and provide full reporting metrics.

Connected TV (CTV)

Promote your brand where people are already engaged on streaming apps through a 15- or 30-second video placement. Your content can be featured before, in the middle, or after programming and targeting can be done by business/industry, NAICs codes, or company name/domain.

The Power of AI personif.ai™

Effectively reach specific personas by delivering personalized content recommendations using our extensive 1st party data, proprietary AI technology, and machine learning capabilities. Personif.ai, our AI-powered content marketing solution, leverages behavioral insights to provide on-site content recommendations that are aligned with editorial content, resulting in a highly impactful campaign that drives traffic back to your website.

[[LEARN MORE](#)] 

Click to
**LEARN
MORE**



Intelligence That Empowers Smart Business Decision Making

Rely on our research development and data analysis expertise to help you make informed decisions, develop effective strategies, and maximize the impact of your marketing efforts.

Research & Intelligence



**DELIVERING ALL
THE KEY INGREDIENTS**



60+ Years of
Research Experience



150 In-House Subject
Matter Experts



Engaged B2B
Audience Database

Custom Research

Partner with our experts to gain intelligence from tailored research programs designed to meet unique objectives.

Brand Perception/ Health

Gain insight into how brands are perceived, opportunities for improvement, and increase customer loyalty.


New Product Development

Reduce risk, optimize design, and better align products with customer needs to increase the likelihood of success.

Customer Experience

Understand customer needs and satisfaction levels, and identify pain points to improve customer loyalty and advocacy.

Industry Insights

Deliver data-supported intelligence around trending topics to your target audience and leverage research for lead generation. 

State of the Market

Create an impactful market-oriented research report to generate high-quality leads and provide valuable insights to your target audience. 

Focus Groups

Gain awareness of customer thoughts, emotions, and behaviors with in-depth exploration, discussion and feedback, whether in-person or virtual.

In-Depth Interviews

Uncover customer perspectives, motivations, and behaviors, gathering qualitative data to complement quantitative research.

CONTACTS

Contact our sales representatives to discuss your marketing plans.

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Brand Resources

**fender
bender**

BRAND WEBSITE: fenderbender.com

MARKETING WEBSITE: vehiclerepair.endeavorb2b.com/fender-bender

FACEBOOK: facebook.com/FenderBenderMag

LINKEDIN: linkedin.com/company/fenderbender

ABRN
AUTO BODY REPAIR NETWORK

BRAND WEBSITE: fenderbender.com

MARKETING WEBSITE: vehiclerepair.endeavorb2b.com/auto-body-repair-network/

FACEBOOK: facebook.com/AutoBodyRepairNetwork

LINKEDIN: linkedin.com/company/abrn

YOUTUBE: youtube.com/user/ABRNmagazine

WE KNOW THE MARKETS

12 MILLION BUSINESS PROFESSIONALS IN SECTORS THAT ARE INNOVATING, TRANSFORMING, AND GROWING.

