

NLN

ENDEAVORB2B™

MARKETING PLANNER

Exclusively Serving Quick Lube And Fast
Maintenance Business Owners And Operators

2026



AT A GLANCE



GENERATE DEMAND & HIGH-QUALITY LEADS IN QUICK LUBE AND FAST MAINTENANCE

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.



NOLN.NET
24,500+ Monthly Page Views
NOLN insider content
[+VISIT WEBSITE](#)



MAGAZINE
25K+ Subscribers
119,200 Pass Along Readership
[+VISIT DIGITAL LIBRARY](#)



NEWSLETTERS
16k+ NEWSLETTER REACH
Technical information on late-model vehicles, the latest industry trends, and operational stories
[+VISIT NEWSLETTERS](#)



SOCIAL
6,900K+ Followers
Join the Conversation on: [Facebook](#) and [LinkedIn](#)

95%

OF NOLN READERS ARE **DECISION MAKERS***

97%

OF THE INDUSTRY **READS NOLN***

90%

OF NOLN READERS **HAVE TAKEN ACTION** AS A RESULT OF READING ARTICLES OR SEEING ADVERTISEMENTS IN THE LAST 12 MONTHS*

85%

OF NOLN READERS HAVE BEEN SUBSCRIBERS FOR 6 OR MORE YEARS*

97%

OF NOLN READERS SAY ADVERTISEMENTS **HELP KEEP THEM INFORMED** ON INDUSTRY ISSUES AND NEW PRODUCTS/SERVICES*

93%

OF NOLN READERS READ **AT LEAST HALF** OF EACH ISSUE*

82%

OF NOLN READERS **SAVE THEIR COPIES FOR REFERENCE**, AND 84% SAVE THE ANNUAL BUYERS GUIDE*

97%

OF NOLN READERS SAY NOLN HAS **A POSITIVE INFLUENCE** IN THEIR SHOP OPERATIONS*



[VIEW FULL AUDIENCE PROFILE](#)

*NOLN READERSHIP STUDY

[+ Click to Learn More](#)

GAIN VISIBILITY



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.

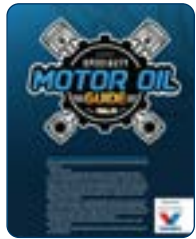


GUIDE TO PROGRAMS/FRANCHISES

FEBRUARY

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

[+VIEW EXAMPLE](#)

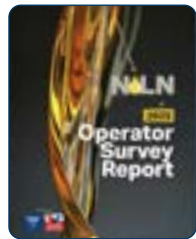


SPECIALTY MOTOR OIL GUIDE

MAY

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

[+VIEW EXAMPLE](#)



OPERATOR SURVEY PACKAGE

JULY

Become a thought leader aligning with current trends, statistics, data and content shaping the 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](#)



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](#)



TOPS IN THE INDUSTRY

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 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](#)



ADDITIVES GUIDE

DECEMBER

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

[+VIEW EXAMPLE](#)

2026 EDITORIAL CALENDAR



	JANUARY/FEBRUARY	MARCH	APRIL	MAY	JUNE
AD CLOSE	1/14/26	2/4/26	3/4/26	4/1/26	4/29/26
MATERIAL DUE	1/20/26	2/9/26	3/9/26	4/6/26	5/4/26
MAIN FEATURE	Setting the tone for '26. How operators are setting their goals and building strategies to achieve them in 2026.	Building a network. Time and resources necessary for adding shop locations to your portfolio.	Difference makers. How do you differentiate your service offerings from your competition? What sets your shop apart? How do you beat other shops, car dealers, independent repair shops, and places that use oil changes as a loss leader?	Leadership training. Prepping employees to become store managers. What skills are needed? How do you develop those skills? Are leadership skills inherent, developed through training, or both?	Distribution channels. What do shop operators expect from their vendors? How do they use their lines of communication to make sure their needs are being met?
ADDITIONAL CONTENT	Meeting community requirements. Understanding the unique needs and requirements of a city before building a shop. Are there limitations around how a facility must be designed?	Hiring best practices. Identifying traits that are necessary for each role within a shop and what questions you should be asking to determine if someone is a fit for your location. On track with online scheduling. How using an online scheduling model has helped a shop's bottom line, from managing staffing and shop hours to inventory.	40 Years of NOLN. In celebration of NOLN's 40th year, each month we will be looking back at highlights and key events that we've seen during this time-frame, including interviews with key players who have made their mark on this great industry.. Digital Lockdown. Best practices for how shops can protect their sensitive data.	Additional services. How do you market your services offered besides oil changes? Are they presented to guests upon arrival or while service is being performed? How do you identify and present potential add-on services a customer needs? What services have you added and/or dropped over the years? Overcoming NIMBYism. How a quick lube has overcome community pushback ("Not in my back yard!") on having a new facility built in their area.	Crisis communications. How do you minimize the damage to your business' reputation after an incident? Tool time. A look at how shops are investing in tools and technology. Have they made any recent additions to their shop that have made a significant improvement in their operations?

	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER/DECEMBER
AD CLOSE	6/3/26	7/1/26	7/29/26	9/2/26	11/10/26
MATERIAL DUE	6/8/26	7/6/26	8/3/26	9/7/26	11/13/26
MAIN FEATURE	AI's emergence. How are shops using AI? What tools are they using? What aspects of the business can be improved with AI? How can independent operators on tighter budgets benefit from using AI?	So, you want to buy a quick lube franchise? Talk with large national quick lube companies about what makes an ideal franchisee who is looking to enter the industry, as well as red flags to watch out for.	Operator of the Year. Profile on the 2026 NOLN Operator of the Year.	Independent vs. franchise. What are the benefits of each model? How should an operator decide which ownership model is right for them?	Here, there, and everywhere. For operators with multiple locations, how do they stay on top of things at each shop? How involved are they in the day-to-day?
ADDITIONAL CONTENT	Strike up the rebrand. How do you decide whether it's worth rebranding your business? What elements of your brand do you refresh? What does the process involve? Do you handle everything internally or work with an outside partner? Curb appeal. Keys to designing (and maintaining) a shop's exterior to be eye-catching and inviting for customers.	FAQ. What are the most common questions that shops are getting from their customers? Are there things customers are asking about now that were non-issues 5-10 years ago? Mailing it in. How a quick lube shop has found success by using traditional print marketing pieces, such as mailers.	Anatomy of a receipt. Break down what information is included on a customer receipt and how this information is presented to customers. AAPEX/SEMA preview. What's new and what's happening at the industry's biggest week of the year	Huddle up! Exploring best practices for running effective team meetings. How often should teams meet? Do you have a standing agenda? Who runs the meeting? Training tips. How operators train their employees. Do they have a proprietary training program? Do they work with a partner organization?	Caught in the act. How an operator discovered an employee was stealing from the shop, and how they handled the situation. Stay with us. Exploring employee retention strategies, especially at shops where handing out big raises isn't always in the budget.

Editorial coverage is subject to change.

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

ADVERTISING & PROMOTIONS



MAGAZINE ISSUES

JAN/FEB

Ad Close: 1/14/26
Material Due: 1/20/26

MARCH

Ad Close: 2/4/6
Material Due: 2/9/26

APRIL

Ad Close: 3/4/26
Material Due: 3/9/26

MAY

Ad Close: 4/1/26
Material Due: 4/6/26

JUNE

Ad Close: 4/29/26
Material Due: 5/4/26

JULY

Ad Close: 6/3/26
Material Due: 6/8/26

AUGUST

Ad Close: 7/1/26
Material Due: 7/6/26

SEPTEMBER

Ad Close: 7/29/26
Material Due: 8/3/26

OCTOBER

Ad Close: 9/2/26
Material Due: 9/7/26

NOV/DEC

Ad Close: 11/10/26
Material Due: 11/13/26

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 National Oil and Lube News content. [+VIEW SPECS](#)

NATIVE ADVERTISING

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

NATIVE ARTICLE OR VIDEO POST

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

THIRD-PARTY EMAILS

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

AUDIENCE EXTENSION

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

AUDIENCE EXTENSION SOCIAL

Using Meta and LinkedIn, we'll manage your campaign using a single image, carousel, or video ad and create targets based on website visitors, our 1st party data, or by creating look-alike profiles.

SOCIAL BOOST

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

MICRO PROXIMITY

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

CONNECTED TV

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

NEWSLETTERS



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](#)

Subscribers **9,240**

Avg Total Open Rate **30.11%**

[+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](#)

Subscribers **7,050**

Avg Total Open Rate **37.09%**

[+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 [Bi-Varies](#)

Email Addresses Available **12,750**

Avg Total Open Rate **30.11%**

[+VIEW EXAMPLE](#)

[+ NEWSLETTER SPECS](#)



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](#)

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MARKET MOVES
NEWSLETTERS FROM
ENDEAVOR BUSINESS
MEDIA](#)

Materials Due: Seven business days prior to publication.

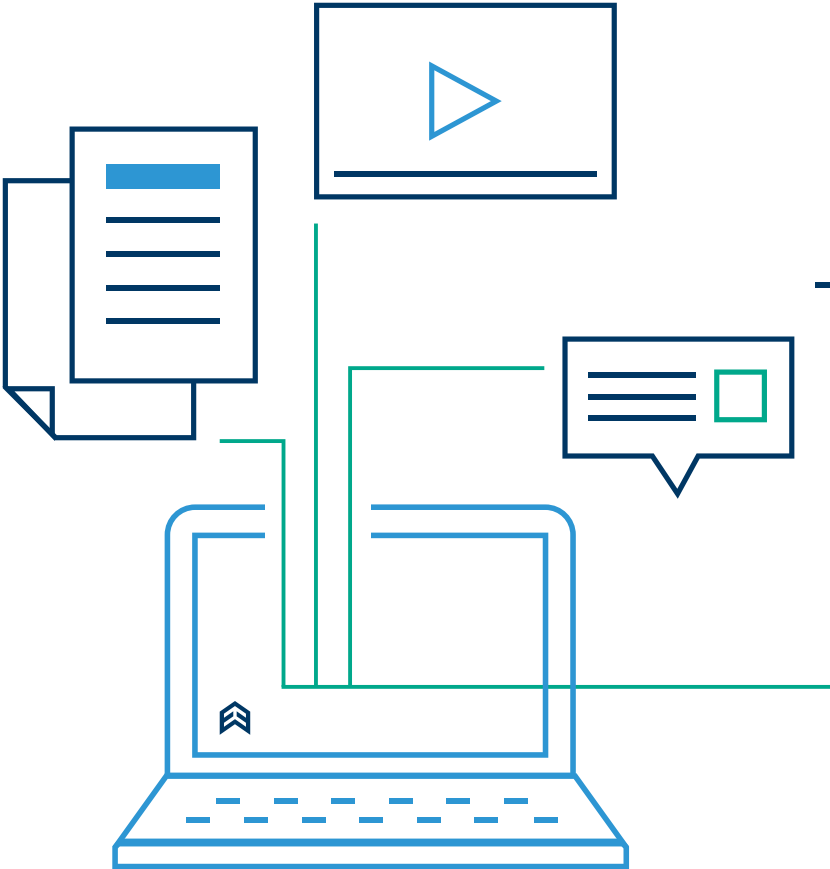
Send Creative To: webtraffic@endeavorb2b.com

Visit Our Website: noln.net

AI-POWERED MARKETING



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



DELIVERING PERSONALIZED EXPERIENCES

UNDERSTANDING HOW PERSONIF.AI WORKS.

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

+ Personalization and targeting capabilities.

+ Actionable insights for optimization and decision making.

Data privacy-compliant.

MARKETING SOLUTIONS



INTELLIGENCE & RESEARCH

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

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



CONTENT DEVELOPMENT

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

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



AUDIO & VISUAL EXPERIENCES

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

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



LEAD GENERATION

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

- PERSONA TARGETING
- CONTENT SYNDICATION
- WEBINARS
- EBOOKS



AI-POWERED MARKETING

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

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



EBM MARKET NETWORKS

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

- DIGITAL AD NETWORK
- SOCIAL MARKETING
- EMAIL MARKETING



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

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

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

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

RATES, SPECS & SUBMISSION



MAGAZINE ADS

Publication Trim Size 7.5" x 10.5"

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

COVER PREMIUM	RATE
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](#)

DIGITAL BANNERS

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

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
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

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

AUDIENCE EXTENSION	NET CPM
Leaderboard	\$80
Medium Rectangle	\$80
Facebook (Video Available)	\$125
LinkedIn	\$105
Audience Extension Pre-roll	\$89

WEBINARS

ask your sales rep for details

EMAIL MARKETING

NOLN QUICK LUBE REPORT, THIS MONTH IN NOLN	NET RATE
Leaderboard	\$575
Medium Rectangle	\$575
Sponsored Content	\$750

EMAIL ADVERTISING	NET CPM
3rd Party Email Blast CPM	\$400

SPECS SITE

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

[+ DIGITAL BANNER AD SPECS](#)

[+ NEWSLETTER SPECS](#)

CONTACT US



LEARN MORE

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Learn more at
vehiclerepair.endeavorb2b.com

FORGING POWERFUL CONNECTIONS BETWEEN BUYERS AND SELLERS IN THE TRANSPORTATION INDUSTRY



Thank you for supporting the industry's premier journalistic brands. We are committed to maintaining the highest integrity, ethics and values so your ad message is viewed in the highest quality environment possible.

QUICK LUBE:



National Oil and Lube News is the only media brand dedicated to quick lube and fast maintenance business owners, operators, and managers. *NOLN* keeps readers up to date on key industry issues and trends, and helps operators lead and manage their operations by covering the latest knowledge, technology, and strategies for business success.

TECHNICAL TRAINING:



Motor Age Training offers an extensive library of high-level training and learning opportunities to help shop owners and technicians expand their skills for servicing highly complex vehicles and keep pace with rapidly evolving repair trends.

DISTRIBUTION:



Professional Distributor is the leading brand exclusively serving the automotive tool and equipment distribution channel, providing new product information and best practices to help mobile tool dealers maximize sales and effectively run their business.



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

SERVICE & REPAIR:



Ratchet+Wrench is the resource for auto care and service center owners, operators, and managers to lead cutting-edge operations. It equips readers with the most progressive shop management strategies, tactics, and tools for future success through stories from real industry professionals and experts on issues that matter most to the automotive aftermarket.



Since 1899, *Motor Age* has served the technical automotive service professional by providing real-world technical information and service/repair solutions. In its mission to advance the automotive service industry, *Motor Age* provides the training and resources today's working professional needs to remain competitive in an ever-increasingly technical field.



PTEN is the brand automotive repair shop owners and technicians turn to first to learn about the latest tools and equipment in the automotive aftermarket, helping to increase productivity in the shop and maximize billable hours.



VehicleServicePros.com provides automotive professionals exclusive content, technical training resources, the latest tool and equipment information, technology trends, and an audience reach unmatched in the aftermarket.



Auto Job Central is a powerful job board for the auto repair industries. Find technical and management careers, or search for skilled employees.

COLLISION REPAIR:



ABRN (Auto Body Repair Network) delivers cutting-edge technical information, how-to repair insights, emerging technology trends, and best practices to collision repair shop owners, managers, and technicians to help prepare them to repair ever-increasingly complex vehicles.



FenderBender is the resource dedicated to helping owners, operators, and managers work smarter and grow their collision repair businesses. Through real world shop stories and expert advice, collision repair professionals learn about the latest business management strategies, issues, and motivation that leads to success in this rapidly evolving industry.

TIRE SERVICE:



Modern Tire Dealer is the premier source of news, research and market trend analysis. *MTD's* expertise provides both industry insight for its readers and a platform for advertisers to target their audiences via print, digital, content development, and a variety of custom media products. It provides our readers and users the inspiration, tools and motivation to help them succeed in the industry.



+ WATCH OUR GROUP STORY

ENDEAVOR ADVANTAGE

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



INDUSTRY EXPERTISE

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



TARGET AUDIENCES

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



MARKETING SOLUTIONS

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



BUSINESS INTELLIGENCE

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



EVENTS

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



CONTINUING EDUCATION

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

