

PROFESSIONAL DISTRIBUTOR

THE MOBILE TOOL DISTRIBUTORS' GO-TO SOURCE IN THE AUTOMOTIVE AFTERMARKET FOR BEST BUSINESS PRACTICES AND NEW TOOL AND EQUIPMENT INFORMATION

2025
MEDIA KIT

AUDIENCE

DIGITAL ADS

NEWSLETTERS

MARKETING SOLUTIONS

CONTENT CALENDAR

SPECIAL OPPORTUNITIES

CONTACTS

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.

DISTRIBUTION:

PROFESSIONAL DISTRIBUTOR

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

Aftermarket Business World delivers unparalleled news, analysis, research and product information to the automotive aftermarket.

TECHNICAL TRAINING:

MOTOR AGE 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.

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.

SERVICE & REPAIR:

RATCHET + WRENCH

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

PROFESSIONAL TOOL & EQUIPMENT NEWS

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

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.

autojobcentral

future driven forward

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

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.

fender bender

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:

NOLN

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.

Click to view
**WATCH OUR
GROUP STORY**



BRAND OVERVIEW

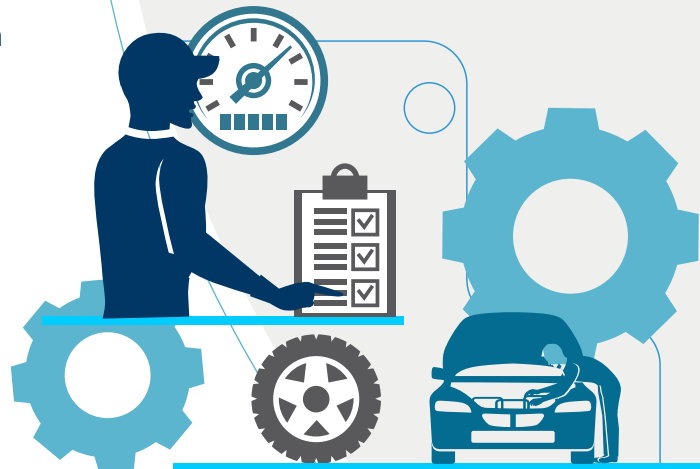
Professional Distributor helps mobile tool dealers understand what tools and equipment they need to stock on their trucks and how to effectively run their business.

MOST CRITICAL SUBSCRIBER ISSUES*:

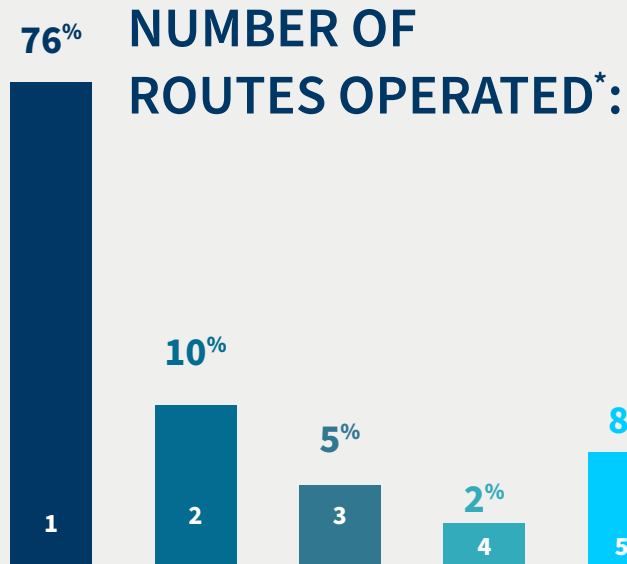


MOBILE TOOL DEALERS ARE STILL THE **#1 SOURCE** FOR TOOL PURCHASES**

68%** Of subscribers visit a company's website after seeing a new product or company in *Professional Distributor* that interests them.

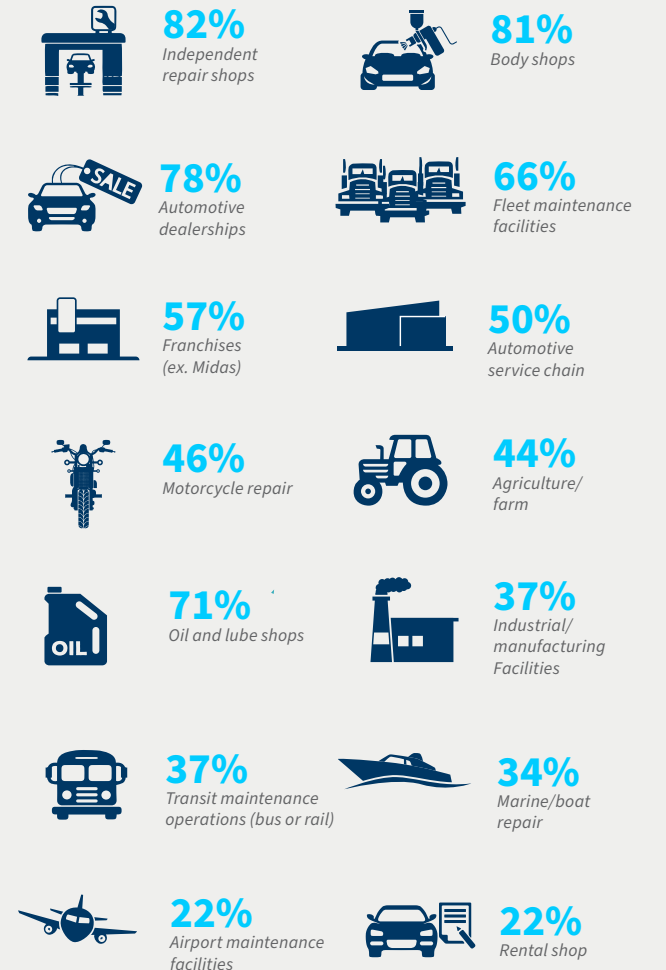


The *PROFESSIONAL DISTRIBUTOR* AUDIENCE SELLS A COMBINED TOTAL OF **\$7.1 BILLION** EACH YEAR*



MORE THAN 66%* Of subscribers say their most critical issue is having the right inventory on their truck to maximize sales.

TYPE OF BUSINESSES CALLED ON*:



Source: *2024 Professional Distributor Readership Study
**2024 PTEN Purchasing Survey

DIGITAL AUDIENCE INSIGHTS

[View our **Audience Engagement Report**] 

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.

AVERAGE MONTHLY REACH



41,100

MAGAZINE REACH

10,000

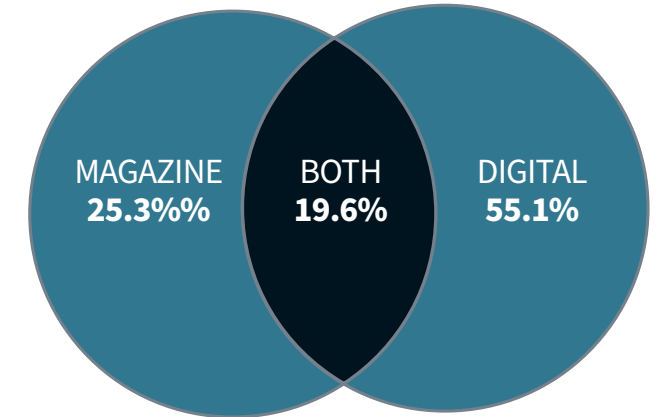
Professional Distributor Magazine Subscribers

WEBSITE REACH

11,000

Average Monthly Sessions for Distribution Channel

MAGAZINE/DIGITAL OVERLAP*



5,100

Average Monthly Unique Visitors for Distribution Channel

E-NEWSLETTER REACH

AVERAGE TOTAL OPEN RATE*



16,800



42.89%

e-Newsletter	Monthly Av.	Av. Total Open Rate
Mobile Dealer News	7,620	39.62%
PD Digital Edition	9,199	47.49%

COMBINED SOCIAL REACH



3,300

EMAIL MARKETING LIST



9,400

AVERAGE TOTAL OPEN RATE*



40.31%

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

PRINT AUDIENCE INSIGHTS

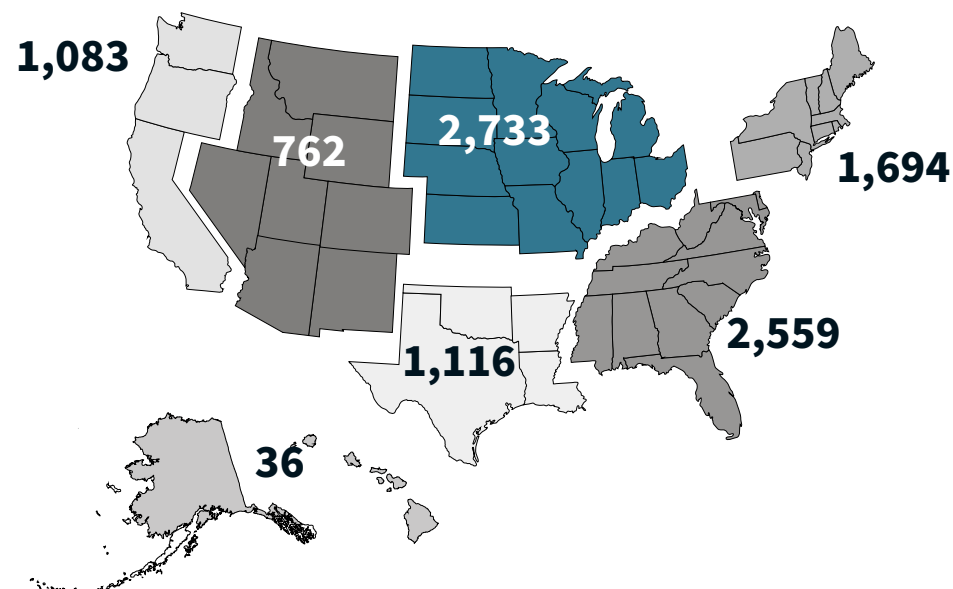
[View our [Audience Engagement Report](#)] 

Industries Readers Call On	%
Independent Repair Shops	95.5%
Automotive Dealerships	89.4%
Body Shops	87.9%
Fleet Maintenance Facilities	81.8%
Franchises	72.7%
Oil & Lube Shops	71.2%
Motorcycle Repair	60.6%
Transit Maintenance Operations	50.0%
Marine/Boat Repair	50.0%
Agriculture/Farm	47.0%
Rental Shops	37.9%
Retail Chains	28.8%
Industrial / Manufacturing Facilities	28.8%
Airport Maintenance Facilities	28.8%
Other	4.6%

Primary Business Activity	%
Mobile Tool Dealers	43.6%
Warehouse Distributor/Wholesale	20.2%
Parts Store Selling Tools	12.2%

SUBSCRIBERS BY REGION

U.S. REGION BREAKOUT OF MAGAZINE SUBSCRIBERS



TOP VIEWED ARTICLES

- Photo Gallery: Matco Tools Expo 2024
- Tales from the Road: Balancing work and life
- Gallery: 2024 Cornwell Tool Rally
- A tool truck for the modern distributor
- Show Me Your Truck: Staci Effertz, Mac Tools
- Blog: 4 tips for maintaining your tool truck
- Show Me Your Truck: Gary Granados, Cornwell Quality Tools
- How to move more inventory
- 2024 Cornwell Tool Rally celebrates its 105th anniversary
- Photo Gallery: Mac Tools Fair 2024

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

2025 EDITORIAL CALENDAR

[View our [MAGAZINE ARCHIVE](#)] 

	MARCH	APRIL	MAY	JUNE
AD CLOSE	1/29/25	2/26/25	4/2/25	4/29/25
MATERIAL DUE	2/6/25	3/6/25	4/10/25	5/7/25
EST. MAIL DATE	3/4/25	4/1/25	4/10/25	6/3/25
EDITORIAL DEADLINE	2/6/25	3/6/25	5/6/25	5/7/25
COVER STORY	A/C Systems & Service	Aftermarket Profile	Serving Non-Automotive Shops	Scan Tools
THE TRUCK STOP	Choosing the Best Layout for Your Tool Truck		Utilizing a Trailer to Grow Your Sales	Cleaning/Maintaining Your Tool Truck
TOOL DEALER 101	How to be Successful	Financing	Competing with Online Retailers	Planning Your Stops
DRIVING SALES	Battery & Electrical Service Tools	Hand & Specialty Tools	Diagnostic Test Equipment	Welding/Collision Tools and Equipment
SPECIAL FEATURE		Aftermarket Profile		
SUPPLEMENT				Scan Tool Spec Guide
BONUS DISTRIBUTION	Cornwell			ISN
	AUGUST	SEPTEMBER	OCTOBER	DECEMBER
AD CLOSE	7/1/25	7/29/25	9/3/25	10/27/25
MATERIAL DUE	7/10/25	8/6/25	9/11/25	11/4/25
EST. MAIL DATE	8/5/25	9/2/25	10/7/25	12/2/25
EDITORIAL DEADLINE	7/10/25	8/6/25	9/11/25	11/4/25
COVER STORY	Product Showcase	Power & Air Tools	Tool Storage & Organization	Capital Equipment
THE TRUCK STOP		Buying Used vs. Buying New	Tool Trucks vs. Tool Trailers	Adding Customizations to Your Tool Truck
TOOL DEALER 101		Selling to Experienced Techs	How to Handle Skips	The Importance of Toting and Promoting
DRIVING SALES		Shop Equipment & Tool Storage	Power & Air Tools	Under Vehicle Tools & Equipment
SPECIAL FEATURE	Product Showcase	Innovation Award Winners	People's Choice Winners	Editor's Picks from AAPEX/SEMA
SUPPLEMENT				Diagnostic Process Supplement
BONUS DISTRIBUTION			AAPEX	

PROFESSIONAL DISTRIBUTOR

AWARDS

2023 AZBEE AWARDS

The Azbee Awards are highly competitive and celebrate the highest quality writing and design in business-to-business (B2B), trade, association and professional publications.

B2B Publishing Awards

VehicleServicePros.com | National Overall Excellence (Finalist) | Website of the Year

2022 FOLIO AWARDS

The Eddie & Ozzie Awards recognize excellence in journalism and design across the publishing industry.

Eddies & Ozzies

Social Media / Social Network | Facebook

EDITORIAL



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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.

[View Example] 



SCAN TOOL SPEC GUIDE

JUNE

PTEN's Scan Tool Spec Guide is the ultimate purchasing guide for auto repair shops. The supplement features a matrix comparing scan tools. Sponsors receive premium visibility in the print and online spec guides.

[View Example] 



PRODUCT SHOWCASE

AUGUST

The issue is dedicated entirely to products organized by tool and equipment categories. Guarantee a product feature in your category of choice and include your company contact information with a cover position, category sponsorship, and an enhanced product listing.

[View Example] 

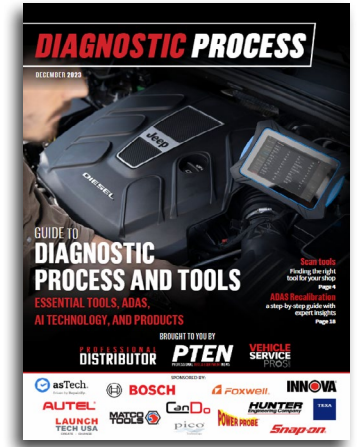


INNOVATION AWARDS

SEPTEMBER

PTEN, *Professional Distributor*'s sister publication, is the only publication to feature the prestigious "Innovation Awards." The latest tool and equipment innovations are judged by a panel of shop owners and technicians.

[View Example] 



DIAGNOSTIC PROCESS

DECEMBER

This supplement will look at each key step throughout the diagnostic process, from start to finish, providing important insight with the goal of helping shops increase productivity and billable hours.

[View Example] 

MAGAZINE ADVERTISING RATES & 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"

1/2 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"

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

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 SQUARE
 Non-Bleed: 4.5" x 4.625"

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"

1/4 PAGE SQUARE
 Non-Bleed: 3.375" x 4.625"

1/6 PAGE SQUARE
 Non-Bleed: 4.5" x 2.25"

1/8 PAGE SQUARE
 Non-Bleed: 3.375" x 2.25"

PRODUCT SHOWCASE FEATURED LISTING

- » Product image
- » Product name
- » Company name
- » Company logo
- » 75-100 words of descriptive text

ADVERTORIAL (FULL-PAGE)

- » 400-450 words (.doc or .docx)
- » One or two images in JPG or TIFF format at 300dpi
- » Headline
- » Company logo, address, phone number and website URL

ADVERTORIAL (HALF-PAGE)

- » 200-250 words (.doc or .docx)
- » One image in JPG or TIFF format at 300dpi
- » Headline
- » Company logo, address, phone number and website URL

Monthly Magazine Rate

4-COLOR RATES	NET RATE
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

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, cover tips 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 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.



RICH MEDIA OPTIONS AVAILABLE FOR DIGITAL VERSION OF MAGAZINE.

DIGITAL ADVERTISING

PROFESSIONAL
DISTRIBUTOR

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

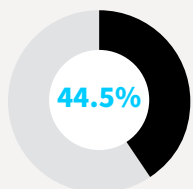
Native Ad

Materials Due: Seven business days prior to publication.

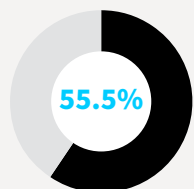
Send Creative To: webtraffic@endeavorb2b.com

Visit Our Website: vehicleservicepros.com

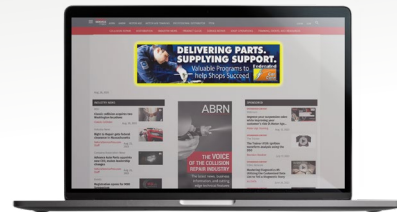
DESKTOP VISITORS
AVERAGE MONTHLY



MOBILE VISITORS
AVERAGE MONTHLY

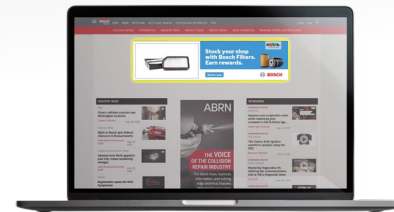


High-Impact Digital Advertising Positions



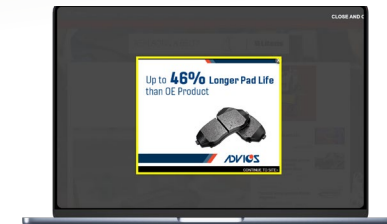
BILLBOARD

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



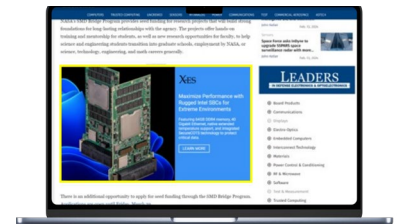
VIDEO BILLBOARD

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



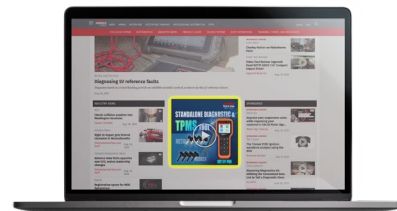
WELCOME AD

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



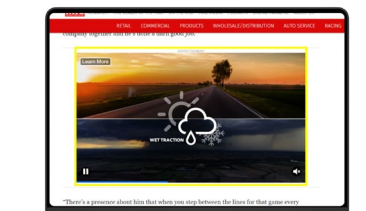
IN-ARTICLE FLEX

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



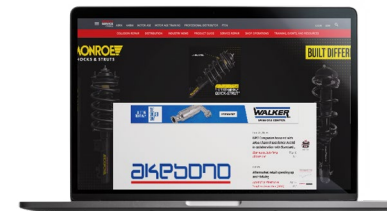
IN-BANNER VIDEO

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



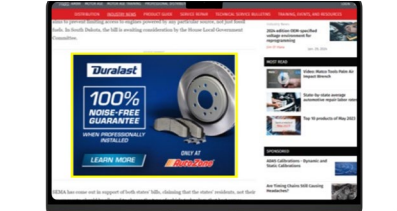
IN-ARTICLE VIDEO

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

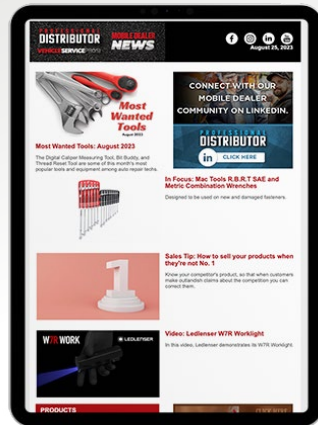
Share your message within a relevant and responsive environment designed to deliver engagement and traffic.

Click to view
SPECS



Materials due: Seven business days prior to publication.

Send creative to: webtraffic@endeavorb2b.com



Professional Distributor Weekly

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

Twice Weekly
(Wednesday, Friday)

Stats

Average Monthly Subscribers.....7,786
Avg. Total Open Rate*.....43.78%

[View **EXAMPLE**]



Diagnostic and Repair

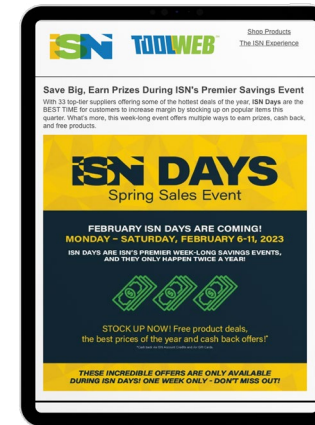
Diagnostic and repair info for all vehicle classes, including new product information, technical articles and related industry news.

Monthly
(First Tuesday)

Stats

Average Monthly Subscribers.....54,530
Avg. Total Open Rate*.....48.16%

[View **EXAMPLE**]



Custom Email Marketing

Promote your company's products and services by sending a custom email to our entire list of collision repair shop operators, or by targeting your message based on geography or demographics.

Varies

Stats

Email Addresses Available.....11,600
Avg. Total Open Rate*.....45.70%

[View **EXAMPLE**]

MARKET COVERAGE NEWSLETTERS

Click to view
**SAMPLE
MARKET MOVES
NEWSLETTERS**



OFFERING LARGER AUDIENCES AND
BROADER PERSPECTIVES FOCUSED
ON GROWING MARKETS.

FEATURED NEWSLETTER

MARKET MOVES **ELECTRIC VEHICLES**

Deploys: Twice Monthly on Fridays

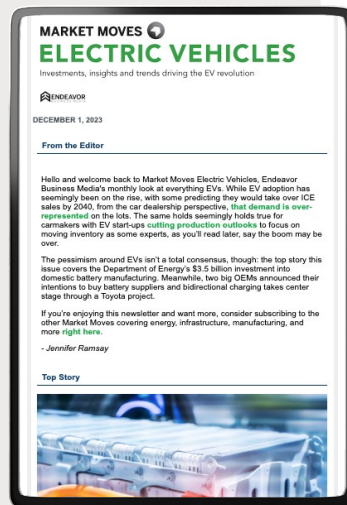
Delivering insights and expert perspectives on EV trends, regulations, design & engineering, charging, infrastructure as well as repair and maintenance.

TARGET AUDIENCE: Engineers, Manufacturers, Electrical Systems, Utilities, Executives, Transit Executives, Automotive Repair Shop Owners, Technicians, Maintenance & Fleet Managers

SPONSORSHIP OPPORTUNITIES:

Sponsored Content in 4 Positions - \$2,500 each

[[View Last Issue](#)] 



MARKET MOVES **CYBERSECURITY**

Insights and expert perspectives focused on the convergence of risk and resilience for secure network operations and business continuity among enterprise organizations in a broad array of sectors including commercial, corporate, industrial, manufacturing, transportation, public safety, healthcare, schools, and critical infrastructure. [[View Last Issue](#)]

Twice Monthly on Wednesdays

MARKET MOVES **ENERGY**

Analysis and viewpoints on the impact of innovation at the intersection of energy technology, sustainability, and finance. [[View Last Issue](#)]

Twice Monthly on Fridays

MARKET MOVES **INDUSTRIAL SUSTAINABILITY**

Providing industrial sector insight for implementing sustainable practices that range from decarbonization to circularity. Focusing on equipping professionals with the necessary tools and strategies to precisely measure, effectively manage, and actively reduce their environmental impact. [[View Last Issue](#)]

Twice Monthly on Tuesdays

MARKET MOVES **INFRASTRUCTURE**

Infrastructure news and insights related to key sectors including construction, transportation, water, broadband and energy while covering related topics such as site prep, government funding, project design, and IIJA. [[View Last Issue](#)]

Twice Monthly on Fridays

MARKET MOVES **MANUFACTURING**

News and analysis from manufacturing and sector experts into the global manufacturing economy, delivering insights on diverse topics including labor relations, advanced manufacturing technologies, regulations and more. [[View Last Issue](#)]

Twice Monthly on Saturdays

MARKET MOVES **STRATEGY**

Delivering insights on strategy, leadership, investment and more from prominent companies in many of Endeavor Business Media's key markets. [[View Last Issue](#)]

Twice Monthly on Thursdays

MARKET MOVES **SUPPLY CHAIN**

Delivering insights and expert perspectives on inventory management, advanced technologies, logistics, news, and trends across every level of the supply chain industry. [[View Last Issue](#)]

Twice Monthly on Thursdays

DIGITAL RATES

PROFESSIONAL
DISTRIBUTOR

WEBSITE ADVERTISING		
HIGH-IMPACT ADVERTISING	ROS (CPM)	CHANNEL (CPM)
Billboard	\$150	\$150
Pushdown	\$175	\$200
Responsive Reskin	\$225	\$235
In-Banner Video	\$150	
Video Billboard	\$175	\$185
Welcome Ad Exclusive Sponsorship	\$3,150/week	
In-Article Flex	\$200	
In-Article Premium	\$200	
In-Article Video	\$175	
STANDARD ADVERTISING	ROS (CPM)	CHANNEL (CPM)
Leaderboard	\$90	\$90
Medium Rectangle	\$90	\$90
Half-Page	\$150	\$115
Expanding Half Page/ Medium Rectangle	\$200	\$150
AUDIENCE EXTENSION	ROS (CPM)	
Display	\$80	
Facebook (Video Available)	\$125	
LinkedIn	\$105	
Audience Extension Pre-roll	\$89	
NATIVE ADVERTISING	ROS (CPM)	
Native Article or Video Post	\$2,500	
Native Article or Video Post Premium	\$4,000	
Native Ad	\$105	

EMAIL BLASTS	NET CPM
3rd Party Email Blast CPM	\$400
PRODUCT SHOWCASE EBLAST	NET CPM
eBlast featuring 6 products sent to PTEN & Professional Distributor	\$1,675
DIGITAL EDITION	1X
Front Cover - Advertiser	\$895
Front Cover - Non-Advertiser	\$1,625
NEWSLETTERS	
MOBILE DEALER NEWS WEEKLY	1X
Leaderboard	\$840
Medium Rectangle (Positions 1-3)	\$840
Sponsored Content (Positions 1-2)	\$1,000
DIAGNOSTICS AND REPAIR UPDATE	1X
Leaderboard	\$840
Medium Rectangle (Positions 1-3)	\$840
Sponsored Content (Positions 1-2)	\$1,000

VIDEO AND CONTENT MARKETING	
The Trainer Video Sponsorship	\$7,500
Product Insights Video	Starting at \$6,000
Shop Talk Video	Starting at \$7,500
Tool Review Video	Starting at \$9,500
How-to Video Sponsorship	Starting at \$9,500
Service Done Right Video Sponsorship	Starting at \$6,500
Tech Tips Video Sponsorship	Starting at \$9,500
Custom Video	Priced per project
WEBINARS	
Webchat	Starting at \$7,950
Webinar	Starting at \$12,500



Utilize our team of industry experts to create custom content that enables your company to stand out from the rest. We can help from start to finish with services including:

- Content Development
- Design Services
- Printing/Production
- Distribution

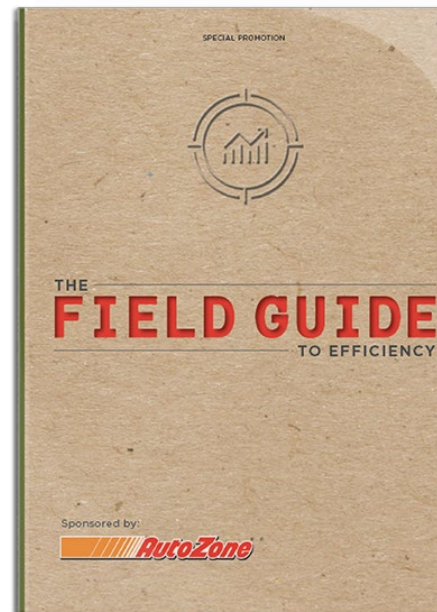
Custom Print Magazines and Supplements Enable Companies to Stand Out From the Rest

EXAMPLES INCLUDE:



PTEN SPECIAL ISSUE

[VIEW EXAMPLE] 




FIELD GUIDE
TO EFFICIENCY

[VIEW EXAMPLE] 



COMMERCIAL TIRE DEALER
OF THE YEAR/K&M TIRE

[VIEW EXAMPLE] 



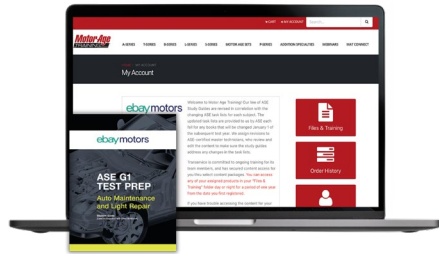
NAPA
INSIGHT

[VIEW EXAMPLE] 

TRAINING & TEST PREP

Click to
**LEARN
MORE**

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



Private Branding & Content Licensing

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

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

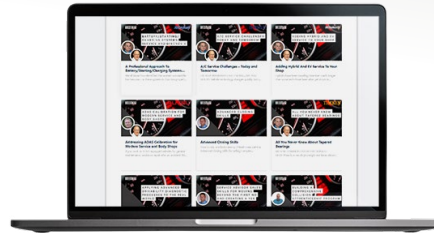
Trusted Partners



Shipping Inserts

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

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

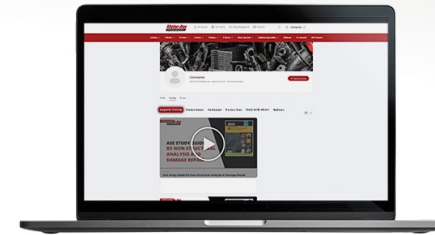


Webinars & On-Demand Training

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

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

[\[View EXAMPLE\]](#)

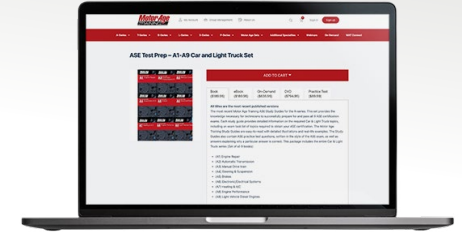


LMS Website

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

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

[\[Visit WEBSITE\]](#)



ASE Study Guides

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

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

[\[View EXAMPLE\]](#)

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

“Please do NOT stop making videos. I have been learning so much from you guys!! One of my favorite automotive channels.” - @antonioorozco4896

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

MOTOR AGE

In our mission to advance the automotive service professional, the Vehicle 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. **This is what sets us apart.**

Tech Tips

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

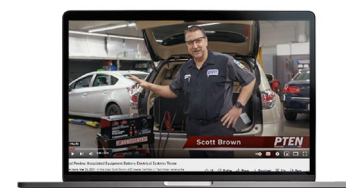
[VIEW EXAMPLE] 



Tool Reviews

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

[VIEW EXAMPLE] 



Service Done Right

An educational video series that focuses on performing a service or repair the right way.

[VIEW EXAMPLE] 



Product Insights

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

[VIEW EXAMPLE] 



The Trainer

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

[VIEW EXAMPLE] 



Shop Talk (Quickchat)

An interview format series offering a way to showcase a new product or service offering.

[VIEW EXAMPLE] 



Mastering Diagnostics

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

[VIEW EXAMPLE] 



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.

[VIEW EXAMPLE] 



Toolbox Topics

Toolbox Topics, an editorially driven video from *PTEN* Editor Emily Markham, 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.

[VIEW EXAMPLE] 



Making Smart Business Decisions

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



AUTOMOTIVE MARKET RESEARCH

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

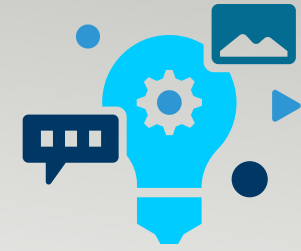
IMR Inc. Automotive Research.com

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.

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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.

Industry Insights

Deliver data-supported intelligence around trending topics to your target audience and leverage research for lead generation. 📡

Brand Perception/ Health

Gain insight into how brands are perceived, opportunities for improvement, and increase customer loyalty.

State of the Market

Create an impactful market-oriented research report to generate high-quality leads and provide valuable insights to your target audience. 📡

New Product Development

Reduce risk, optimize design, and better align products with customer needs to increase the likelihood of success.

Focus Groups

Gain awareness of customer thoughts, emotions, and behaviors with in-depth exploration, discussion and feedback, whether in-person or virtual.

Customer Experience

Understand customer needs and satisfaction levels, and identify pain points to improve customer loyalty and advocacy.

In-Depth Interviews

Uncover customer perspectives, motivations, and behaviors, gathering qualitative data to complement quantitative research.

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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. 📶

WHY SHORT FORM?

Quick and Digestible
Increased Engagement
Shareability
Cost Efficient
Mobile Friendly



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. 📶

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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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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.

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MORE**

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. 📶

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. 📶

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. 📶

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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Brand Resources

VEHICLE SERVICE PROS

Website



Marketing Website



Facebook

in

LinkedIn

WE KNOW THE MARKETS

12 MILLION BUSINESS PROFESSIONALS IN SECTORS THAT ARE INNOVATING, TRANSFORMING, AND GROWING.

