

MTD

MODERN TIRE DEALER

CONNECTING BUYERS AND
SELLERS FOR OVER 100 YEARS



2025 MEDIA KIT

CIRCULATION & DEMOGRAPHICS

[View our **Audience Engagement Report**]



35,000*

TOTAL QUALIFIED
CIRCULATION

33,693*

INDEPENDENT TIRE DEALERS

288*

TRUCK/TRAILER SERVICE

658*

COMPANY-OWNED OUTLETS OF
TIRE MANUFACTURERS

361*

H.Q. OF OTHER COMPANIES
THAT SELL TIRES

Modern Tire Dealer leads the industry with **35,000** qualified subscribers*, plus **140,000** pass-along readers and an average of **60,400** monthly website sessions as well as more than **283,000** monthly newsletter sends and **20,100** social media reach. This provides your company tremendous overall impact of **503,500** monthly engagements at tire dealerships across the country.

33,693*

 INDEPENDENT TIRE
DEALER LOCATIONS

30,324*

 SUBSCRIBER LOCATIONS
SELLING TRUCK TIRES

MTD READERS HAVE INFLUENCE**

- They handle an average of **13.3 tire brands**
- They influence **85% of consumer tire purchases**
- **88%** are involved in the purchasing process
- Subscribers **share their copies** with dealership personnel who actually sell products and services to their consumers
- They control **245,000 service bays**
- They employ almost **175,000 technicians** (half are ASE-certified)
- MTD's readers average **48% of sales doing automotive service**

THEY REPRESENT POTENTIAL BUSINESS**

- **25%** will either add or drop one or more brands of tires this year
- **65.5%** of passenger tires are sold through independent tire retailers
- MTD readers perform **\$26 BILLION+ in service work annually**

100%*

PRESIDENTS, OWNERS, PARTNERS,
PURCHASING AGENTS & OTHER
CORPORATE OFFICIALS, MANAGERS,
ASSISTANT MANAGERS, SALES MANAGERS

100%*

REQUESTED QUALIFIED
CIRCULATION

* MTD AER, January - June 2024

OF READERS SPEND
15 MINUTES OR MORE
WITH EACH ISSUE

77%*

OF READERS LOOKED
THROUGH EACH OF THE LAST
FOUR ISSUES OF MTD

69%*

OF MTD READERS ARE
INVOLVED IN THE
PURCHASING PROCESS

88%*

MTD HAS SIGNIFICANT
PASS-ALONG READERSHIP WITH
READERS SHARING THEIR COPY

70%*

ACTIONS READERS TOOK IN THE LAST YEAR BASED ON SEEING AN AD IN MTD:

- **52%** visited an advertiser's website for more information
- **42%** discussed an ad with someone else in the company
- **28%** bought products or services advertised
- **22%** used MTD's website for additional information about a company
- **20%** referred an ad to someone else in the company
- **19%** recommended the purchase of products or services advertised
- **13%** contacted the company directly via phone to get more information
- **11%** filed the advertisement for future reference
- **11%** met with company, distributor or salesperson for additional information
- **10%** contacted the company directly via email to get more information

WHO ARE THEY SHARING WITH?

- **38%** Store Manager
- **37%** President/Owner/Partner
- **30%** Counterperson/Salesperson
- **21%** Technician
- **21%** Assistant Manager
- **17%** Service Manager
- **17%** Buyer

*MTD Readership Study, August 2024

70%*

of tire buyers have no brand preference

30%*

of tire buyers say they have a brand preference

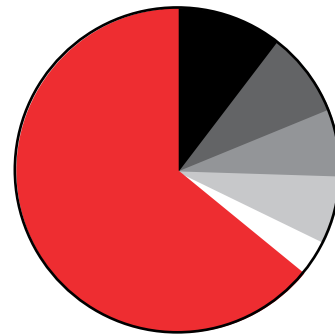
50%*

of tire buyers buy a different brand due to dealer's recommendation

DO CONSUMERS SPEC THEIR OWN TIRES OR DO DEALERS SELL TIRES?

MTD readers influence **85%** of consumer tire purchases & sell **75%** of the **\$62.7 billion** tires sold in the U.S. & Canada

U.S. TIRE RETAIL MARKET



- 66.0%** ■ Independent Tire Dealers
- 9.5%** ■ Auto Dealerships
- 9.0%** ■ Mass Merchandiser
- 8.5%** ■ Warehouse Clubs
- 6.0%** ■ Tire Company-Owned Stores
- 1.0%** □ Misc. Outlets

U.S. REPLACEMENT TIRE UNIT SHIPMENTS 2023

Passenger Tires	215.0 million
Light Truck Tires	34.0 million
Medium/Heavy Truck Tires	20.2 million
OTR Tires	200,000
Farm Tires (Rear)	697,650
Farm Tires (Small)	1.3 million

MTD READERS OFFER MAINTENANCE SERVICES



SERVICE REPAIR WORK CONTINUES TO FUEL THE BUSINESS OF MTD READERS, AND MTD CONTINUES TO PROVIDE TIRE DEALERS WITH CRITICAL AUTOMOTIVE SERVICE REPAIR INFORMATION THEY NEED TO SELL TO CONSUMERS.

	Average Ticket Per Job	Average Number of Jobs per Month	Representing Annual Sales by MTD Readers
Air Conditioning	\$706.43	23	\$3.505 BILLION
Alignment	\$165.11	92	\$4.070 BILLION
Battery/Electrical	\$195.00	29	\$1.233 BILLION
Bearings/Seals	\$435.71	28	\$3.142 BILLION
Brakes	\$376.66	61	\$5.908 BILLION
Chassis/Suspension	\$575.00	54	\$7.996 BILLION
Chemicals	\$141.43	20	\$453 MILLION
Cooling Systems	\$166.43	19	\$704 MILLION
Electronic Diagnosis	\$194.00	19	\$795 MILLION
Engine Repair	\$682.14	54	\$8.589 BILLION
Exhaust Systems	\$338.14	6	\$289 MILLION
Ignition & Spark Plug	\$350.00	29	\$2.260 BILLION
Oil/Lubrication	\$73.26	180	\$3.304 BILLION
Shocks/Struts	\$591.67	32	\$5.205 BILLION
TPMS	\$98.13	133	\$4.178 BILLION
Visibility	\$35.58	53	\$472 MILLION

MTD READERS

CONTROL
241,500
SERVICE BAYS

MAKE
42%
OF SALES IN AUTO SERVICE

DO
581
MOUNTING AND BALANCING
JOBS PER MONTH

AVERAGE
4
TECHNICIANS PER OUTLET

2025 EDITORIAL CALENDAR

[View Digital **MAGAZINE ARCHIVE**]

*Editorial coverage is subject to change

ISSUE	AD CLOSE	MATERIALS DUE	TIRE MARKETING	VEHICLE MAINTENANCE	BUSINESS MANAGEMENT	UNIQUE AD OPPORTUNITIES
JAN	12/27/24	1/3/25	2025 MTD Facts Issue <ul style="list-style-type: none"> Tire shipments and imports Exclusive tire brand market share Distribution channels Tire pricing, sizing, world sales leaders and more 	Suspension/ride control service TPMS service	John Healy analyzes the North American tire market	59th MTD Facts Issue (most well-read and quoted issue of the year)
FEB	1/22/25	1/27/25	HP/UHP tire trends <ul style="list-style-type: none"> Exclusive market share data by speed rating 	Brake service TPMS service	Best digital marketing practices	Commercial Tire Dealer <ul style="list-style-type: none"> Exclusive OTR tire market overview Dealer profile Commercially Viable 2025 TIA OTR Tire Conference, 2/19-22, San Juan, Puerto Rico
MAR	2/19/25	2/24/25	Winter tire issue <ul style="list-style-type: none"> Winter tire trends Winter tire sales 	Battery service TPMS service	Employee recruitment and retention	Consumer financing options
APR	3/13/25	3/18/25	The latest on tire dealer program groups <ul style="list-style-type: none"> List of U.S. program groups 	Servicing advanced cooling systems TPMS service	Best practices for inventory control	Commercial Tire Dealer <ul style="list-style-type: none"> MTD's Top Retreaders List Overview of U.S. retread market Commercially Viable <p><i>Performance Handbook</i> polybagged with April issue</p>
MAY	4/16/25	4/21/25	The latest on EV tires <ul style="list-style-type: none"> Selling EV tires Tiremakers comment on EV tire segment 	Spring Car Care service TPMS service	Dealers share operational tips	Annual Tire Dealer Survival Guide <ul style="list-style-type: none"> Experts share best practices
JUNE	5/20/25	5/23/25	Annual commercial truck tire issue <ul style="list-style-type: none"> Exclusive truck tire brand market share Truck tire market overview Truck tire trends 	Diagnostics TPMS service	Employee management	Commercial Tire Dealer <ul style="list-style-type: none"> U.S. truck tire market report Truck tire market share by brand Truck tire dealer profile Commercially Viable

EACH MONTH

Editorial

MTD's editor Mike Manges comments on the pressing issues of the industry in a manner that dealers have depended upon for over 30 years.

Industry News

MTD editors select the top news stories of the industry and present them in a clear and concise way for dealers. When time is critical, dealers can stay informed by reading through this valuable section of the magazine.

Numbers That Count

MTD editors pore over the massive amount of data floating around and select a handful of highly useful statistics that help make sense of the industry.

Your Marketplace

John Healy of Northcoast Research shares his thoughts about the financial side of the industry backed by solid research done by MTD.

2025 EDITORIAL CALENDAR

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ISSUE	AD CLOSE	MATERIALS DUE	TIRE MARKETING	VEHICLE MAINTENANCE	BUSINESS MANAGEMENT	UNIQUE AD OPPORTUNITIES
JUL	6/12/25	6/17/25	The 2024 MTD 100 <ul style="list-style-type: none"> • Exclusive list of largest tire dealers • Dealers discuss trends and challenges 	Oil and lube service TPMS service	Dealers provide insights on market	Annual Tire Industry Buyers' Guide <ul style="list-style-type: none"> • Exclusive listing of top tire industry companies
AUG	7/23/25	7/28/25	Top tire company execs discuss market <ul style="list-style-type: none"> • SUV/CUV/LT tire trends Ad Readership Study issue	ADAS service TPMS service	How dealers are using artificial intelligence	Commercial Tire Dealer <ul style="list-style-type: none"> • Industrial tire update • Dealer profile • Commercially Viable
SEP	8/19/25	8/22/25	33rd MTD Tire Dealer of the Year Issue <ul style="list-style-type: none"> • MTD honors top tire dealer 	EV service TPMS service	SEMA Show/AAPEX preview	MTD Dealer of the Year issue
OCT	9/17/25	9/22/25	Annual Commercial Tire Dealer issue <ul style="list-style-type: none"> • Top 25 Commercial Tire Dealers list • Dealers comment on market trends • All-weather tires 	Alignments TPMS service	SEMA Show/AAPEX preview	Commercial Tire Dealer <ul style="list-style-type: none"> • Exclusive Top Commercial Dealer list • Dealer profile • Commercially Viable MTD Show Package Issue
NOV	10/1/25	10/6/25	MTD On the Rise issue <ul style="list-style-type: none"> • MTD honors young industry superstars • Consumer tire market trends • Interview with incoming TIA president 	Car winterization TPMS service	Best practices for business planning	MTD On the Rise section MTD Show Package Issue
DEC	11/14/25	11/19/25	Annual ag tire issue <ul style="list-style-type: none"> • Ag tire shipments • Market share by brand • SEMA/AAPEX coverage 	Heating system service TPMS service	Market trends to watch in 2025	Commercial Tire Dealer <ul style="list-style-type: none"> • Tiremakers comment on ag tire market • Dealer profile • Commercially Viable

MAGAZINE ADVERTISING RATES & SPECS



Click to view
PRINT 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 VERTICAL
2.3125" x 9.75"

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

1/3 PAGE SQUARE
4.5" x 4.625"

1/2 PAGE VERTICAL
3.375" x 9.75"

1/4 PAGE SQUARE
3.375" x 4.625"

1/2 PAGE HORIZONTAL
7" x 4.625"

1/6 PAGE HORIZONTAL
4.5" x 2.25"

1/2 PAGE ISLAND
4.5" x 7.25"

1/6 PAGE VERTICAL
2.3125" x 4.625"

Monthly Magazine Net Rate

POSITION	RATE
Full Page Spread	\$15,000
Full Page	\$11,750
1/2 Page	\$8,500
1/3 Page	\$5,625
1/4 Page	\$3,750
1/6 Page	\$1,875

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!



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 krunion@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: krunion@endeavorb2b.com.

Include advertiser name, publication name, issue date.

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

PERFORMANCE HANDBOOK



Performance Handbook rate card for 2025

POSITION	4-COLOR NET RATES
FULL PAGE	\$11,750
1/2 PAGE	\$8,500
1/3 PAGE	\$5,625
1/4 PAGE	\$3,750

Frequency discount applies to additional insertions in Modern Tire Dealer

Full page and larger advertisers receive:

- Full page of performance showcase listings
- Performance directory listing with color logo
- Performance datafile listing

1/2 advertisers receive:

- Full page of performance showcase listings
- Performance directory listing
- Performance datafile listing

1/3 advertisers receive:

- 2/3 page of performance showcase listings
- Performance directory listing
- Performance datafile listing

COVER

2nd cover — earned rate plus 20%

3rd cover — earned rate plus 15%

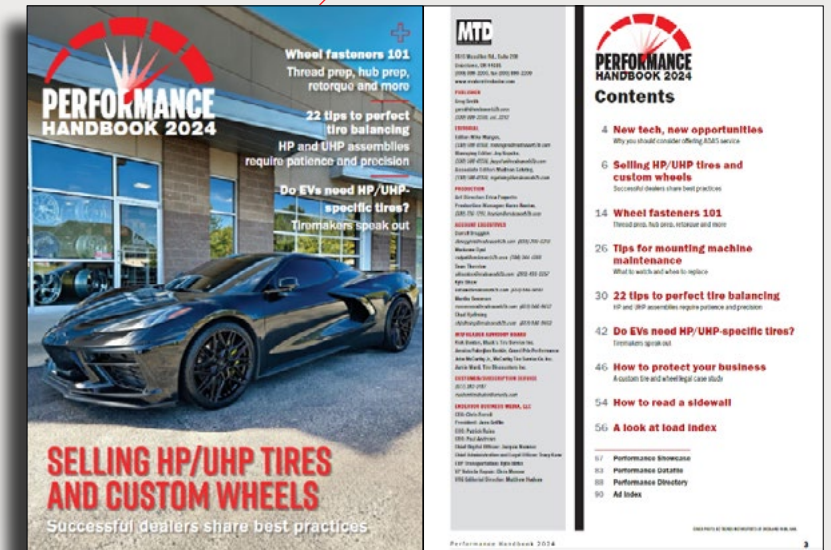
4th cover — earned rate plus 25%

1/4 advertisers receive:

- 1/2 page of performance showcase listings
- Performance directory listing
- Performance datafile listing

Merchandising includes:

- Performance showcase: Show our readers your products in this easy to read photo guide
- Performance directory: Be seen in this “buyers' guide” that lists your complete contact information
- Performance datafile listing



Ad Close
3/13/2025

Materials Due
3/18/2025

Target your message to installers and retailers of performance tires, custom wheels, and other performance products.

DIGITAL AUDIENCE INSIGHTS



AVERAGE DIGITAL MONTHLY REACH

363,500

e-Newsletter	Monthly Av. Send	Av. Total Open Rate
CTD Online	6,723	58.40%
Hotwire	16,139	49.00%
Top News	15,620	51.35%

MONTHLY WEBSITE ANALYTICS

40,200

Monthly Unique Visitors

60,400

Average Monthly Sessions

119,400

Monthly Page Views

57%

Mobile Users

52.9%

Organic Search

MONTHLY NEWSLETTER SENDS

283,000

NEWSLETTER SUBSCRIBERS

38,500

SOCIAL MEDIA



COMBINED SOCIAL REACH

20,100+

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: moderntiredealer.com

AVERAGE MONTHLY
SESSIONS

AVERAGE MONTHLY
PAGE VIEWS

60,400 **119,400**

High-Impact Digital Advertising Positions



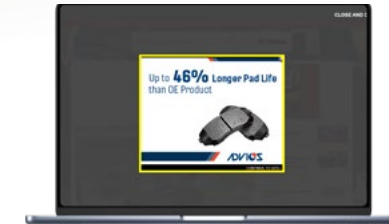
BILLBOARD

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



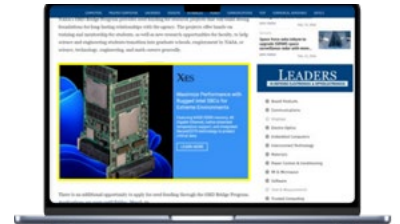
VIDEO BILLBOARD

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.



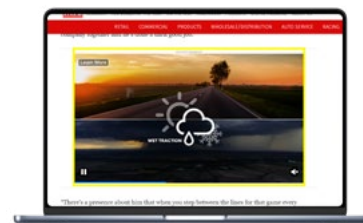
IN-ARTICLE FLEX

Custom created ad with engaging imagery, clear call to action and placement withing 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

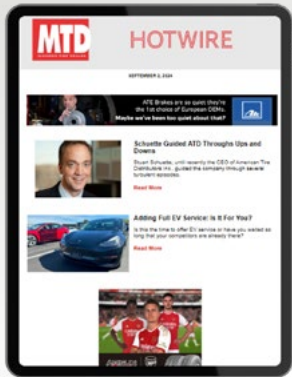
Share your message within a relevant and responsive environment designed to deliver engagement and traffic.



Click to view
SPECS



Materials due: Seven business days prior to publication. | **Send creative to:** webtraffic@endeavorb2b.com



MTD Hotwire

[View **EXAMPLE**]



MTD Top News

[View **EXAMPLE**]



CTD Online

[View **EXAMPLE**]



Custom Email Marketing

[View **EXAMPLE**]

We deliver the latest industry news, trends, and information to tire dealers to help them make decisions to better run their dealerships.

We wrap up the week with the most-popular articles from our Hotwire newsletters packaged so that dealers know what their peers have found most important.

We targeted tire dealers who are highly interested in the commercial side of the industry with articles tailored to meet their needs.

Promote your company's products and services by sending a custom email to our entire list of tire dealerships or by targeting your message based on geography or demographics.

Stats

Frequency: Mon, Tues, Thurs
Average Send: 16,139
Audience: Independent Tire Dealers
Open Rate: 49.00%

COST/MONTH

Leaderboard	\$2,090
Medium Rectangle 1	\$1,820
Medium Rectangle 2	\$1,700
Medium Rectangle 3	\$1,600
Medium Rectangle 4	\$1,450
Medium Rectangle 5	\$1,300
Sponsored Content	\$2,500

Stats

Frequency: Friday
Average Send: 15,620
Audience: Independent Tire Dealers
Open Rate: 51.35%

COST/MONTH

Leaderboard	\$2,300
Medium Rectangle 1	\$2,030
Medium Rectangle 2	\$1,920
Medium Rectangle 3	\$1,820
Medium Rectangle 4	\$1,700
Medium Rectangle 5	\$1,600
Sponsored Content	\$2,500

Stats

Frequency: Bi-Weekly, Weds
Average Send: 6,723
Audience: Commercial Tire Dealers
Open Rate: 58.40%

COST/MONTH

Leaderboard	\$1,300
Medium Rectangle 1	\$1,270
Medium Rectangle 2	\$1,150
Medium Rectangle 3	\$1,000
Medium Rectangle 4	\$900
Medium Rectangle 5	\$790
Sponsored Content	\$2,500

Stats

Email Addresses Available: 19,800
Open Rate: 40.8%

COMBINED NEWSLETTER REACH*

38,500

*Newsletters may not be produced on holidays

The data provided within is obtained via internal and third party sources, including Google Analytics, Oracle Cloud-Eloqua, and Omeda.
2025 Media Kit | Modern Tire Dealer | moderntiredealer.com

DIGITAL RATES



WEBSITE ADVERTISING

STANDARD ADVERTISING ROS (CPM)

Sticky Leaderboard	\$150
Leaderboard	\$90
Medium Rectangle	\$90

HIGH-IMPACT ADVERTISING ROS (CPM)

Welcome Ad	\$250
Reskin	\$225
Billboard Video	\$200
Expanding Half Page	\$200
In-Article Flex	\$200
In-Article Premium	\$200
In-Article Video	\$175
Billboard	\$150
Expanding Rectangle	\$150
In-banner Video Ad	\$150
Half-Page Ad	\$200
Native Ad	\$105

AUDIENCE EXTENSION ROS (CPM)

AEX Leaderboard	\$80
AEX Rectangle	\$80

NEWSLETTERS

MTD HOTWIRE COST/MONTH

Leaderboard	\$2,090
Medium Rectangle 1	\$1,820
Medium Rectangle 2	\$1,700
Medium Rectangle 3	\$1,600
Medium Rectangle 4	\$1,450
Medium Rectangle 5	\$1,300
Sponsored Content	\$2,500

MTD TOP NEWS COST/MONTH

Leaderboard	\$2,300
Medium Rectangle 1	\$2,030
Medium Rectangle 2	\$1,920
Medium Rectangle 3	\$1,820
Medium Rectangle 4	\$1,700
Medium Rectangle 5	\$1,600
Sponsored Content	\$2,500

CTD ONLINE COST/MONTH

Leaderboard	\$1,300
Medium Rectangle 1	\$1,270
Medium Rectangle 2	\$1,150
Medium Rectangle 3	\$1,000
Medium Rectangle 4	\$900
Medium Rectangle 5	\$790
Sponsored Content	\$2,500

EMAIL MARKETING

EMAIL ADVERTISING

Hotwire Newsletter - Custom Text Link	\$2,500 net/month
Third-Party Emails	\$400 CPM

CONTENT MARKETING

Online Article	\$2,500 net/month
Custom Podcast	\$2,500 net/podcast
Video Interview	\$3,500 net/month
Custom Webinar	Ask your sales rep for details

MULTIMEDIA

PODCAST SPONSORSHIP

Modern Tire Dealer Radio Podcast	\$2,500 net/month
Monthly Sponsorship	\$3,000 net/month
Quarterly Sponsorship	\$8,000 net/quarter
Annual Sponsorship (Exclusive)	\$30,000 net





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

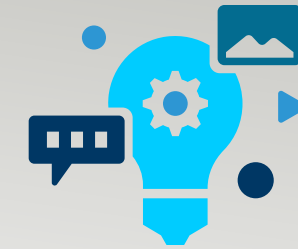
IMR Inc.'s Continuing Consumer Automotive Maintenance Survey helps you make smarter, more profitable business decisions by detailing consumer buying dynamics for products and services.

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.



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**



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.

 — Lead Generation

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



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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.

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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.

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

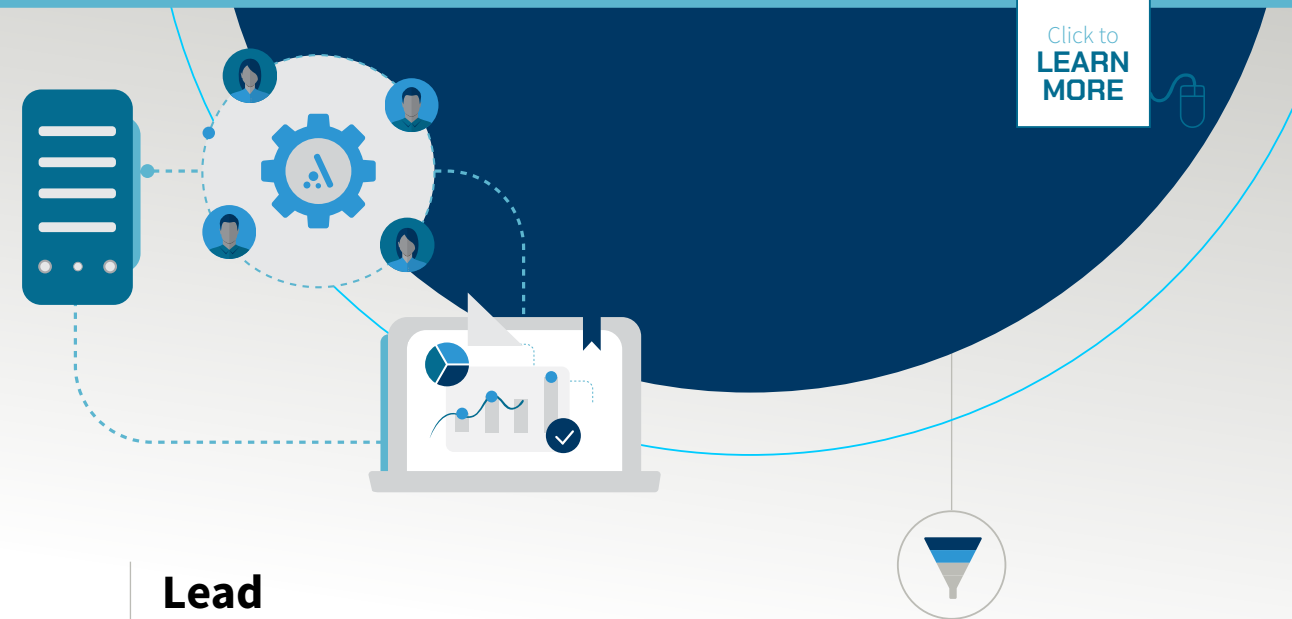
Your brand, your content, your solutions, and your target audience. Aggregate your premium content into a digital hub and guide prospects through a self-led buyer's journey that will accelerate decision making. Program incorporates multimedia assets, engagement scoring, and scheduled lead delivery. 📡

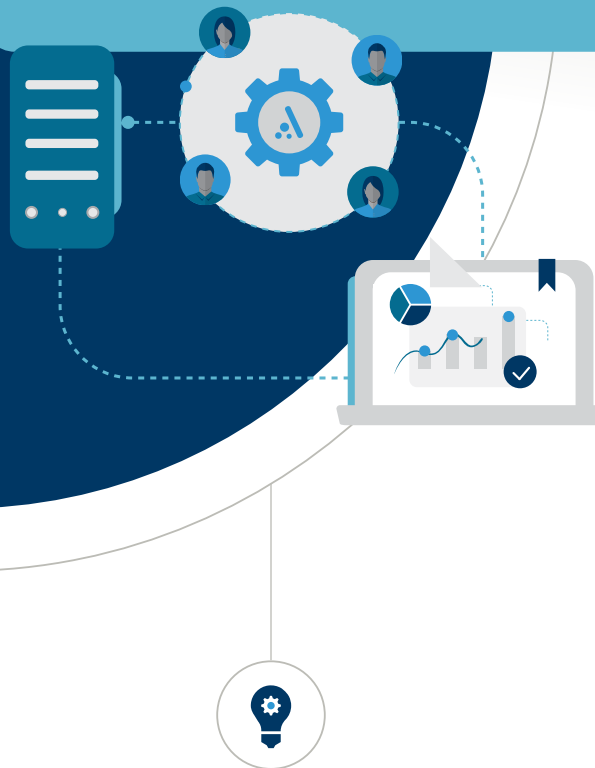
Lead Nurturing

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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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](#)] 

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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.

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.

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.

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