



PTEN
PROFESSIONAL TOOL & EQUIPMENT NEWS

INCREASING SHOP PRODUCTIVITY WITH
THE LATEST ON TOOLS & EQUIPMENT

2025
MEDIA KIT

AUDIENCE

DIGITAL ADS

NEWSLETTERS

MARKETING SOLUTIONS

CONTENT CALENDAR

SPECIAL OPPORTUNITIES

CONTACTS

 ENDEAVOR
BUSINESS MEDIA

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.

SERVICE & REPAIR:



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.



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.



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.

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.

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.

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.

COLLISION REPAIR:



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



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

QUICK LUBE:



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



BRAND OVERVIEW

PTEN keeps shop owners, technicians, and diagnosticians 'in-the-know' about current and future repair needs, including new-to-market products, tools and equipment, and technology they can only find here.



MORE THAN
96%**

Of subscribers agree having the right tools and equipment helps increase billable hours.

86%**

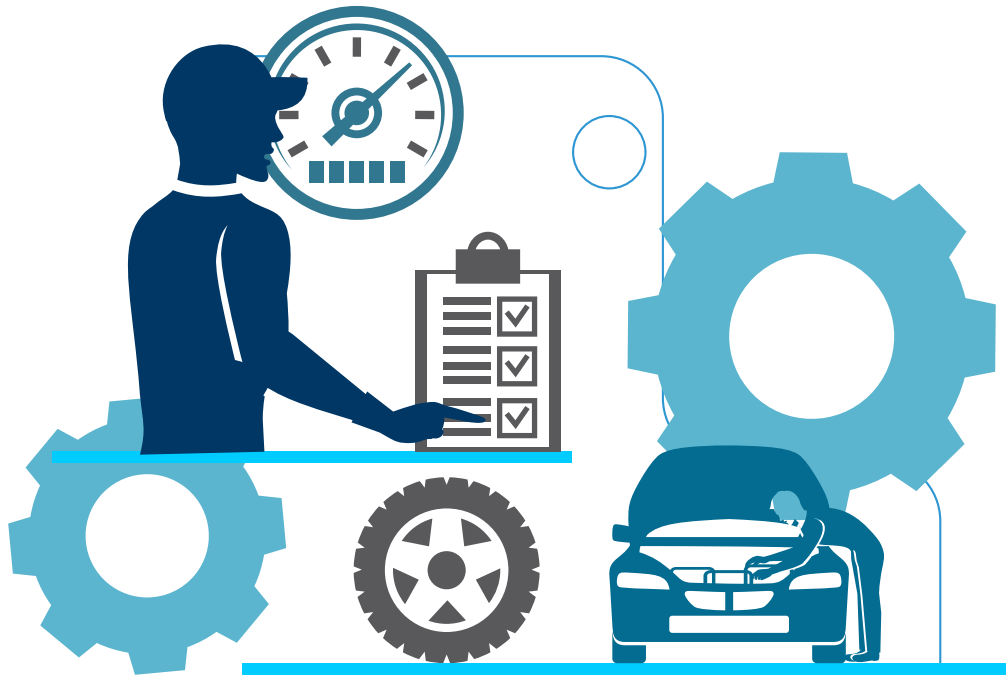
Of subscribers say their 2024 **tool and equipment budget** is the same as or **higher** than 2023.

71%**

Of subscribers say they are more likely to click an online ad if they've seen the advertisers message in print.

"PTEN is a great resource for learning about new tools and equipment! Also, an excellent source for learning about tools and equipment of the trade that increase productivity."

- Owner, President, VP, General Repair Shop
(auto, service repair)



75%**
OF SUBSCRIBERS SAY
PRINT MAGAZINES
CONTRIBUTE TO THEIR
PURCHASE DECISIONS.

98%*
OF READERS **TURN TO PTEN**
FIRST WHEN LOOKING FOR
TOOL AND EQUIPMENT
INFORMATION.

65%**
OF SUBSCRIBERS
ASK MOBILE TOOL
DISTRIBUTORS ABOUT
PRODUCTS THEY SEE
IN PTEN.

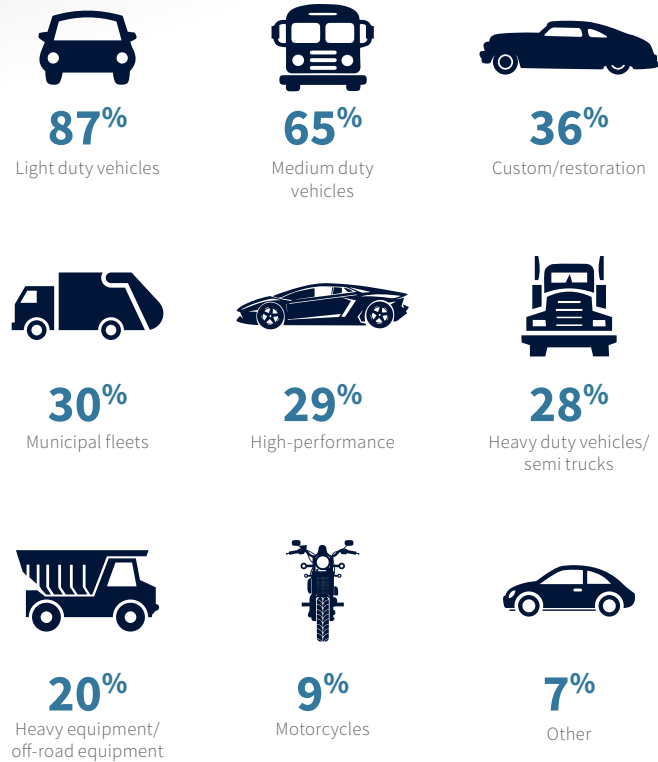
78%*
OF READERS **SAY PTEN**
GIVES THE BEST TOOL
INFORMATION.

Source: *2024 PTEN Readership Study
**2024 PTEN Purchasing Study

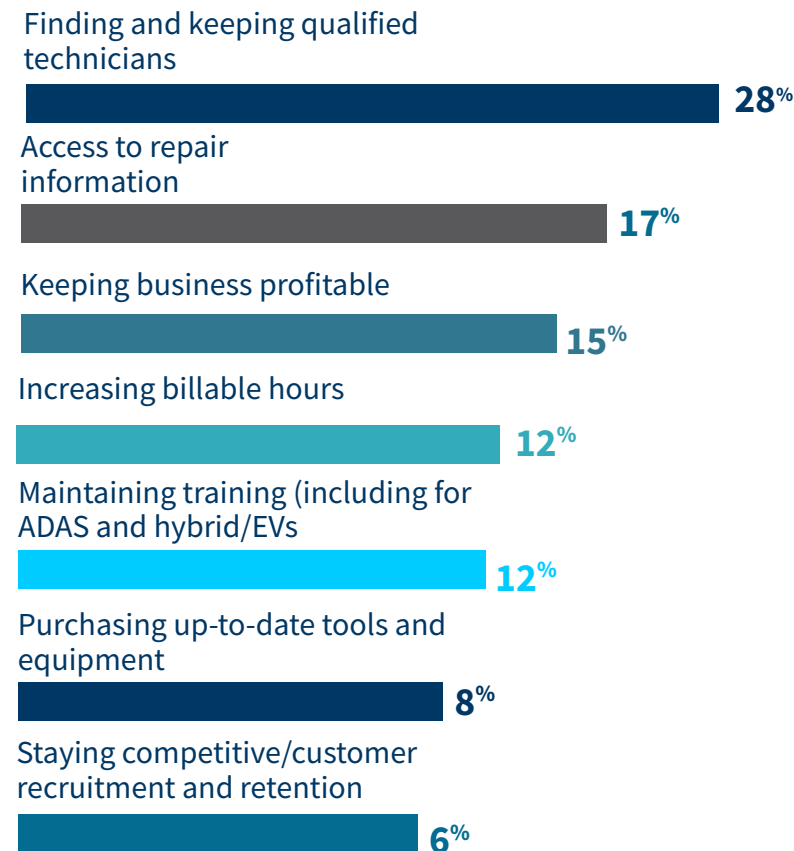
BRAND OVERVIEW

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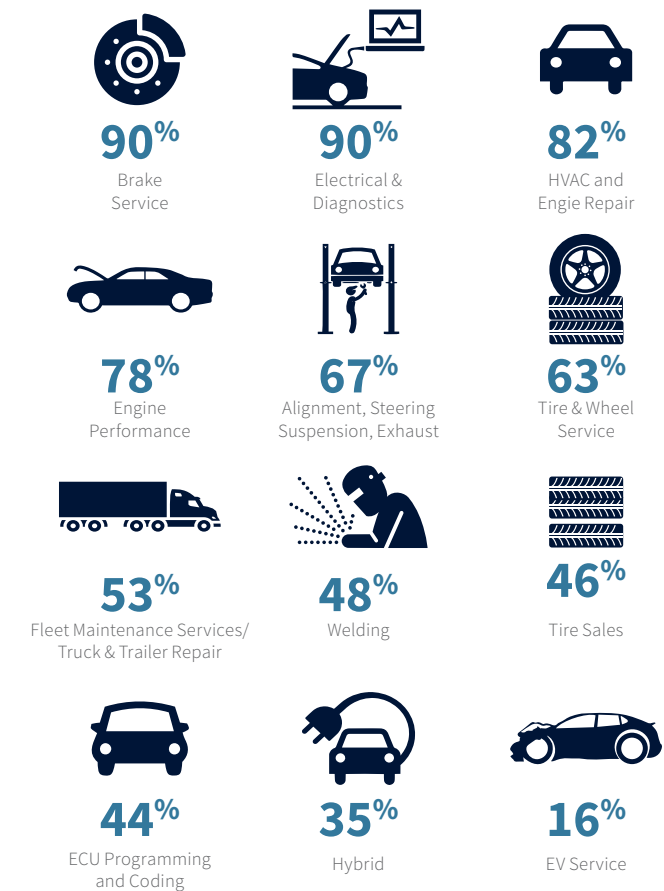
TYPES OF VEHICLES REPAIRED IN THE SHOP*



MOST CRITICAL SUBSCRIBER ISSUES*:



TYPES OF REPAIRS PERFORMED IN THE SHOP*



Source: *2024 PTEN Readership Study
**2024 PTEN Purchasing Study

TOTAL AUDIENCE INSIGHTS



[View our **Audience Engagement Report**]

Professional Tools and Equipment News connects marketers to automotive repair shop owners and technicians seeking information about the latest tools and equipment to help increase productivity and maximize billable hours.

AVERAGE MONTHLY REACH



421,100

MAGAZINE REACH

100,100

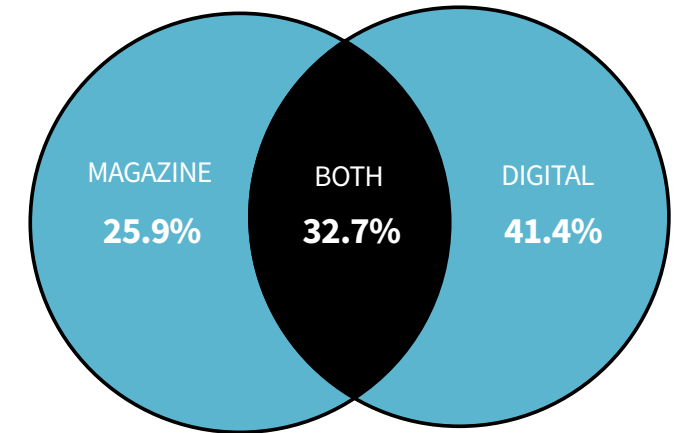
PTEN Magazine Subscribers

WEBSITE REACH

94,600

Average Monthly Sessions for Service Repair and Product Guide Channels

MAGAZINE/DIGITAL OVERLAP*



328,000

PTEN Magazine Reach with PassAlong Readership

62,900

Average Monthly Unique Visitors for Service Repair and Product Guide Channels

E-NEWSLETTER REACH

AVERAGE TOTAL OPEN RATE*



211,900



36.33%

e-Newsletter	Monthly Av.	Av. Total Open Rate
PTEN News Update	45,669	35.92%
Diagnostic and Repair Update	57,786	45.56%
PTEN Digital Edition	52,350	38.09%
Autoplay	56,132	32.97%
PTEN/PD Product Showcase	52,692	28.66%

COMBINED SOCIAL REACH



14,800

EMAIL MARKETING LIST



39,800

AVERAGE TOTAL OPEN RATE*



35.47%

The Audience Engagement Report provides an integrated view of the Professional Tool & Equipment News 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**]

PRIMARY BUSINESS

General Repair Shop (auto, service repair)	66.2%
Gas/Service Repair Stations	4.8%
Specialty Repair Shop	13.7%
New Car or Truck Dealership	7.2%
Import Specialist	0.4%
Mass Merchants Performing Vehicle Repair Service	0.4%
Body Shop & General Vehicle Repair Service	3.4%
Other Vehicle Repair Facility	3.1%
Educational Facility	0.7%

TECHNICIANS

1-4 Technicians	59.9%
5-9 Technicians	24.6%
10+ Technicians	12.6%
None	2.8%

TITLE

Owner / President / VP	65.5%
General Manager / Manager	26.9%
Foreman	1.5%
Superintendent	0.4%
Instructor	0.6%
Technician / Mechanic	5.1%

SERVICE BAYS

1-3 Service Bays	31.0%
4-9 Service Bays	47.7%
10+ Service Bays	18.0%
None	3.3%

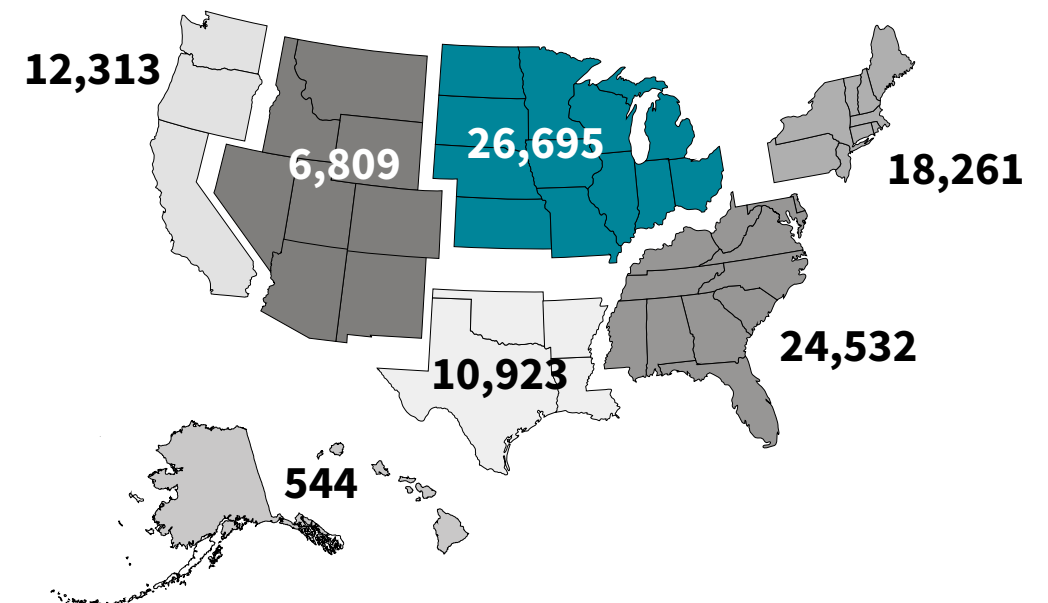
PERSONAL DIRECT REQUEST

100%

of magazine readers have personally requested to receive the magazine.

SUBSCRIBERS BY REGION

U.S. REGION BREAKOUT OF MAGAZINE SUBSCRIBERS



2025 EDITORIAL CALENDAR

[View our [MAGAZINE ARCHIVE](#)] 



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

PTEN | Regional Silver Award | Design, Infographics (Southeast) | Aftermarket Profile 2021 by Eric Van Egeren

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

	MARCH	APRIL	MAY	JUNE
AD CLOSE	1/29/25	3/5/25	4/9/25	4/29/25
MATERIAL DUE	2/6/25	3/13/25	4/17/25	5/5/25
EST. MAIL DATE	3/4/25	5/13/25	5/14/24	6/3/25
EDITORIAL DEADLINE	2/6/25	3/13/25	4/17/25	5/5/25
TOOL BRIEFING	A/C Service		Electrical/Hybrid Work	Re-think the Shop Environment
CATEGORY SPOTLIGHT	Under Vehicle Tools & Equipment	Battery & Electrical Service Tools	Hand & Specialty Tools	Diagnostic Test Equipment
DIAGNOSTIC TECH	Mastering Modern Engine Diagnostics		Finding Your Diagnostic Process	Alternative Propulsion - EV Service & Diagnostics
SPECIAL FEATURE	Advertorials	Aftermarket Profile	Ad Insight Study	
SUPPLEMENT	Lift Guide Supplement			Scan Tool Spec Guide
BONUS DISTRIBUTION	VISION	ETI Tool Tech		
	AUGUST	SEPTEMBER	OCTOBER	DECEMBER
AD CLOSE	7/9/25	8/5/25	9/10/25	11/3/25
MATERIAL DUE	7/17/25	8/13/25	9/18/25	11/11/25
EST. MAIL DATE	8/12/25	9/9/25	10/14/25	12/9/25
EDITORIAL DEADLINE	7/17/25	8/13/25	9/18/25	11/11/25
TOOL BRIEFING		Tire Service & Alignment	Inspection & Leak Detection Tools	Lighting
CATEGORY SPOTLIGHT	Product Showcase	Welding/Collision Tools and Equipment	Shop Equipment & Tool Storage	Power & Air Tools
DIAGNOSTIC TECH		ADAS Calibration & Diagnostics	Network Communications in Modern Vehicles	Building Your Diagnostic Tool Arsenal
SPECIAL FEATURE	Product Showcase	Innovation Award Winners / Great Prize Giveaway Advertorials	People's Choice Winners	PTEN Top 100 / Editor's Picks AAPEX/ SEMA
SUPPLEMENT				Diagnostic Process Supplement
BONUS DISTRIBUTION			AAPEX/SEMA Shows	

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SPECIAL OPPORTUNITIES



ADVERTORIALS

MARCH, SEPTEMBER

Showcase detailed content about your product or company next to your ad in the March and September issues of *PTEN*.

[View [Example](#)] 



LIFT GUIDE SUPPLEMENT

MARCH

This supplement will include an overview of different lift types and articles focusing on choosing the right lift, EV/Hybrid considerations and safety. It will be tipped in the March issues of *PTEN* and *Fleet Maintenance*.

[View [Example](#)] 



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](#)] 



AD INSIGHT STUDY

MAY

The Ad Insight Study is designed to provide participating companies with real-world market feedback on the effectiveness of advertising creative.



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 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](#)] 



GREAT PRIZE GIVEAWAY

SEPTEMBER

Engage with your customers through the industry's most exciting contest. Offer a prize and promote it in September *PTEN* to drive sales leads, branding for your company and customer engagement.

[Learn [More](#)] 



DIAGNOSTIC PROCESS SUPPLEMENT

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 - 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"

1/2 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

POSITION	NET RATE
Full Page Spread	\$17,000
Full Page	\$12,750
1/2 Page	\$9,563
1/3 Page	\$6,375
1/4 Page	\$4,250
1/6 Page	\$2,125
1/8 Page	\$1,600

Cover Premium

Cover Product	\$12,500
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!



RICH MEDIA OPTIONS AVAILABLE FOR DIGITAL VERSION OF MAGAZINE.

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.

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

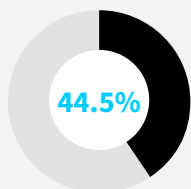
Native Ad

Materials Due: Seven business days prior to publication.

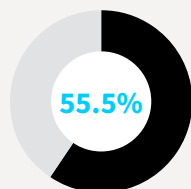
Send Creative To: webtraffic@endeavorb2b.com

Visit Our Website: vehicleservicepros.com

DESKTOP VISITORS
AVERAGE MONTHLY



MOBILE VISITORS
AVERAGE MONTHLY



High-Impact Digital Advertising Positions



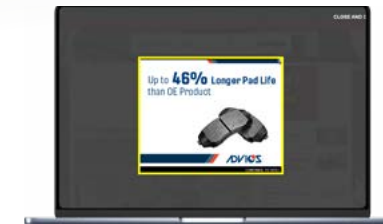
BILLBOARD

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.



Materials due: Seven business days prior to publication.

Send creative to: webtraffic@endeavorb2b.com



PTEN eNewsletter

New product alerts, tool reviews, and industry news for the automotive aftermarket.

3x Weekly
[Monday, Wednesday, Friday]

Stats
Average Monthly Subscribers.....45,669
Avg. Total Open Rate.....35.92%

[View **EXAMPLE**]



Autoplay

Featuring a compilation of our favorite service repair videos from *PTEN*, *Motor Age*, and our trusted partners.

Monthly
[Third Wednesday]

Stats
Average Monthly Subscribers.....56,132
Avg. Total Open Rate.....32.97%

[View **EXAMPLE**]



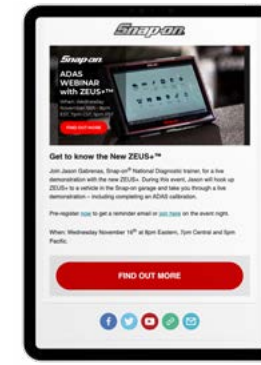
Diagnostic and Repair

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.....57,786
Avg. Total Open Rate.....41.77%

[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

Stats
Email Addresses Available..... 39,300
Avg. Total Open Rate.....27.00%

[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

WEBSITE ADVERTISING

HIGH-IMPACT ADVERTISING	ROS [CPM]	CHANNEL [CPM]
Billboard	\$150	\$150
Pushdown	\$200	
Responsive Reskin	\$225	\$235
In-Banner Video	\$150	\$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

	1X
eBlast featuring 6 must-see products sent to subscribers of PTEN & Professional Distributor	\$1,675

DIGITAL EDITION

	1X
Front Cover - Advertiser	\$895
Front Cover - Non-Advertiser	\$1,625

NEWSLETTERS

PTEN NEWSLETTER

	1 X
Leaderboard	\$840
Medium Rectangle (Positions 1-3)	\$840
Sponsored Content (Positions 1-2)	\$1,000

DIAGNOSTICS & REPAIR UPDATE

	1X
Leaderboard	\$840
Medium Rectangle (Positions 1-3)	\$840
Sponsored Content (Positions 1-2)	\$1,000

AUTOPLAY

Sponsored Content Positions 1-3	\$1,000
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MARKET MOVES: ELECTRIC VEHICLES ENL

Sponsored Content Positions 1-4	\$2,500
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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
Motor Age Training Webinar Sponsorship	\$12,950
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

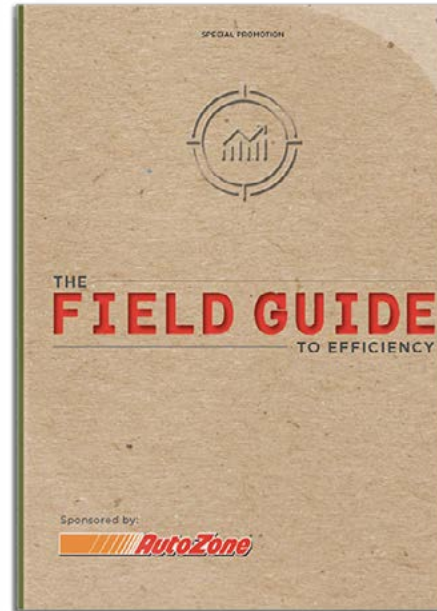
Custom Print Magazines and Supplements Enable Companies to Stand Out From the Rest

EXAMPLES INCLUDE:



PTEN SPECIAL ISSUE

[VIEW EXAMPLE] 



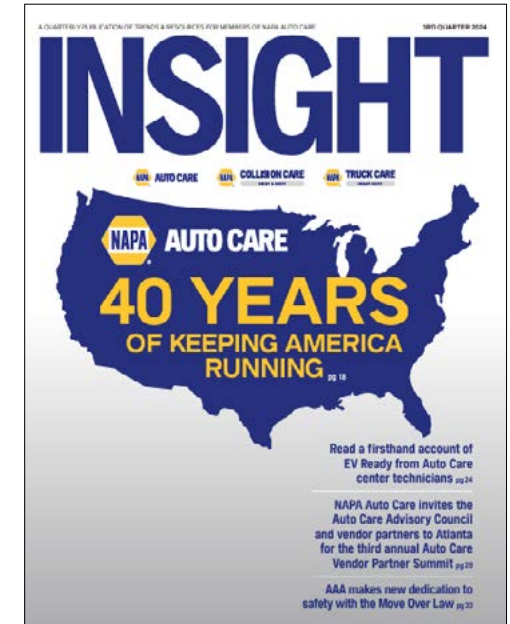
FIELD GUIDE TO EFFICIENCY

[VIEW EXAMPLE] 



COMMERCIAL TIRE DEALER OF THE YEAR/K&M TIRE

[VIEW EXAMPLE] 



NAPA INSIGHT

[VIEW EXAMPLE] 

TRAINING & TEST PREP

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.

Click to
**LEARN
MORE**



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.

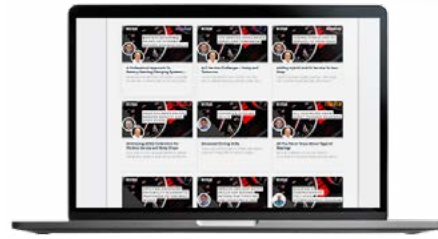
- » Utilize our content to build out your LMS platform
- » Private label the ASE Study Guides for your brand
- » Vast content licensing opportunities can be developed to fit your needs



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

Trusted Partners



“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

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] 





AUTOMOTIVE MARKET RESEARCH

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

Making Smart Business Decisions

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

BUSINESS INTELLIGENCE THAT DRIVES DECISIONS

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

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

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

UNLOCK THE INSIGHTS YOU NEED

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

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

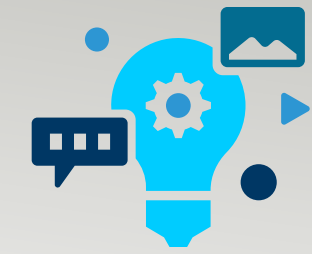
IMR Inc.'s Continuing Consumer Automotive Maintenance Survey helps you make smarter, more profitable business decisions by detailing consumer buying dynamics for products and services.

IMR Inc. | Automotive Research.com

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

Marketing Solutions Built to Achieve Goals

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



Overview of Our Solutions

Advertising

Target the right audiences in the right channels.

Research & Intelligence

Make data-driven decisions with our expert intel.


Content Development

Drive engagement with high quality content.

Video & Podcasts

Solutions that bring your brand to life.

Lead Generation

Lead generation programs built for your goals. 

Data-Driven Marketing

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

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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. 📶

Click to
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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.

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. 

[\[MORE CONTENT CREATION\]](#) 

Content Engagement Center

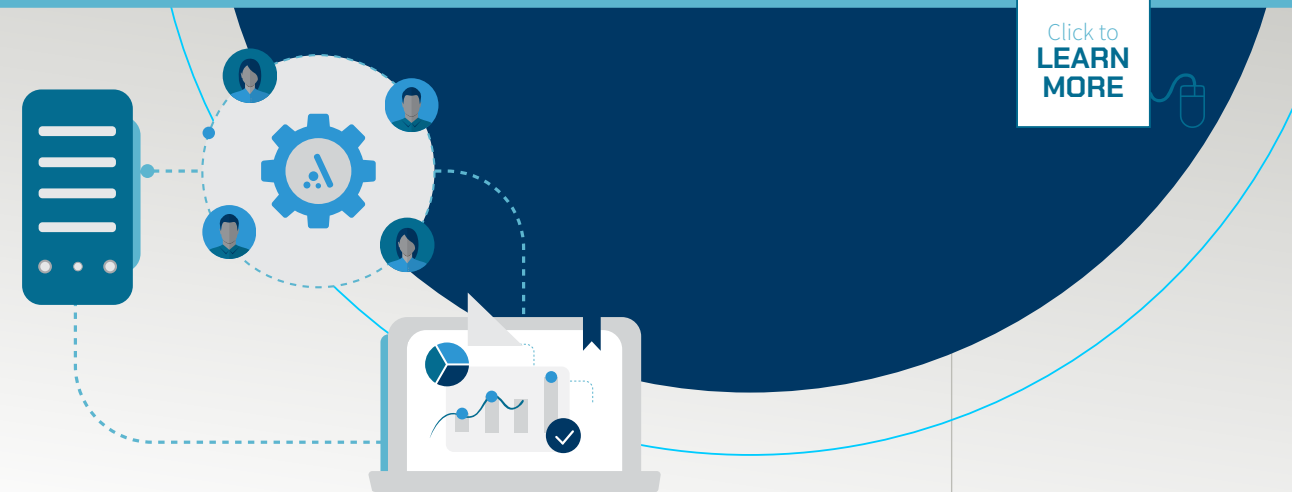
Your brand, your content, your solutions, and your target audience. Aggregate your premium content into a digital hub and guide prospects through a self-led buyer's journey that will accelerate decision making. Program incorporates multimedia assets, engagement scoring, and scheduled lead delivery. 

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



Instagram

WE KNOW THE MARKETS

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



AVIATION



BUILDINGS & CONSTRUCTION



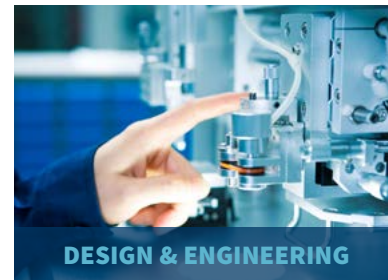
CITY SERVICES



COMMERCIAL VEHICLE



DENTAL



DESIGN & ENGINEERING



DIGITAL INFRASTRUCTURE



ENERGY (UTILITY/OIL & GAS)



HEALTHCARE



INFRASTRUCTURE



LIGHTING



MANUFACTURING



PROCESSING



SECURITY & VENDING



VEHICLE REPAIR



WATER