

**RATCHET
+WRENCH**

MOTOR AGE

ENDEAVORB2B™

MARKETING PLANNER

The Leading Management and Technical Publications
Serving the Auto Care and Service Industry

2026



AT A GLANCE

GENERATE DEMAND & HIGH-QUALITY LEADS IN THE AUTOMOTIVE INDUSTRY

RATCHET+WRENCH

Strategies and inspiration for auto care success

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.



RATCHETANDWRENCH.COM

33K+ MONTHLY PAGE VIEWS

Automotive repair insider content

[+VISIT WEBSITE](#)



MAGAZINE

91K+ SUBSCRIBERS

With 246,500 pass-along readership

[+VISIT DIGITAL LIBRARY](#)



NEWSLETTERS

58K+ NEWSLETTER REACH

Two automotive newsletters focused on industry news, business strategies, content recaps and more

[+VISIT NEWSLETTERS](#)



SOCIAL

11,500+ FOLLOWERS

Join the conversation on: [Facebook](#), [Instagram](#) and [LinkedIn](#)



RATCHET+WRENCH RADIO

2,300+ MONTHLY DOWNLOADS

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

[+VISIT PODCAST](#)

[+ VIEW FULL AUDIENCE PROFILE](#)

MOTOR AGE

Advancing the automotive service professional

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.



VEHICLESERVICEPROS.COM

217k+ MONTHLY PAGE VIEWS

For Service Repair and TSB Channels

[+VISIT WEBSITE](#)



MAGAZINE

106K+ SUBSCRIBERS

With 300,200 pass-along readership

[+VISIT DIGITAL LIBRARY](#)



NEWSLETTERS

146K+ NEWSLETTER REACH

Four automotive newsletters focused on product alerts, industry news, diagnostic and repair tips, and more

[+VISIT NEWSLETTERS](#)



SOCIAL

167K+ FOLLOWERS

Join the conversation on: [Facebook](#), [LinkedIn](#), [Instagram](#) and [YouTube](#)



MOTOR AGE TRAINING

ASE CERTIFIED TEST PREP

High-level training and learning to help technicians and shop owners keep pace with evolving technology and trends

[+LEARN MORE](#)

[+ VIEW FULL AUDIENCE PROFILE](#)

SPECIAL OPPORTUNITIES

Ratchet+Wrench offers unique programs that extend your reach, highlight your expertise, and build lasting recognition with shop owners and operators.



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.

[+ LEARN MORE](#)

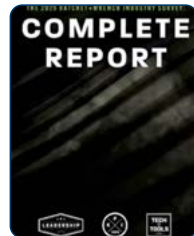


SHOP GOODS

JUNE, DECEMBER

Two Ratchet+Wrench issues feature this special section each year. The June 2026 section features "Software Technologies and Digital Solutions." The December 2026 section features "Shop Coaching, Consulting and Training." Each participating advertiser receives a full-page advertisement that runs adjacent to a full-page product write-up.

[+ LEARN MORE](#)



INDUSTRY SURVEY PACKAGE

JULY

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

[+ LEARN MORE](#)



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.

[+ LEARN MORE](#)



RATCHET+WRENCH ALL-STAR AWARD

SEPTEMBER

Tie your brand to the biggest feature of the year honoring the leading shop owner or executive in the auto care and service industry.

[+ LEARN MORE](#)

2026 EDITORIAL CALENDAR

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
AD CLOSE	12/18/25	1/21/26	2/11/26	3/11/26	4/8/26	5/6/26
MATERIAL DUE	12/23/25	1/26/26	2/16/26	3/16/26	4/13/26	5/11/26
MAIN FEATURE	Predicting 2026 Three automotive aftermarket experts—a legal professional, a shop owner, and a researcher—discuss the outlook for the industry.	More Bang for Your Bay How efficiency in your processes, workflow, and shop layout can increase profit in your bays	Elder Statesmen Perspective on the industry and its future from three retired shop owners	Mastering the Margins How to dig into your P&L and other financial data to find ways to widen your profit margin	Culture Club How to create a shop culture that keeps your team excited, your customers engaged, and inbound resumes flowing.	Unforced Errors Shop owners talk about common, overlooked, and unnecessary mistakes shop teams make that cost them customers, and how to correct course.
ADDITIONAL CONTENT	The SOP: How to Be More Human as a Leader Toolbox: Are You Unknowingly Paying Too Much in Taxes?	Case Study: How to Liven Up Your 1:1s Toolbox: Developing Elite Phone Skills that Sell	The SOP: How to Raise Up Your Second in Command Toolbox: Creating Personal Development Plans for Your Team	Case Study: How to Transition to a Four-Day Workweek Toolbox: AI Tips to Streamline Workflow for Service Advisors	The SOP: Resume Red Flags Toolbox: Is it Time for a Brand Refresh?	Case Study: Advising Digital Inspections Toolbox: KPI Tracking: A Primer to Knowing Your Numbers
	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
AD CLOSE	6/10/26	7/8/26	8/5/26	9/9/26	10/7/26	11/4/26
MATERIAL DUE	6/15/26	7/13/26	8/10/26	9/14/26	10/12/26	11/9/26
MAIN FEATURE	Is Business as Usual Killing Your Shop? It's easy to get stagnant, comfortable, or resist change. We get the story from shop owners who saw the error of their ways and now run thriving shops.	VISION Cover Feature of the 2026 VISION Cover Contest winner	R+W All-Star Award Issue	The Future of Tech Education What does tech education look like in the face of new and old technology? Instructors around the industry explain.	How AI is Changing How Auto Repair Shops Do Business We'll look at the impact AI has had on auto repair shops and where else AI can take the industry.	Worthy Rivals Shop owners talk about the benefits of having high-caliber competitors in their markets and how they shifted their attitude about what competition really means.
ADDITIONAL CONTENT	The SOP: How to Master Delegation Toolbox: Handling the Emotional Drain of Shop Leadership Industry Survey Report Release	Case Study: How to Maximize AI-based Marketing Toolbox: Why Shop Owners Get Sued	The SOP: How Emotionally Intelligent Leaders Lead Leadership: Onboarding like a Pro	Case Study: How to Find and Offer the Right Benefits Plan Toolbox: Master Your Public Speaking	The SOP: How to Recruit and Manage Gen Z Techs Toolbox: 5 Words That Kill Customer Calls	Case Study: Soft Skills Every Team Member Should Have Toolbox: Helping an Employee Navigate Depression

PRINT COLUMNISTS

- Kathleen Callahan, owner of Xpertech Auto Repair

ONLINE COLUMNISTS

- Mike Bennett, ATI
- Greg Bunch, Transformers Institute
- Todd Hayes, Auto Shop Answers
- Jim Saeli, DRIVE
- Josh Parnell, Limitless Leadership
- Victor Broski, Newport Motorsports
- Taran Sodhi, Conceptual Minds
- Lauralee Schmidt, Schmidt Auto Care
- Hunt Demarest, Paar Melis & Associates

SPECIAL OPPORTUNITIES

MOTOR AGE

Motor Age offers unique programs that extend your reach, highlight your expertise, and build lasting recognition with automotive service professionals.



NEW PRODUCTS EVERY MONTH

Launch your new products or share updates with a monthly placement in the Automotive Product 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.

[+ LEARN MORE](#)



ADVERTORIAL FEBRUARY, JUNE

Showcase detailed content about your product or company's best tips, tricks, and techniques next to your ad in the February and June issues of Motor Age.

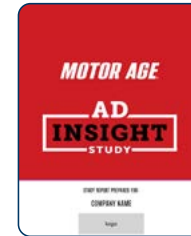
[+ LEARN MORE](#)



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.

[+ LEARN MORE](#)



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.

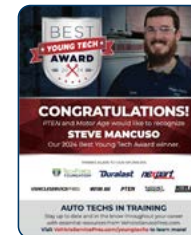
[+ LEARN MORE](#)



GREAT PRIZE GIVEAWAY SEPTEMBER

Engage with your customers through the industry's most exciting contest. Offer a prize and promote it in the August issue of Motor Age to drive sales leads, branding for your company and customer engagement.

[+ LEARN MORE](#)



BEST YOUNG TECH OCTOBER

Hosted by Motor Age, honoring one exceptional tech who's moving the service repair industry forward. Sponsor to position yourself as an industry leader while celebrating the technician's role in a successful shop.

[+ LEARN MORE](#)

2026 EDITORIAL CALENDAR

MOTOR AGE

	FEBRUARY	APRIL	JUNE
AD CLOSE	1/13/26	3/10/26	5/5/26
MATERIAL DUE	1/16/26	3/13/26	5/8/26
TECHNICAL	The New Role of Alignment in ADAS Calibration Domestic 4WD & AWD Systems Removing Resistance from your Diagnostic Routine Testing EVSE Connection Issues	Reprogramming vs Relearning: What Every Tech Should Know Transmissions NVH- A Scientific Approach to Vibration Analysis Preventative Maintenance for BEV	Modern EGR and Emission Strategies: Beyond the Valve Turbochargers Wiring Diagram Dissection Thermal Management
EV'S IN FOCUS	The Trainer 169 The Data Doesn't Lie	The Trainer 171 The Data Doesn't Lie	The Trainer 173 The Data Doesn't Lie
	AUGUST	OCTOBER	DECEMBER
AD CLOSE	7/7/26	9/8/26	11/3/26
MATERIAL DUE	7/10/26	9/11/26	11/6/26
TECHNICAL	Thermal Management Systems: It's Not Just a Thermostat Anymore GDI Systems Business in the Front; Party in the Rear NACS vs CCS vs CHAdeMO	Understanding and Servicing Modern Engine and Transmission Mounts Displacement on Demand (DOD) Growing Into Mentorship Safe Down Procedures Have Changed	Fuel Trim Fundamentals Intermittent Issues Leveraging Mode \$06 Data Drive Motor Designs and Diagnostics
EV'S IN FOCUS	The Trainer 175 The Data Doesn't Lie	The Trainer 177 The Data Doesn't Lie	The Trainer 179 The Data Doesn't Lie

EDITORIAL CONTRIBUTORS

- Erik Screeden, Technical and Multimedia Content Director
- Brandon Steckler, Technical Editor
- Jeff Taylor, Technical Writer
- Craig Van Batenburg, Technical Writer

RATCHET+WRENCH

RW INSIDER

Provides the best coverage of the industry's hottest news, issues, and trends, as well as a daily dose of strategies for business improvement.

[4x Weekly \(Monday, Wednesday, Thursday, Friday\)](#)

Avg. Monthly Subscribers **29,785**

Avg. Total Open Rate **40.06%**

[+VIEW EXAMPLE](#)

THIS MONTH IN RATCHET+WRENCH

Readers can read and view all the articles in the current print issue online or in the digital edition.

[Monthly](#)

Avg. Monthly Subscribers **28,203**

Avg. Total Open Rate **46.74%**

[+VIEW EXAMPLE](#)

CUSTOM EMAIL MARKETING

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

[Monthly](#)

Avg. Monthly Subscribers **21,080**

Avg. Total Open Rate **39.92%**

[+VIEW EXAMPLE](#)

MOTOR AGE

MOTOR AGE SERVICE REPAIR

The latest management and technical information from suppliers and manufacturers shop owners need to advance their business.

[3x Weekly \(Monday, Wednesday, Friday\)](#)

Avg. Monthly Subscribers **33,975**

Avg. Total Open Rate **45.95%**

[+VIEW EXAMPLE](#)

ASE CERTIFIED TECH EDGE

Curated technical content for ASE-certified technicians.

[Weekly \(Wednesdays\)](#)

Avg. Monthly Subscribers **20,000**

AUTOPLAY

Features a compilation of our favorite service repair videos from PTEN, Motor Age, and our trusted partners.

[Monthly \(Third Wednesday\)](#)

Avg. Monthly Subscribers **55,398**

Avg. Total Open Rate **31.75%**

[+VIEW EXAMPLE](#)

DIAGNOSTIC & REPAIR UPDATE

This focused newsletter features vehicle diagnostic tools, methods and repair information.

[Monthly \(First Tuesday\)](#)

Avg. Monthly Subscribers **54,368**

Avg. Total Open Rate **39.87%**

[+VIEW EXAMPLE](#)

THIS MONTH IN MOTOR AGE

Readers can read and view all the articles in the current print issue online or in the digital edition.

[Every Other Month](#)

Avg. Monthly Subscribers **6,067**

Avg. Total Open Rate **41.75%**

[+VIEW EXAMPLE](#)

CUSTOM EMAIL MARKETING

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

[Monthly](#)

Avg. Monthly Subscribers **28,100**

Avg. Total Open Rate **39.46%**

[+VIEW EXAMPLE](#)



NEWSLETTER SPECS

ADVERTISING & PROMOTIONS

RATCHET+WRENCH **MOTOR AGE**

Market Focused Insight with **MARKET MOVES NEWSLETTERS**

ELECTRIC VEHICLES

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

Twice Monthly on Fridays

**+ LEARN MORE ABOUT MARKET
MOVES NEWSLETTERS FROM
ENDEAVOR BUSINESS MEDIA**

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 Ratchet+Wrench and Motor Age 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 first-party data and insights as we deliver your message directly to decision makers, leveraging the credibility of the Ratchet+Wrench and Motor Age reputations.

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 first-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.

VIDEO OPPORTUNITIES

MOTOR AGE

Turn to the Technical Experts to Get the Most Out of Video

In our mission to advance the automotive service professional, the Vehicle Service Repair Group provides our audience real-world technical information and service/repair solutions. Our content creators are all experienced technicians, and all share a common goal - to provide the training and resources today's working professional needs to remain competitive in an increasingly technical field.

CUSTOM VIDEOS



PRODUCT INSIGHTS

Bring your product announcement to life with the video that highlights everything that sets your part or tool apart.

[+ LEARN MORE](#)



TECH TIPS

An educational video we work closely with the client to create in order to showcase their tool/product.

[+ LEARN MORE](#)



TOOL REVIEWS

Feature your product in a video tool review with an industry expert.

[+ LEARN MORE](#)

EDITORIAL VIDEOS WITH SPONSORSHIP OPPORTUNITIES



AROUND THE WHEEL

Both a written and web series that focuses on various technical topics within the automotive space. Topics could include but not limited to: Drivability, engine management, drivetrain, steering and suspension and ride control, and more.

[+ LEARN MORE](#)



TECH TIPS SHORTS

A quick-hitting video series by Erik Screeden, Technical and Multimedia Content Director, discussing a wide variety of topics including emerging technology, service repair, and preventative maintenance.



IN THE DRIVER'S SEAT

Series of 10-15 min interviews with Thought Leaders and Subject Matter Experts that dive into assorted topics within the industry. Whether that is emerging trends, newly formed legislation, or new technology that provides solutions to industry problems.

[+ LEARN MORE](#)



THE TRAINER

A monthly how-to video appearing online and featured in Motor Age.

[+ LEARN MORE](#)



MASTERING DIAGNOSTICS

A video series by Motor Age Technical Editor Brandon Steckler designed to instruct technicians on how to perform common preliminary and nonintrusive diagnostic testing that applies to almost every vehicle.

[+ LEARN MORE](#)



TOOLBOX TOPICS

Toolbox Topics, an editorially driven video from PTEN Editor Nadine Battah, will feature the latest automotive tool and equipment industry news, interviews with key automotive tool and equipment suppliers, and/or new tools and equipment features.

[+ LEARN MORE](#)



WRENCH TALES

In this series, Master Diagnostician Brandon Steckler hosts engaging 30-45 minute interviews nationwide, discussing complex diagnostic cases rarely seen by many technicians.

[+ LEARN MORE](#)

RATES, SPECS & SUBMISSION

MAGAZINE ADS

Publication Trim Size 7.5" x 10.5"

AD TYPE	1X
Full Page Spread	\$14,000
Full Page	\$9,000
1/2 Page	\$6,750
1/3 Page	\$4,500

COVER PREMIUM

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

Print Ad Material Contact

Jennifer George jgeorge@endeavorb2b.com

Include advertiser name, publication, and issue date

+ PRINT SPECS

WEBSITE ADVERTISING

HIGH-IMPACT ADVERTISING

	ROS CPM
Reskin	\$225
Pushdown	\$200
In-Article Flex	\$200
In-Article Premium	\$200
Video Billboard	\$200
Expanding Half Page/Medium Rectangle	\$200
In-Article Video	\$175
Billboard	\$150
Expanding Rectangle	\$150
In-Banner Video	\$150
Welcome Ad	\$900/week

STANDARD ADVERTISING

	NET CPM
Half-Page	\$150
Medium Rectangle	\$90
Leaderboard	\$90

NATIVE ADVERTISING

	RATE
Native Article/Video Post	\$1,700
Native Article/Video Post Premium	\$3,200
Native Ad	\$105

AUDIENCE EXTENSION

	NET CPM
Leaderboard	\$80
Medium Rectangle	\$80
Facebook (video available)	\$125
LinkedIn	\$105
Audience Extension Pre-Roll	\$89

EMAIL MARKETING

	NET CPM
3rd Party Email Blast	\$400

NEWSLETTERS

RW INSIDER

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

THIS MONTH IN RATCHET+WRENCH

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

MARKET MOVES: ELECTRIC VEHICLES

	1X
Sponsored Content (positions 1-4)	\$2,500

Materials Due: Seven business days prior to publication.

Send Creative To: webtraffic@endeavorb2b.com

+ DIGITAL AD SPECS

+ NEWSLETTER SPECS

RATES, SPECS & SUBMISSION

MOTOR AGE

MAGAZINE ADS

Publication Trim Size 7.5" x 10.5"

AD TYPE	1X
Full Page Spread	\$14,500
Full Page	\$10,875
1/2 Page	\$8,156
1/3 Page	\$5,438
1/4 Page	\$3,625
COVER PREMIUM	
Inside Front Cover	15%
Inside Back Cover	10%
Back Cover	20%
DIGITAL EDITION	
Front Cover (Advertiser)	\$895
Front Cover (Non-Advertiser)	\$1,625

Print Ad Material Contact

Jennifer George jgeorge@endeavorb2b.com
 Include advertiser name, publication, and issue date

+ PRINT SPECS

Digital Ad Material Contact

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

+ DIGITAL AD SPECS

WEBSITE ADVERTISING

HIGH-IMPACT ADVERTISING	ROS CPM	CHANNEL CPM
Reskin	\$225	\$235
In-Article Flex	\$200	
In-Article Premium	\$200	
In-Article Video	\$175	
Video Billboard	\$175	\$185
Pushdown	\$175	\$200
Billboard	\$150	\$150
In-Banner Video	\$150	
Expanding Medium Rectangle	\$125	\$150
Welcome Ad	\$3,150/week	
STANDARD ADVERTISING		NET CPM
Expanding Half Page/Medium Rectangle	\$200	\$150
Half-Page	\$150	\$115
Medium Rectangle	\$90	\$90
Leaderboard	\$90	\$90
NATIVE ADVERTISING		ROS CPM
Native Article/Video Post	\$2,500	
Native Article/Video Post Premium	\$4,000	
Native Ad	\$105	
AUDIENCE EXTENSION		ROS CPM
Display	\$80	
Facebook (video available)	\$125	
LinkedIn	\$105	
Audience Extension Pre-roll	\$89	
EMAIL MARKETING		NET CPM
3rd Party Email Blast	\$400	
Aftermarket Business World 3rd Party Email Blast	\$260	
WEBINARS		
Webchat	\$7,950+	
Motor Age Training Webinar Sponsorship	\$12,950	
Webinar	\$12,500+	

NEWSLETTERS

MOTOR AGE SERVICE REPAIR	1X
Leaderboard	\$840
Medium Rectangle	\$840
Sponsored Content	\$1,000
ASE CERTIFIED TECH EDGE	1X
Leaderboard	\$840
Medium Rectangle (position 1)	\$840
Sponsored Content (positions 1-4)	\$1,000
DIAGNOSTICS & REPAIR UPDATE	1X
Leaderboard	\$840
Medium Rectangle (positions 1-3)	\$840
Sponsored Content (positions 1-2)	\$1,000
THIS MONTH IN MOTOR AGE	1X
Leaderboard	\$840
Medium Rectangle (positions 1-2)	\$840
Sponsored Content (positions 1-2)	\$1,000
AUTOPLAY	1X
Sponsored Content (positions 1-3)	\$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

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



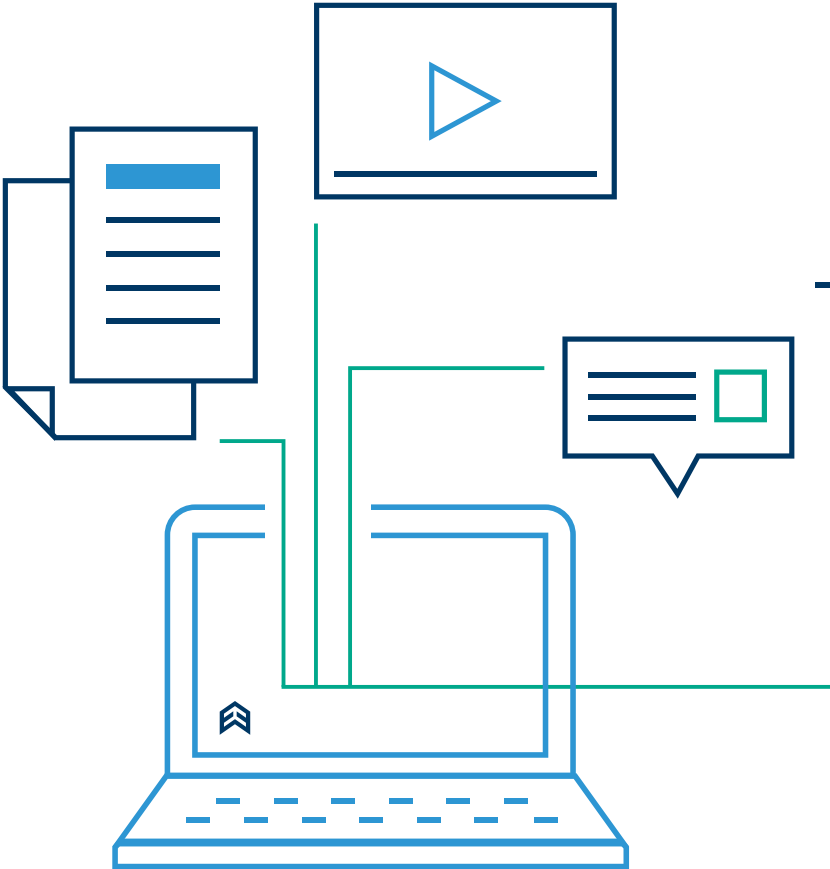
Leveraging our subject matter expertise, extensive data, and engaged audiences, we create strategic digital marketing solutions that impact our customer's marketing goals.

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.

AI-POWERED MARKETING



DELIVERING PERSONALIZED EXPERIENCES

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.

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.

CONTACT US

LEARN MORE

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 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
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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.

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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.



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