

MOTOR AGE TRAINING

HELP SHOP OWNERS AND
TECHNICIANS EXPAND
THEIR TECHNICAL SKILLS

2025
MEDIA KIT



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- GROUP OVERVIEW
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FORGING POWERFUL CONNECTIONS BETWEEN BUYERS AND SELLERS IN THE TRANSPORTATION INDUSTRY

Thank you for supporting the industry's premiere 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 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.

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.



BRAND OVERVIEW

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.



LMS WEBSITE REACH



75,588

Average Monthly Users

387,603

Average Monthly Pageviews

124,288

Average Monthly Sessions

WEBINAR REGISTRANTS



5,101

Average Monthly Users



3,257

Unique Monthly Registrants

READER PROFILE

56%*

Motor Age

44%*

PTEN

of readers feel maintaining training and finding/keeping qualified techs are critical issues.

67%*

Motor Age

51%*

PTEN

of readers engage in continuing education.

52%*

Motor Age

42%*

PTEN

of readers prefer video and webinar content when actively engaging in training/continuing education.

SUBSCRIBERS THAT ARE ASE CERTIFIED*:

Motor Age



PTEN



ABRN



“ I have been spinning wrenches since the 70's and tonight you certainly taught an "old dog" some new tricks. Thank you so much! ”

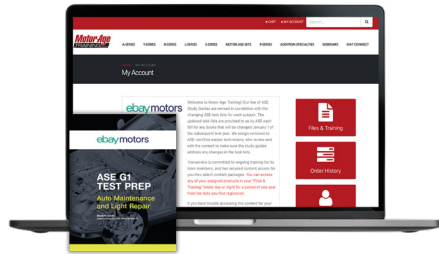
-Mike G

The data provided within is obtained via internal and third party sources, including Google Analytics and Omeda. | *2023 Motor Age reader survey

TRAINING & TEST PREP

Click to
**LEARN
MORE**

Our technical team presents high-level training and learning opportunities all year long to help technicians and shop owners keep pace with evolving technology and repair trends.



Private Branding & Content Licensing

Take advantage of our content to build out your LMS platform or to private label the ASE Study Guides for your brand. Our content licensing opportunities shared by Brand Manager James Hwang are vast and can be developed to fit your needs.

- » Utilize our content to build out your LMS platform
- » Private label the ASE Study Guides for your brand
- » Vast content licensing opportunities can be developed to fit your needs

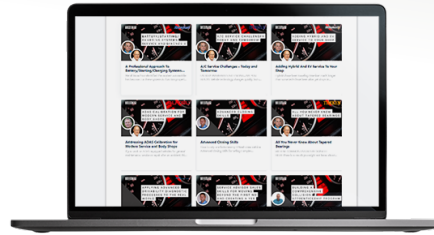


Shipping Inserts

Send your company's products or services directly to a qualified and engaged audience of professional technicians alongside our ASE Study Guides.

- » Deliver your promotional materials directly to professional technicians
- » Insert your promo pieces or catalogs into our study guide shipments

[\[View EXAMPLE\]](#)

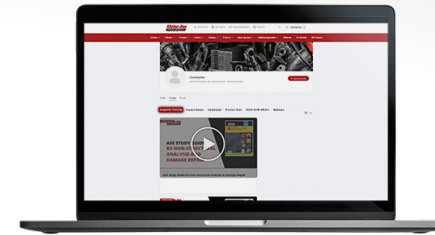


Webinars & On-Demand Training

Our technical editors and valued partners regularly produce training programs that surpass anything offered by our competitors, both in quality and viewership. In 2024, we will continue our long-standing partnership with Technicians Service Training (TST) to deliver best-in-class technical webinars. Sponsorships here get your products and brands prime real estate with key customers.

- » Technical and management related training programs produced monthly
- » Sponsor to get your products and brands prime real estate with key customers

[\[View EXAMPLE\]](#)

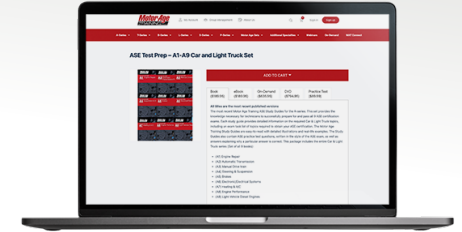


LMS Website

ASE Study Guides and Top Training Reach Your Target Audience. Our resources establish credibility and influence prospects. Develop thought leadership and cultivate new relationships.

- » Position your business as a training instructor
- » Share technical information featuring your team

[\[Visit WEBSITE\]](#)



ASE Study Guides

Updated annually to keep pace with testing criteria, we produce more than 40 ASE Study Guides, edited by ASE Master Technicians and designed to help thousands of professionals prepare for and pass their tests. Insert your ads into these leading training products to reach your intended customers.

- » 40+ ASE Study Guides produced annually, edited by ASE Master Technicians
- » Advertise in these leading training products to reach your intended customers

[\[View EXAMPLE\]](#)

ASE STUDY GUIDE RATES	12 Placements
Back Cover	\$19,995
Inside Front Cover	\$14,995
Inside Back Cover	\$14,995
Inside Full-Page	\$9,995

Trusted Partners



LMS SPONSORSHIPS



Motor Age Training offers an extensive learning management system with a vast library of ASE test prep materials and high-level video training to help shop professionals and instructors expand their vehicle repair skills.

[Check out [MotorAgeTraining.com](https://www.MotorAgeTraining.com)] 

SPONSORSHIP DETAILS	PLATINUM (LIMIT 1)	GOLD (LIMIT 5)	SILVER (LIMIT 9)
TRAINING VIDEO DELIVERY – Sponsor Provided Training Video Added to Accounts for Motor Age Training 30,000+ Registered Users	4	3	2
Brand Recognition as Training Supporter on MotorAgeTraining.com	X	X	X
Brand Recognition in all Customer Orders via LMS	X	X	X
Brand Recognition in Motor Age Training Print Ads	X	X	X
Brand Recognition Digital & Email Ads	X	X	X
ASE PRACTICE TEST GIVEAWAY – Free ASE Practice Test Access for 6 Months (sets excluded) Courtesy of Training Supporter	500	100	N/A
Monthly Delivery of Automated Sponsor Message to Registered Users	X	N/A	N/A
PRODUCT DEMO – Sponsor Product Demos (max. 4) Placed Within User Accounts	X	N/A	N/A
	\$36,000	\$18,000	\$9,000

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Brand Resources

MOTOR AGE
TRAINING

Website



Marketing Website



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