

PROFESSIONAL
DISTRIBUTOR

ENDEAVORB2B™

MARKETING PLANNER

THE MOBILE DISTRIBUTION NETWORK CONNECTION

2026



*2025 PTEN Readership Study
**2025 PTEN purchasing study

AT A GLANCE

PROFESSIONAL
DISTRIBUTOR

GENERATE DEMAND & HIGH-QUALITY LEADS IN THE AUTOMOTIVE INDUSTRY

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.**

[+ VIEW FULL AUDIENCE PROFILE](#)



VEHICLESERVICEPROS.COM

6,900+ MONTHLY PAGE VIEWS

Insider content tailored specifically for mobile tool dealers

[+VISIT WEBSITE](#)



Magazine

10k+ SUBSCRIBERS

Serving the automotive tool and equipment distribution channel

[+VISIT DIGITAL LIBRARY](#)



NEWSLETTERS

13,100k+ NEWSLETTER REACH

2 newsletters focused on product alerts, best business practices, industry news, diagnostic and repair tips, and more

[+VISIT NEWSLETTERS](#)



SOCIAL

7k+ FOLLOWERS

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

THE PROFESSIONAL DISTRIBUTOR AUDIENCE SELLS A COMBINED TOTAL OF **\$7.1 BILLION** EACH YEAR.*

62% OF SUBSCRIBERS **VISIT A COMPANY'S WEBSITE** AFTER SEEING A NEW PRODUCT IN PROFESSIONAL DISTRIBUTOR THAT INTERESTS THEM.**

67% OF SUBSCRIBERS SAY THEIR MOST CRITICAL ISSUE IS HAVING **THE RIGHT INVENTORY** ON THEIR TRUCKS TO MAXIMIZE SALES.*

MOBILE TOOL DEALERS ARE STILL THE **#1 SOURCE** FOR TOOL PURCHASES**

65% OF PTEN SUBSCRIBERS **ASK THEIR MOBILE TOOL DEALERS** ABOUT NEW PRODUCTS THEY'VE SEEN IN PTEN MAGAZINE, PROFESSIONAL DISTRIBUTOR'S SISTER PUBLICATION**

62% OF SUBSCRIBERS **USE VIDEO DEMOS** WITH THEIR CUSTOMERS*

*2025 Professional Distributor Readership Study

**2025 PTEN purchasing study

[+ Click to Learn More](#)

GAIN VISIBILITY

Professional Distributor and vehicleservicepros.com connect marketers with mobile tool dealers responsible for selling automotive tools and equipment by providing new product information and best practices to help them maximize sales and effectively run their businesses.

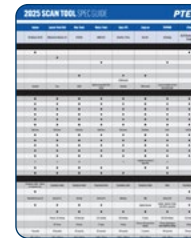


AFTERMARKET PROFILE

April

This comprehensive profile of the automotive aftermarket provides insights from PTEN readers on tool and equipment purchases they've made recently or plan to make soon.

[+ LEARN MORE](#)



SCAN TOOL SPEC GUIDE

JUNE

The ultimate purchasing guide for auto repair shops, featuring a matrix comparing scan tools. Sponsors receive premium visibility in both the print and online editions.

[+ LEARN MORE](#)



PRODUCT SHOWCASE

AUGUST

Showcase products by tool and equipment category with a cover position, category sponsorship, enhanced listing, and your contact information for maximum exposure.

[+ LEARN MORE](#)



INNOVATION AWARDS

OCTOBER

The only publication to feature the prestigious "Innovation Awards", where the latest tool and equipment advancements are judged by a panel of shop owners and technicians.

[+ LEARN MORE](#)



DIAGNOSTIC PROCESS SUPPLEMENT

DECEMBER

This supplement explores each step of the diagnostic process, providing important insight with the goal of helping shops increase productivity and billable hours.

[+ LEARN MORE](#)

2026 EDITORIAL CALENDAR + MEET OUR EDITORS

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	MARCH	APRIL	MAY	JUNE
AD CLOSE	1/28/26	3/4/26	4/1/26	4/29/26
MATERIAL DUE	2/5/26	3/12/26	4/9/26	5/7/26
EST. MAIL DATE	3/4/26	4/1/26	5/6/26	6/3/26
EDITORIAL DEADLINE	2/6/26	3/6/26	5/6/26	5/7/26
COVER STORY	Hand & Specialty Tools	Aftermarket PProfile	Tire & Wheel Service	Hybrid & Electric Vehicle Tools
THE TRUCK STOP	How to Know When it's Time to Get a New Truck		Financing & Warrantyling Your Trailer	Tool Truck Security
TOOL DEALER 101	How to Avoid Burnout	Do you Need Auto Industry Experience to be a Distributor?	The Ins and Outs of a New Tool Truck	Being a Flag vs. Being Independent
DRIVING SALES	Hand & Specialty Tools	Diagnostic Test Equipment	Tire & Wheel Equipment	Shop Equipment & Tool Storage
SPECIAL FEATURE	Aftermarket Profile			
SUPPLEMENT	Scan Tool Spec Guide			
BONUS DISTRIBUTION	Cornwell		ISN	
	AUGUST	SEPTEMBER	OCTOBER	DECEMBER
AD CLOSE	7/1/26	7/29/26	9/2/26	10/28/26
MATERIAL DUE	7/9/26	8/6/26	9/10/26	11/5/26
EST. MAIL DATE	8/5/26	9/2/26	10/7/26	12/2/26
EDITORIAL DEADLINE	7/10/26	8/6/26	9/11/26	11/4/26
COVER STORY	Product Showcase	Heavy Duty Tools & Equipment	Battery & Electrical Service	Lighting
THE TRUCK STOP	Financing Your Tool Truck		Getting the Right Trailer for You	Step-by-Step Process of Building a New Tool Truck
TOOL DEALER 101	How to Bounce Back from a Truck Crash		How to be an Effective Mentor	Selling in Big Cities vs. Rural Areas
DRIVING SALES	Product Showcase	Battery & Electrical Service Tools	Safety Equipment & Personal Gear	Power & Air Tools
SPECIAL FEATURE	Product Showcase	Innovation Award Winners	People's Choice Winners	Editor's Picks from AAPEX/SEMA
SUPPLEMENT	Diagnostic Process Supplement			
BONUS DISTRIBUTION	AAPEX/SEMA Shows			

NEWSLETTERS

PROFESSIONAL
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MOBILE TOOL DEALER NEWS

Sales tips, new products, best business practices, and news to help mobile tool distributors run a successful business.

2x Weekly (Wednesday, Friday)

Avg. Monthly Subscribers **7,429** Avg. Total Open Rate **40.81%**

[+VIEW EXAMPLE](#)

DIAGNOSTIC AND REPAIR

Diagnostic and repair info for all vehicle classes, including new product information, technical articles and related industry news.

Monthly (First Tuesday)

Avg. Monthly Subscribers **54,368** Avg. Total Open Rate **39.87%**

[+VIEW EXAMPLE](#)

CUSTOM EMAIL MARKETING

Promote your company's products and services by sending a custom email to our entire independent repair shop operators, or by targeting a specific type of shop or demographic.

Varies

Avg. Monthly Subscribers **12,100** Avg. Total Open Rate **42.65%**

[+VIEW EXAMPLE](#)

Market Focused Insight with **MARKET MOVES NEWSLETTERS**

ELECTRICAL VEHICLES

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

Twice Monthly on Fridays

[+ LEARN MORE ABOUT MARKET
MOVES NEWSLETTERS FROM
ENDEAVOR BUSINESS MEDIA](#)

[+ NEWSLETTER SPECS](#)

ADVERTISING & PROMOTIONS

PROFESSIONAL
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MAGAZINE ISSUES

MARCH

Ad Close: 1/28/26
Material Due: 2/5/26
Shows: Cornwell

APRIL

Ad Close: 3/4/26
Material Due: 3/12/26

MAY

Ad Close: 4/1/26
Material Due: 4/9/26
Shows: ISN

JUNE

Ad Close: 4/29/26
Material Due: 5/7/26

AUGUST

Ad Close: 7/1/26
Material Due: 7/9/26

SEPTEMBER

Ad Close: 7/29/26
Material Due: 8/6/26

OCTOBER

Ad Close: 9/2/26
Material Due: 9/10/26
Shows: AAPEX/SEMA

DECEMBER

Ad Close: 10/28/26
Material Due: 11/5/26



VIEW DIGITAL LIBRARY



VIEW SPECS WEBSITE

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 *Professional Distributor* content.

[+VIEW SPECS](#)

CHANNEL SPONSORSHIPS

Align your brand with trusted industry expertise and establish thought leadership. Gain exclusive visibility and engagement opportunities within targeted topic based site sections.

NATIVE ADVERTISING

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

NATIVE ARTICLE OR VIDEO POST

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

THIRD-PARTY EMAILS

Reach inboxes and benefit from our first-party data and insights as we deliver your message directly to decision makers, leveraging the credibility of the *Professional Distributor* 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 first-party data, or by creating look-alike profiles.

SOCIAL BOOST

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

MICRO PROXIMITY

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

CONNECTED TV

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

VIDEO OPPORTUNITIES

MOTOR AGE

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

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

CUSTOM VIDEOS



PRODUCT INSIGHTS

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

[+ LEARN MORE](#)



TECH TIPS

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

[+ LEARN MORE](#)



TOOL REVIEWS

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

[+ LEARN MORE](#)

EDITORIAL VIDEOS WITH SPONSORSHIP OPPORTUNITIES



AROUND THE WHEEL

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

[+ LEARN MORE](#)



TECH TIPS SHORTS

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



IN THE DRIVER'S SEAT

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

[+ LEARN MORE](#)



THE TRAINER

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

[+ LEARN MORE](#)



MASTERING DIAGNOSTICS

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

[+ LEARN MORE](#)



TOOLBOX TOPICS

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

[+ LEARN MORE](#)



WRENCH TALES

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

[+ LEARN MORE](#)

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.

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.

DELIVERING PERSONALIZED EXPERIENCES

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

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MAGAZINE ADS

Publication Trim Size 7.5" x 10.5"

Publishes 8 Issues Annually

AD TYPE	1X
Full Page Spread	\$7,500
Full Page	\$5,625
1/2 Page	\$4,181
1/3 Page	\$2,977
1/4 Page	\$2,280
1/6 Page	\$950
1/8 Page	\$750
COVER PREMIUM	1X
Cover Tip	\$9,850
Inside Front Cover	15%
Inside Back Cover	10%
Back Cover	20%
DIGITAL EDITION	1X
Front Cover (Advertiser)	\$895
Front Cover (Non-Advertiser)	\$1,625

Print Ad Material Contact

Karen Runion krunion@endeavorb2b.com

Include advertiser name, publication, and issue date

+ PRINT SPECS

WEBSITE ADVERTISING

HIGH-IMPACT ADVERTISING	ROS CPM	CHANNEL CPM
Reskin	\$225	\$235
Pushdown	\$200	
In-Article Flex	\$200	
In-Article Premium	\$200	
In-Article Video	\$175	
Video Billboard	\$175	\$185
Billboard	\$150	\$150
In-Banner Video	\$150	\$150
Welcome Ad	\$3,150/week	
STANDARD ADVERTISING	NET CPM	
Leaderboard	\$90	\$90
Medium Rectangle	\$90	\$90
Half-Page	\$150	\$115
Expanding Half Page/Medium Rectangle	\$200	\$150
NATIVE ADVERTISING	ROS CPM	
Native Article/Video Post	\$2,500	
Native Article/Video Post Premium	\$4,000	
Native Ad	\$105	
AUDIENCE EXTENSION	ROS CPM	
Display	\$80	
Facebook (Video Available)	\$125	
LinkedIn	\$105	
Audience Extension Pre-roll	\$89	
EMAIL MARKETING	NET CPM	
3rd Party Email Blast	\$400	
Product Showcase eBlast	\$1,675	

Materials Due: Seven business days prior to publication.

Send Creative To: webtraffic@endeavorb2b.com

+ DIGITAL AD SPECS

+ NEWSLETTER SPECS

NEWSLETTERS

MOBILE DEALER NEWS WEEKLY	1X
Leaderboard	\$840
Medium Rectangle (positions 1-3)	\$840
Sponsored Content (positions 1-2)	\$1,000
DIAGNOSTIC & REPAIR UPDATE	1X
Leaderboard	\$840
Medium Rectangle (positions 1-3)	\$840
Sponsored Content (positions 1-2)	\$1,000
AUTOPLAY	1X
Sponsored Content (positions 1-3)	\$1,000
MARKET MOVES: ELECTRIC VEHICLES	1X
Sponsored Content (positions 1-4)	\$2,500
VIDEO & CONTENT MARKETING	
The Trainer Video Sponsorship	\$3,000
Product Insights Video	\$5,500+
In the Driver's Seat	\$7,500+
Tool Review Video	\$9,500+
Tech Tips Video Sponsorship	\$9,500+
Custom Video	Varies
Tech Tip Shorts	\$4,500
Around the Wheel	\$9,500
Mastering Diagnostics	\$7,500
Wrench Tales	\$4,500
WEBINARS	
Webchat	\$7,950+
Motor Age Training Webinar Sponsorship	\$12,950
Webinar	\$12,500+

CONTACT US

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 Vehicle Service & Repair
ENDEAVOR BUSINESS MEDIA

FORGING POWERFUL CONNECTIONS BETWEEN BUYERS AND SELLERS IN THE TRANSPORTATION INDUSTRY

Keeping America's vehicles on the move by providing the latest trends, technology, and sound business practices for automotive service and repair professionals, including shop owners, technicians and distributors.

Learn more at
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 & move decision-makers further along and 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.

