

MARKETING PLANNER

Delivers Unparalleled News, Analysis,
Research and Product Information

2026



AT A GLANCE

GENERATE DEMAND & HIGH-QUALITY LEADS IN THE AUTOMOTIVE INDUSTRY

Aftermarket Business World connects marketers to an audience of buyers including **aftermarket suppliers, parts manufacturers and distributors, merchandise managers, and more.**



VEHICLESERVICEPROS.COM

12,600+ Monthly Page Views
Premium AMBW Insider Content
[+VISIT WEBSITE](#)



SOCIAL

3,000+ Followers
Join the Conversation on: [Facebook](#),
[YouTube](#), [X](#), and [LinkedIn](#)



CUSTOM EMAIL MARKETING

14,500 Subscribers
23.60% Av. Total Open Rate
Promote Your Brand And Services
To Our Custom List
[+VIEW EXAMPLE](#)



PODCAST

Aftermarket All-Access
Aftermarket All-Access is a twice-monthly podcast covering the news, insight, trends, challenges, and innovations parts distributors and manufacturers need to know about the automotive aftermarket. Each episode features expert interviews, real-world case studies, and actionable strategies to inform listeners about the ever-evolving automotive aftermarket landscape.
Every Other Thursday
[+VIEW EXAMPLE](#)



NEWSLETTER

Aftermarket Business World Digital Update
14,500 Subscribers
Unparalleled News, Analysis, Research And Product Information For The Automotive Supply Chain. **Weekly on Thursdays**
[+VIEW EXAMPLE](#)



ADVERTISING & PROMOTIONS

NEWSLETTERS

AFTERMARKET BUSINESS WORLD DIGITAL UPDATE

Unparalleled news, analysis, research and product information for the automotive supply chain.

Weekly (Thursdays)

Avg. Monthly Subscribers **14,500**

Avg. Total Open Rate **32.60%**

[+VIEW EXAMPLE](#)

MARKET MOVES: ELECTRIC VEHICLES

Delivering insights and expert perspectives on EV trends, regulations, design & engineering, charging, infrastructure as well as repair and maintenance. [2x Monthly \(Fridays\)](#)

[+ LEARN MORE](#)

CUSTOM EMAIL MARKETING

Promote your brand and your company's services by sending a custom email to our customer list, or by targeting a specific demographic.

Avg. Monthly Subscribers **14,500**

Avg. Total Open Rate **33.90%**

[+VIEW EXAMPLE](#)



NEWSLETTER SPECS

DIGITAL ADVERTISING

Boost brand visibility and awareness with relevant advertising strategically placed throughout brand and/or market sites. Reach decision makers with impactful messaging as they browse trusted AMBW content.

[+VIEW SPECS](#)

CHANNEL SPONSORSHIPS

Align your brand with trusted industry expertise and establish thought leadership. Gain exclusive visibility and engagement opportunities within targeted topic based site sections.

NATIVE ADVERTISING

Seamlessly integrate your message into editorial content, enhancing credibility and engagement. Deliver valuable information to prospects in a non-disruptive format they're already consuming. Labeled as Sponsored Content.

NATIVE ARTICLE OR VIDEO POST

Showcase your expertise through in-depth, branded content that educates and informs. Position your brand as an industry leader while providing actionable insights to potential customers.

THIRD-PARTY EMAILS

Reach inboxes and benefit from our 1st party data and insights as we deliver your message directly to decision makers, leveraging the credibility of the AMBW reputation.

AUDIENCE EXTENSION

Precisely target businesses and professionals in specific locations or at industry events. Deliver timely, contextually relevant ads to decision makers when they're most receptive.

AUDIENCE EXTENSION SOCIAL

Using Meta 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-alike profiles.

SOCIAL BOOST

Leverage the power of our established and credible brand to get in front of a highly engaged audience through sponsored posts, reaching decision-makers and professionals who trust and value our content.

MICRO PROXIMITY

Increase your brand awareness and drive traffic to your booth by targeting company locations, geographic targets, or attendees at a tradeshow or conference.

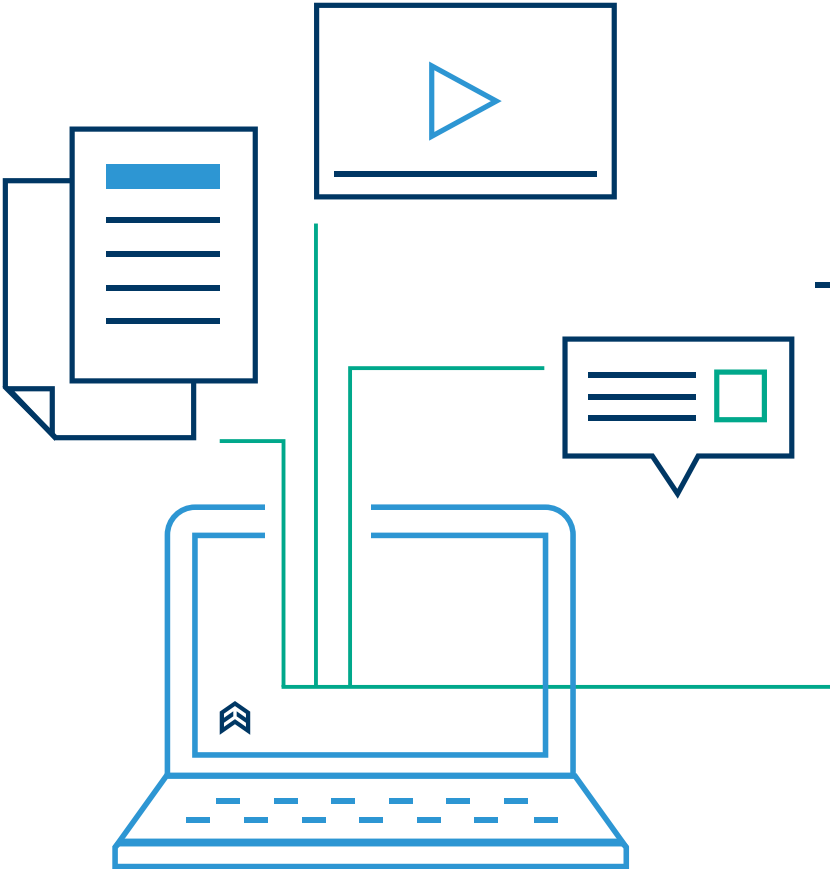
CONNECTED TV

Reach decision makers during their downtime with targeted video ads on streaming platforms. Engage decision makers in a less cluttered environment with high-impact, full-screen messaging.

AI-POWERED MARKETING



Leverage the power of artificial intelligence to drive highly qualified prospects from **our extensive network of audiences to your website**. Personif.ai enhances your brand awareness, audience engagement, marketing conversions, and return on investment.



DELIVERING PERSONALIZED EXPERIENCES

UNDERSTANDING HOW PERSONIF.AI WORKS.

- DATA COLLECTION**
Personif.ai gathers real-time Data about users interests and behaviors across our extensive network in our B2B industry brands.
- INTELLIGENT ANALYSIS**
Our AI harnesses this data to create personas and find those most likely to engage with your brand or product.
- STRATEGIC DELIVERY**
Your content is delivered to qualified prospects in real time, driving high-quality traffic directly to your site.

+ Personalization and targeting capabilities.

+ Actionable insights for optimization and decision making.

Data privacy-compliant.

MARKETING SOLUTIONS



INTELLIGENCE & RESEARCH

Actionable Intelligence: Comprehensive research services that provide actionable insights, helping identify trends and understand buyer behavior.

- MARKET INSIGHT
- BRAND HEALTH
- PRODUCT LAUNCH
- VOICE OF CUSTOMER



CONTENT DEVELOPMENT

Compelling Narratives: Subject matter experts and designers that create engaging content to generate demand and establish thought leadership.

- WHITE PAPERS
- REPORTS
- FAQ's
- TOP TIPS
- ARTICLES
- INFOGRAPHICS



AUDIO & VISUAL EXPERIENCES

Engaging Experiences: High-quality visuals and intuitive interfaces that align with the buyer's journey and reinforce brand identity throughout campaigns.

- PODCASTS
- QUICKCHATS
- EVENT VIDEO
- EXPLAINER VIDEO
- STORYDESIGNS



LEAD GENERATION

Highly-Qualified Compliant Leads: Targeted content syndication, unique solutions, and advanced nurturing techniques that align with ideal customer profiles.

- PERSONA TARGETING
- CONTENT SYNDICATION
- WEBINARS
- EBOOKS



AI-POWERED MARKETING

Real-Time Targeting: Advanced analytics and reporting tools for refined targeting, personalized messaging, campaign optimization and improved ROI.

- [LEARN MORE AT PERSONIF.AI](#)



EBM MARKET NETWORKS

Target Ideal Customer Profiles: Precision marketing solutions for building awareness and keeping brands top of mind with decision-makers and buying teams in key sectors.

- DIGITAL AD NETWORK
- SOCIAL MARKETING
- EMAIL MARKETING



Leveraging our subject matter expertise, extensive data, and engaged audiences, we create strategic digital marketing solutions that impact our customer's marketing goals.

Extensive portfolio of 100+ digital marketing solutions that empowers B2B marketers to engage target audiences effectively.

End-to-end program execution leveraging expert teams ensures successful implementation of marketing strategies.

Consultative approach with dedicated program leads aligns marketing plans with KPIs, timelines, and budgets.

RATES, SPECS & SUBMISSION

WEBSITE ADVERTISING

HIGH-IMPACT ADVERTISING	ROS CPM	CHANNEL CPM
Reskin	\$225	\$235
Pushdown	\$200	
In-Article Flex	\$200	
In-Article Premium	\$200	
In-Article Video	\$175	
Video Billboard	\$175	\$185
Billboard	\$150	\$150
In-Banner Video	\$150	\$150
Welcome Ad	\$3,150/week	
STANDARD ADVERTISING	NET CPM	
Leaderboard	\$90	\$90
Medium Rectangle	\$90	\$90
Half-Page	\$150	\$115
Expanding Half Page/Medium Rectangle	\$200	\$150
NATIVE ADVERTISING	ROS CPM	
Native Article/Video Post	\$2,500	
Native Article/Video Post Premium	\$4,000	
Native Ad	\$105	
AUDIENCE EXTENSION	ROS CPM	
Native Article or Video Post	\$2,500	
Native Article or Video Premium	\$4,000	
Native Ad	\$150	
EMAIL MARKETING	NET CPM	
3rd Party Email Blast	\$400	
Product Showcase eBlast	\$1,675	

NEWSLETTERS

AFTERMARKET BUSINESS WORLD DIGITAL UPDATE	1X
Leaderboard	\$840
Medium Rectangle (positions 1-3)	\$840
Sponsored Content (positions 1-2)	\$1,000
MARKET MOVES: ELECTRIC VEHICLES	1X
Sponsored Content (Positions 1-4)	\$2,500

VIDEO & CONTENT MARKETING

The Trainer Video Sponsorship	\$3,000
Product Insights Video	\$5,500+
In the Driver's Seat	\$7,500+
Tool Review Video	\$9,500+
Tech Tips Video Sponsorship	\$9,500+
Custom Video	Varies
Tech Tip Shorts	\$4,500
Around the Wheel	\$9,500
Mastering Diagnostics	\$7,500
Wrench Tales	\$4,500
WEBINARS	
Webchat	\$7,950+
Webinar	\$12,500+

Materials Due: Seven business days prior to publication.
Send Creative To: webtraffic@endeavorb2b.com

SPECS SITE

Find all the print, digital ads and newsletter specs you need at our specification site

- +
NEWSLETTER SPECS
- +
DIGITAL AD SPECS

CONTACT US

LEADERSHIP

Executive Vice President
Endeavor Business Media | Transportation
CHRIS MESSER | 651.206.3168
cmesser@endeavorb2b.com

Vice President of Sales
MATTIE GORMAN | 262.951.5494
mgorman@endeavorb2b.com

EDITORIAL

Group Editorial Director
CHRIS JONES | 757.707.0509
christopherj@endeavorb2b.com

VP of Content Strategy
JOSH FISHER
jfisher@endeavorb2b.com

SALES

KYLE SHAW | 507.363.2959 | kshaw@endeavorb2b.com
DARRELL BRUGGINK | 262.623.9624 | dbruggink@endeavorb2b.com
MARIANNE DYAL | 619.990.5536 | mdyal@endeavorb2b.com
SEAN THORNTON | 269.449.0247 | sthornton@endeavorb2b.com
LISA MEND | 773.633.5297 | lmend@endeavorb2b.com
CHAD HJELLMING | 507.298.0328 | chjellming@endeavorb2b.com
DIANE JOHNSTON | 920.568.8364 | djohnston@endeavorb2b.com
AUSTIN MILLER | 205.535.2542 | amiller@endeavorb2b.com
CORTNI JONES | 920.568.8391 | cjones@endeavorb2b.com

LEARN MORE

SACHIN SINHA

Sales Development Representative (SDR)
512.649.1172 | ssinha@endeavorb2b.com



 Vehicle Service & Repair
ENDEAVOR BUSINESS MEDIA

FORGING POWERFUL CONNECTIONS BETWEEN BUYERS AND SELLERS IN THE TRANSPORTATION INDUSTRY

Keeping America's vehicles on the move by providing the latest trends, technology, and sound business practices for automotive service and repair professionals, including shop owners, technicians and distributors.

Learn more at
vehiclerepair.endeavorb2b.com

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.

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.

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 connects marketers to an audience of buyers including aftermarket suppliers, parts manufacturers and distributors, merchandise managers, and more.

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.

COLLISION REPAIR:



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.



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.

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.



+ WATCH OUR GROUP STORY

ENDEAVOR ADVANTAGE

90+ media brands and **45+ in-person events** that attract and engage B2B decision makers in **16 key growth sectors**. Through its many offerings, Endeavor provides marketers opportunities to engage and educate – **generating awareness, creating marketing pipelines,** and **delivering high quality leads** for their organizations.



INDUSTRY EXPERTISE

Subject matter experts that understand the trends and provide insights to inform smart business decision making.



TARGET AUDIENCES

Trusted, high-performing content that attracts B2B decision-makers in high-growth markets.



MARKETING SOLUTIONS

Solutions and services that help marketers engage target audiences and move decision makers further along their journey.



BUSINESS INTELLIGENCE

Full-service market research delivering all the critical ingredients to make informed decisions and bring data to life.



EVENTS

A diverse range of events and tradeshows that engage audiences, establish brand presence, and enable lead generation.



CONTINUING EDUCATION

Courses, webinars, and articles offering continuing education for professionals supporting their development.

