

NALN

EXCLUSIVELY SERVING QUICK LUBE AND
FAST MAINTENANCE BUSINESS
OWNERS AND OPERATORS

2025 MEDIA KIT



- AUDIENCE
- DIGITAL ADS
- NEWSLETTERS
- MARKETING SOLUTIONS
- CONTENT CALENDAR
- SPECIAL OPPORTUNITIES
- CONTACTS

PRINT AUDIENCE INSIGHTS



[View our **Audience Engagement Report**]

25,000

NOLN Magazine Subscribers

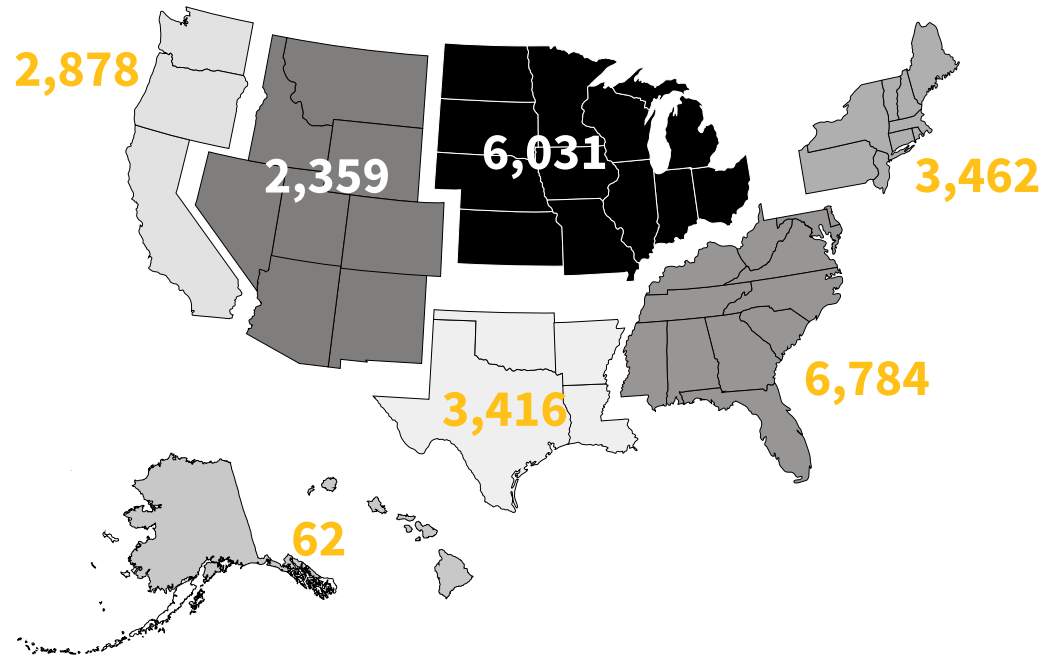
144,200

NOLN Magazine Reach Including Pass Along Readership

*average subscriber passes along to 2.6 additional readers

SUBSCRIBERS BY REGION

U.S. REGION BREAKOUT OF MAGAZINE SUBSCRIBERS*



Primary Business	%
Independent Lube Shop	24.7%
Franchise Lube Shop	21.8%
General Repair Shop with Quick Lube Lane	47.7%
New/Used Vehicle Dealer with Quick Lube Lane	3.0%
Other	2.8%

Decision Makers	%
Owner/Partner/Pres/VP	43.3%
Service Mgr, Shop Mgr, GM, Service Writer	52.4%
Shop Foreman/Shop Supervisor	1.8%
Other	2.5%

97% of NOLN readers say advertisements help keep them informed*

97% of NOLN readers keep informed on industry issues and new products/services through trade publications*

95% of NOLN readers are decision makers*

97% of the industry reads NOLN*

93% of NOLN readers read at least half of each issue*

85% of NOLN readers have been subscribers for 6 or more years*

90% of NOLN readers have taken action as a result of reading articles or seeing advertisements in the last 12 months*

83% of NOLN readers save their copies for reference, and 84% save the annual Buyers Guide*

*NOLN Readership Study
**Publisher's Circulation Data

DIGITAL AUDIENCE INSIGHTS



[View our **Audience Engagement Report**]

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.

AVERAGE MONTHLY
UNIQUE VISITORS



8,400

AVERAGE MONTHLY
SESSIONS



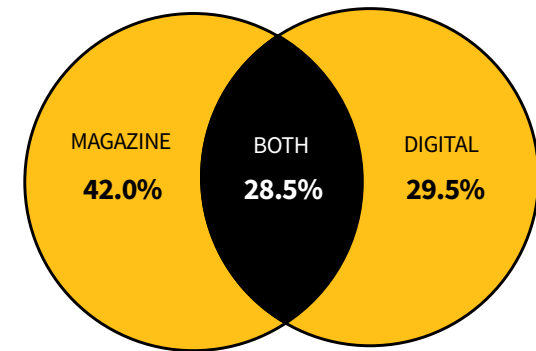
11,600

AVERAGE MONTHLY
PAGE VIEWS



36,800

MAGAZINE/DIGITAL OVERLAP*



E-NEWSLETTER REACH



16,200

AVERAGE TOTAL OPEN RATE*



47.01%

EMAIL MARKETING LIST



13,500

AVERAGE TOTAL OPEN RATE*



44.08%

e-Newsletter	Monthly Av.	Av. Total Open Rate
Quick Lube Report	9,177	44.39%
This Month in NOLN	7,045	49.62%



COMBINED SOCIAL REACH

7,000+

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

PREMIUM ISSUES AND OPPORTUNITIES



GUIDE TO PROGRAMS/FRANCHISES

FEBRUARY

The industry's most comprehensive guide highlighting the benefits, advantages and resources of the top quick lube chains throughout the country.

[View [Example](#)]

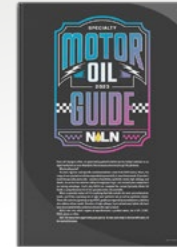


BRAND INSIGHT STUDY

APRIL

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

[View [Example](#)]



SPECIALTY MOTOR OIL GUIDE

MAY

Be at the forefront of the oil market aligning with the most detailed list of specialty motor oils available today.

[View [Example](#)]



TOPS

JULY

Generate huge exposure through NOLN's annual ranking of rooftop locations and revenue among the country's top quick lube chains.

[View [Example](#)]



OPERATOR SURVEY PACKAGE

JULY

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

[View [Example](#)]



OPERATOR OF THE YEAR AWARD

SEPTEMBER

Tie your brand to the biggest feature of the year honoring the achievements of the leading operator in the quick lube industry.

[View [Example](#)]



BUYERS GUIDE

OCTOBER

Promote your brand in the quick lube industry's most comprehensive resource guide of products, services, tools and equipment.

[View [Example](#)]



ADDITIVES GUIDE

DECEMBER

Show your prominence in the additives market through this all-inclusive guide on chemical products available for passenger vehicles.

[View [Example](#)]

2025 EDITORIAL CALENDAR



	JANUARY/FEBRUARY	MARCH	APRIL	MAY	JUNE
AD CLOSE	1/14/25	2/5/25	3/5/25	4/2/25	4/29/25
MATERIAL DUE	1/17/25	2/10/25	3/10/25	4/7/25	5/2/25
MAIN FEATURE	Get Your Shop in Shape: New year, new strategies. Shop owners can tackle 2025 by sharing their strategies for laying the groundwork—setting goals, identifying potential challenges, problem-solving, and discovering the best solutions	Fine-Tuning Lube Tech Tactics: Shop owners and lube technicians share important considerations for the modern lube tech approach—what are the qualities necessary to succeed in this work? What is distinctive about being a lube tech today, and why does the job remain important?	An Oil Change (With a View): Determine how informed a customer should be during a vehicle service. What are some of the approaches shop owners take with their staff to convey information to customers, and how is that done? Is there a literal window into the bay area? Are staff members consistently communicating information while the customer waits in their car?	Best Practices: The tried-and-true golden rules that shop owners have lived by during their quick lube careers, and how these tactics have helped them establish successful operations	Creating a Community Space: Showcasing shops that go the extra mile to establish a place where customers and community can connect while offering top-of-the-line services
ADDITIONAL CONTENT	EV Maintenance—An Opportunity? : Electric vehicles are here. On the surface, it may not seem like quick lubes and EVs go together—but there are some service opportunities that could open new doors for shop owners. This story seeks to give an overview of some of those potential services and how they can be implemented at an existing quick lube Equipment Essentials: What types of tools and equipment do quick lube operators recommend? What can they not do operations without? Why are they worth the investment, time, and maintenance?	Workplace Drama: Whether it's gossipy employees, employees with little prior professional work experience, or something else entirely—sometimes workplaces breed drama. How can a shop owner catch on to it happening, and how can they nip it in the bud effectively? Time is Money: The challenge of determining shop hours, which days a shop is open, and how these things best serve customers	Utilizing Technology to Communicate with Customers: Using tools like apps to remind customers about services, and in turn what the ROI is like for shop owners Working at the Car Wash: Exploring how a car wash can boost additional sales. What should a shop owner know before considering adding one?	Small Team with Power: How shop owners make it work with exceptionally small teams—how it makes them stand out, why it works for them, and how they respond to any challenges with it The Racecar Connection: Sharing perspectives on why lubrication brands and racing go together, and why some quick lube shops may even have a racing connection	Taking Care of Employees, All Year Long: The summer season can include some uncomfortable and at times dangerous levels of heat. How can shop owners combat this, and what about some tips for other seasons of the calendar year? Repair Shop Partnerships: Sometimes, a comradery exists with shops wherein a repair shop will recommend an oil change location to customers, and vice versa. Share an example of this and how it benefits both business owners
	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER/DECEMBER
AD CLOSE	5/27/25	7/1/25	7/29/25	9/3/25	11/3/25
MATERIAL DUE	5/30/25	7/7/25	8/1/25	9/8/25	11/6/25
MAIN FEATURE	The Person for the Job: Highlighting young shop owners and female-identifying shop owners (preferably without much industry experience prior to ownership) to understand the elements that drew them to preventative maintenance. How are they helping to shape the future of quick lube?	Day in the Life: In a story that is structured by time of day, follow a couple of shop owners and their daily routines at their shop, as well as the insights that can be gleaned from them	NOLN 2025 Operator of the Year: This feature is sourced through our Operator of the Year nomination form, along with two runners-up who are all outstanding examples of leadership and dedication in the quick lube industry	KPIs are King: Talking to shop owners about the top Key Performance Indicators they track and why, including any direct results they can point to. How do these KPIs show up in their operations, and how do they help to strategize for success?	The Oil Overview: Tackling high level topics concerning oil on the shop level—what oil types are popular among customers? What trends are shops tracking with oil changes? What does the future hold in terms of oil types and oil changes?
ADDITIONAL CONTENT	Keep Your Receipts: Keeping records at a shop is important. Sometimes, customers may push back on a total or a service performed. How do shop owners use their records and their knowledge to inform the customer and settle any disagreement? Any tips for record-keeping? The Importance of Branding: How to make a shop stand out with thoughtful marketing tactics such as brand design	Learn to Step Away: Tips for how a veteran shop owner who has been through and done it all in the shop can benefit from handing off tasks, jobs, and responsibilities to others on their team Make the Move: Sharing a shop owner's story about making the decision to move their physical shop location to a different spot, and what led to that decision	Make the Transition: Handing over the reins of a shop to someone else? How shop owners can prepare themselves, their staff, and their customers for a smooth transition The Co-Owner Comradery: Exploring how shop co-ownership differs from what people may think of with a singular owner. What are some ways to strategize this relationship to ensure that it's a healthy and effective one?	Bring in the Admin: How hiring someone to work the front desk, field calls, or provide administrative support can help a shop's efficiency and effectiveness Talking Tires: Assessing how tires and quick lube services can go together, and what's important to know about incorporating tire services into an existing quick lube business	Coach in Your Corner: Talk to a quick lube shop owner who works with a coach, has worked with one in the past, or is one! What value do coaches have to offer quick lube shops, and why should shop owners consider working with one? Boost Your Online Presence in the New Year: Improving websites, social media strategies, and SEO for shops—what are some things that shop owners can start implementing right away in the new year?

COLUMNISTS
SCOTT HEMPY
 CEO of Oilstop Drive-Thru Oil Change
ADAM TATUM
 DIRECTOR OF OPERATIONS FOR THE VIRGINIA GROUP

JOANNA JOHNSON
 PRESIDENT, JOHNSON POLICY ASSOCIATES, INC.

IN EACH ISSUE

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

Estimated mail date is the 15th of each month

[View our **MAGAZINE ARCHIVE**]

MAGAZINE ADVERTISING RATES & SPECS

Click to view
PRINT SPECS

Print Ad Specs - NEW TRIM SIZES FOR 2024!

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
Live: 2.3125" x 10"
Trim: 2.5625" x 10.5"
Bleed: 2.8125" x 10.75"
Non-Bleed: 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
Non-Bleed: 4.5" x 4.625"

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

1/3 PAGE HORIZONTAL
Non-Bleed: 7" x 2.875"

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

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

Monthly Magazine Rate

POSITION	RATE
Full Page Spread	\$10,000
Full Page	\$5,200
1/2 Page	\$3,900
1/3 Page	\$2,600

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 jgeorge@endeavorb2b.com in the "email to" field for your upload. Be sure to include: advertiser name, publication name, and issue date in the message field.
TO EMAIL MATERIAL	For files up to 10 MB, please email your ad to: jgeorge@endeavorb2b.com . Include advertiser name, publication name, issue date.

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

DIGITAL ADVERTISING



Advertising that reaches decision-makers in the moment

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

Click to view
**DIGITAL SPECS
AND SAMPLES**



Digital Banners

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

Leaderboard

Rectangle

Expanding Half Page

Expanding Rectangle

Sticky Leaderboard

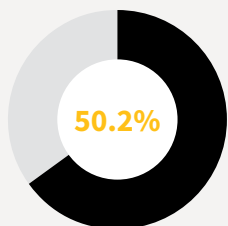
Native Ad

Materials Due: Seven business days prior to publication.

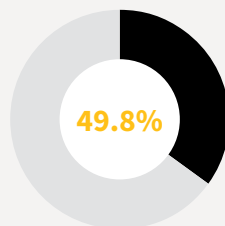
Send Creative To: webtraffic@endeavorb2b.com

Visit Our Website: noln.net

DESKTOP VISITORS
AVERAGE MONTHLY



MOBILE VISITORS
AVERAGE MONTHLY



High-Impact Digital Advertising Positions



BILLBOARD

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



VIDEO BILLBOARD

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



WELCOME AD

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



IN-ARTICLE FLEX

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



IN-BANNER VIDEO

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



IN-ARTICLE VIDEO

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



RESKIN

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



IN-ARTICLE PREMIUM

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

NEWSLETTERS

Established frequency, trusted content, and engaged audiences

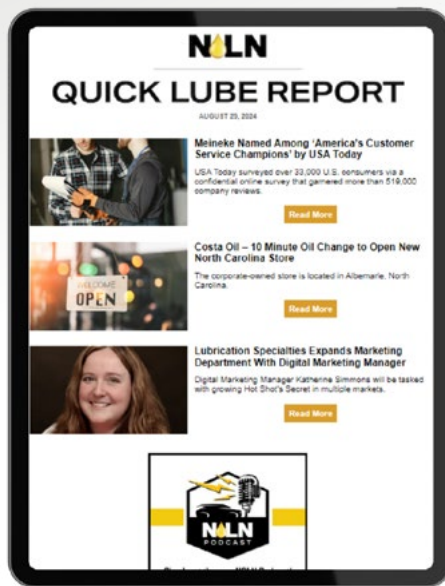
Share your message within a relevant and responsive environment designed to deliver engagement and traffic.

Click to view
SPECS

Materials due: Seven business days prior to publication.

Send creative to: webtraffic@endeavorb2b.com

NOLN QUICK LUBE REPORT



Deployed twice per week (Tuesdays and Thursdays), this newsletter is designed to provide the best coverage of the industry's hottest news, issues, and trends, as well as a daily dose of strategies for business improvement.

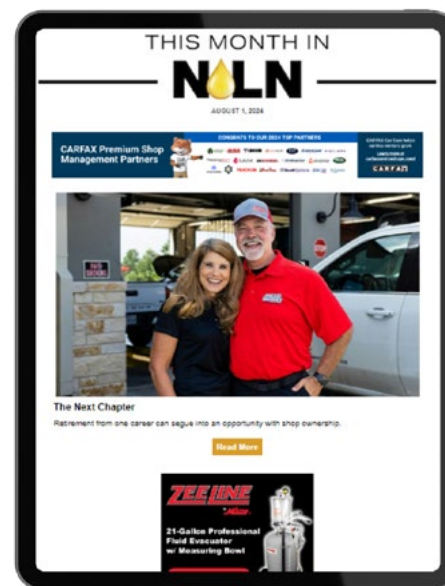
Bi-Weekly

Stats

Monthly Average Subscribers9,177
Avg. Total Open Rate* 44.39%

[View **EXAMPLE**]

THIS MONTH IN NOLN



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

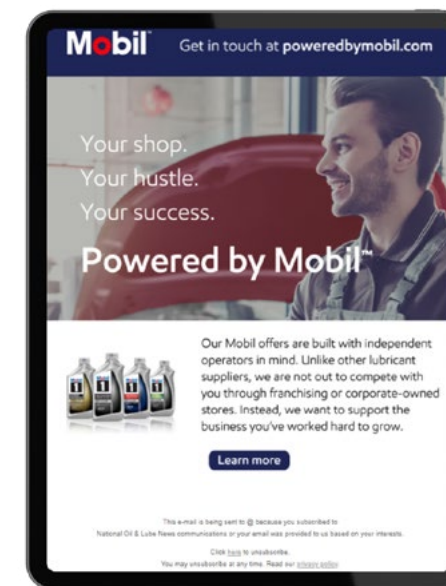
Monthly

Stats

Monthly Average Subscribers7,045
Avg. Total Open Rate* 49.62%

[View **EXAMPLE**]

CUSTOM EMAIL MARKETING



Promote your company's products and services by sending a custom email to our entire list of fast maintenance/quick lube operators, or by targeting your message based on geography or demographics.

Varies

Stats

Email Addresses Available11,789
Avg. Total Open Rate* 28.63%

[View **EXAMPLE**]

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

**Publisher's Circulation Data

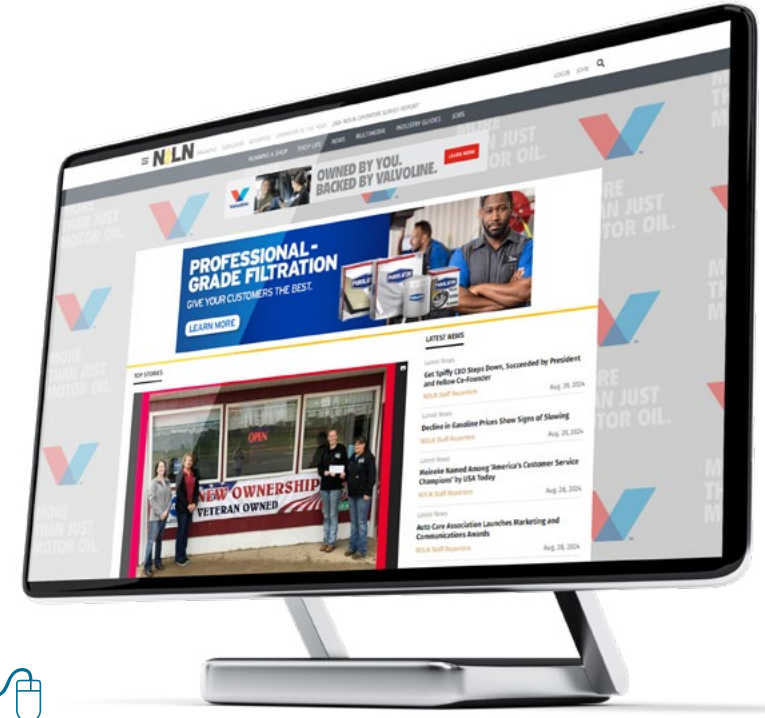
DIGITAL RATES



WEBSITE ADVERTISING	
HIGH-IMPACT ADVERTISING	NET CPM
Reskin	\$225
Pushdown	\$200
Expanding Half Page	\$200
Video Billboard	\$200
In-Article Flex	\$200
In-Article Premium	\$200
In-Article Video	\$175
Billboard	\$150
Expanding Rectangle	\$150
In-Banner Video	\$150
Welcome Ad	\$500/week
STANDARD ADVERTISING	NET CPM
Sticky Leaderboard	\$150
Half Page	\$150
Leaderboard	\$90
Rectangle	\$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	
NOLN QUICK LUBE REPORT	NET RATE
Leaderboard	\$575
Medium Rectangle	\$575
Sponsored Content	\$750
THIS MONTH IN NOLN	NET RATE
Leaderboard	\$575
Medium Rectangle	\$575
Sponsored Content	\$750
EMAIL MARKETING	
EMAIL ADVERTISING	NET CPM
3rd Party Email Blast CPM	\$400

WEBINARS	
WEBINAR PLACEMENT	RATE
Webinar	Ask Your Sales Rep For Details



Click to view
**DIGITAL SPECS
AND SAMPLES**



AUTOMOTIVE MARKET RESEARCH

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

Making Smart Business Decisions

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

BUSINESS INTELLIGENCE THAT DRIVES DECISIONS

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

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

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

UNLOCK THE INSIGHTS YOU NEED

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

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

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

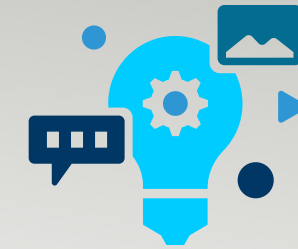
IMR Inc. | Automotive
Research.com

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

Marketing Solutions Built to Achieve Goals

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

 — Lead Generation



Overview of Our Solutions

Advertising

Target the right audiences in the right channels.

Research & Intelligence

Make data-driven decisions with our expert intel.


Content Development

Drive engagement with high quality content.

Video & Podcasts

Solutions that bring your brand to life.

Lead Generation

Lead generation programs built for your goals. 

Data-Driven Marketing

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

Click to
**LEARN
MORE**



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

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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.

Click to
**LEARN
MORE**



Video Marketing That **Increases Engagement and Conversions**

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

Video

Event Video

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

Explainer Video

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

QuickChat

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

Product Video

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

Video Promotion

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

Custom Production

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

Podcasts

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



THE POWER OF VIDEO IS UNDENIABLE.

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

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

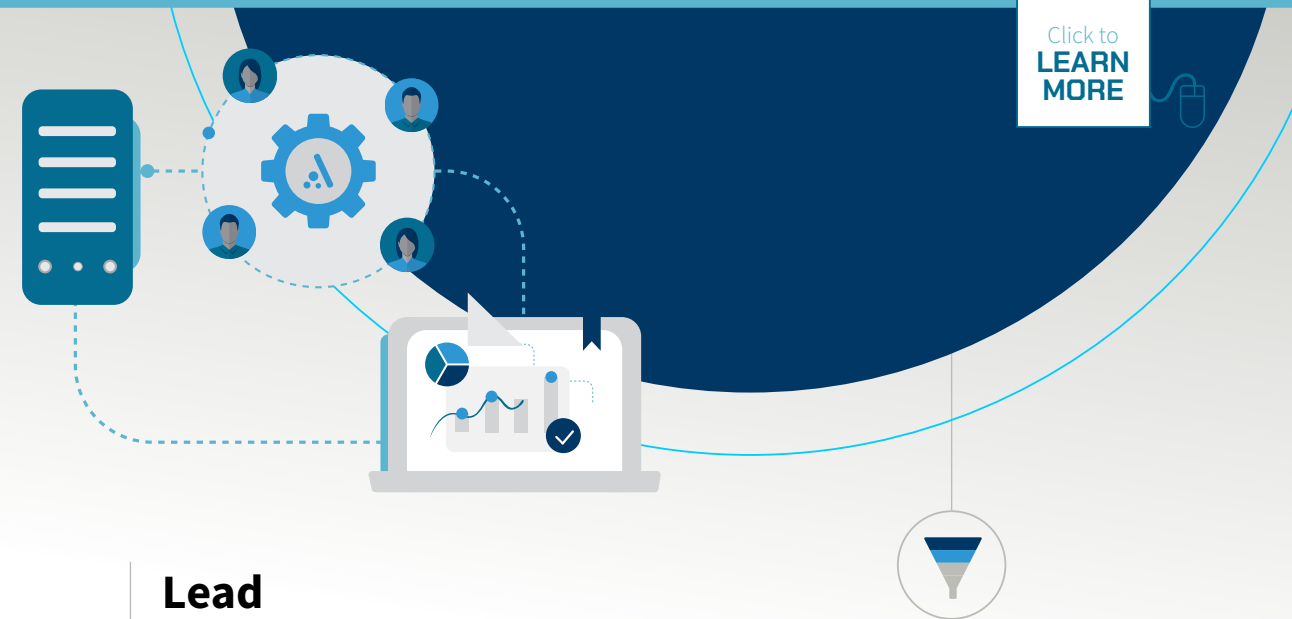
Your brand, your content, your solutions, and your target audience. Aggregate your premium content into a digital hub and guide prospects through a self-led buyer's journey that will accelerate decision making. Program incorporates multimedia assets, engagement scoring, and scheduled lead delivery. 📄

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.





Click to
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MORE**

Precision Marketing That Delivers Maximum Impact

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

Data-Driven Marketing

Audience Extension

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

Audience Extension: Social

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

Micro-Proximity

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

Third-Party Emails

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

Connected TV (CTV)

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

The Power of AI personif.ai™

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

[[LEARN MORE](#)] 

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Website



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Website



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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.

MOTOR AGE

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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CTEX
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FireFusion
Station Design Conference

PROCESSING

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Control
Control Design
Food Processing
P.I. Process Instrumentation
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Plastics Machinery & Manufacturing
Processing
The Journal
Water Technology
Industrial Automation Summit

MANUFACTURING

American Machinist
EHS Today
Foundry Mgmt & Technology
IndustryWeek
Material Handling & Logistics
New Equipment Digest
Plant Services
Smart Industry
IW Operations Leadership Summit
Safety Leadership Conference

WATER

Stormwater Solutions
Wastewater Digest
WaterWorld
Municipal Wastewater Summit
Smart Water Summit
StormCon

ENERGY

EnergyTech
Microgrid Knowledge
Offshore
Oil & Gas Journal
T&D World
Utility Analytics Institute
Deepwater Ops/Topsides Platform & Hulls
Linemen Rodeo
Microgrid Conference
Smart Utility Summit
Subsea Technology Eastern Mediterranean
Subsea Tiebacks
T&D World Conference & Expo
UA Summit
UA Week

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BUILDINGS
Contracting Business
Contractor
EC&M
Electrical Wholesaling
HPAC Engineering
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Facilities EXPOs

VEHICLE REPAIR

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Auto Body Repair Network
FenderBender
Modern Tire Dealer
Motor Age
National Oil & Lube News
Professional Distributor
Professional Tool & Equipment News
Ratchet+Wrench
Ratchet+Wrench Management Conference

INFRASTRUCTURE

Construction Equipment
Mass Transit
Rental Equipment Register
Roads & Bridges
Roads & Bridges Summit
Transit Bus Summit

HEALTHCARE

Healthcare Innovation
Healthcare Purchasing News
Medical Laboratory Observer
Health IT Summits

COMMERCIAL VEHICLE

Bulk Transporter
Fleet Maintenance
FleetOwner
Refrigerated Transporter
Trailer/Body Builders
School Bus Summit
Trucking Summit

AVIATION

Aircraft Maintenance Technology
Airport Business
Ground Support Worldwide
AviationPros
International GSE Expo

DENTAL

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Dentistry IQ
Perio-Implant Advisory
RDH
RDH Evolution
RDH Under One Roof

SECURITY & VENDING

Automatic Merchandiser
VendingMarketWatch
Locksmith Ledger
Security Business
Security Technology Executive
SecurityInfoWatch

LIGHTING

LightSPEC
LEDs Magazine
LightSpec West

DIGITAL INFRASTRUCTURE

BTR [Broadband Technology Report]
Cabling Installation & Maintenance
Data Center Frontier
ISE Magazine
Lightwave
Data Center Frontier Conference
ISE EXPO

