



**RATCHET
+WRENCH™** ***MOTOR AGE®***

2025
MEDIA KIT

AUDIENCE
DIGITAL ADS
NEWSLETTERS
MARKETING SOLUTIONS
CONTENT CALENDAR
CONTACTS

THE LEADING MANAGEMENT AND TECHNICAL PUBLICATIONS
SERVING THE AUTO CARE AND SERVICE INDUSTRY



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:

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.

VEHICLE SERVICE PROS

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.

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:

MTD

MODERN TIRE DEALER

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

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.

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.



Service and Repair Solutions For the Entire Team

By synergizing the strengths of *Ratchet+Wrench* and *Motor Age*, our brands offer a robust powerhouse of knowledge that supports shop owners, managers, and technicians responsible for advancing the auto care and service industry.

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.

Click to
**LEARN
MORE**

THE PREFERRED
PUBLICATIONS IN
THE INDUSTRY

88%*

of readers say
Ratchet+Wrench
and *Motor Age*
have influenced
their shop

87%*

of readers have taken
action after seeing
advertisements in trade
media in the last 12 months

96%*

of readers say
advertisements in
trade media help
them stay informed
about products and
services

*2024 Media Usage and Readership Study

PRINT AUDIENCE INSIGHTS

[View our **Audience Engagement Report**] 

91,000

Ratchet+Wrench Magazine
Subscribers

246,500

Ratchet+Wrench Magazine Reach
Including Pass Along Readership

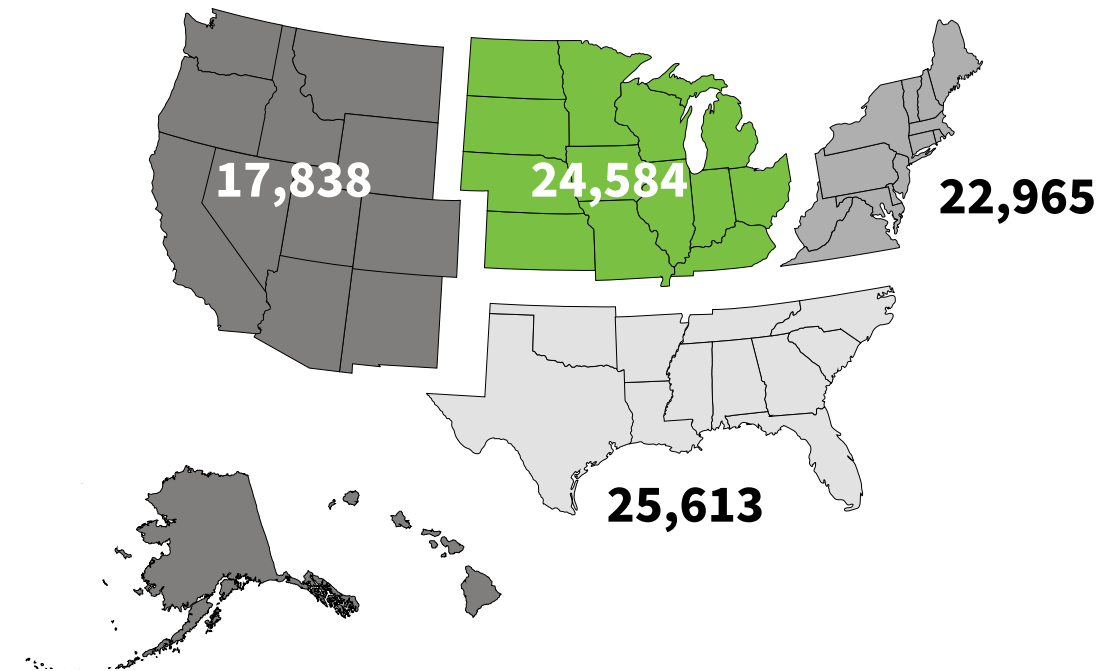
*average subscriber passes along to 1.7 additional readers

Decision Maker	%
Owner/Partner/Pres/VP	77.0%
Mgr/Shop Mgr/GM/Dir/Admin/Service Writer	21.4%
Shop Foreman/Shop Supervisor	1.0%
Other	0.6%

Primary Business	%
Independent/Franchise Automotive General repair Shop	75.2%
Independent/Franchise Automotive Specialty repair Shop	19.5%
Used Vehicle Dealer with Automotive Repair Shop	4.4%
Other	0.9%

SUBSCRIBERS BY REGION

U.S. REGION BREAKOUT OF MAGAZINE SUBSCRIBERS*



DIGITAL AUDIENCE INSIGHTS

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

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.

AVERAGE MONTHLY
UNIQUE VISITORS



12,000

AVERAGE MONTHLY
SESSIONS



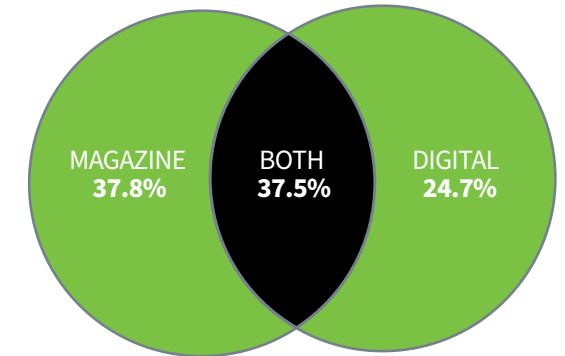
19,900

AVERAGE MONTHLY
PAGE VIEWS



35,600

MAGAZINE/DIGITAL OVERLAP*



E-NEWSLETTER REACH



56,200

AVERAGE TOTAL OPEN RATE*



42.37%

e-Newsletter	Monthly Av.	Av. Total Open Rate
RW Insider	27,511	39.68%
This Month in Ratchet+Wrench	28,642	45.05%

COMBINED SOCIAL REACH



10,700

EMAIL MARKETING LIST



21,500

AVERAGE TOTAL OPEN RATE*



47.12%

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

SPECIAL OPPORTUNITIES



BRAND INSIGHT STUDY

APRIL

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

[View Example] 



INDUSTRY SURVEY PACKAGE

JULY

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

[View Example] 



RATCHET+WRENCH ALL-STAR AWARD

SEPTEMBER

Tie your brand to the biggest feature of the year honoring the leading shop owner or executive in the auto care and service industry.

[View Example] 



SHOP GOODS

JUNE, OCTOBER, DECEMBER

Three *Ratchet+Wrench* issues feature this special section each year. The June 2025 section features "Software Technologies and Digital Solutions." The October section features "Parts, Tools and Equipment." The December section features "Shop Coaching, Consulting and Training." Each participating advertiser receives a full-page advertisement that runs adjacent to a full-page product write-up.

[View Example] 



AD INSIGHT STUDY

AUGUST

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

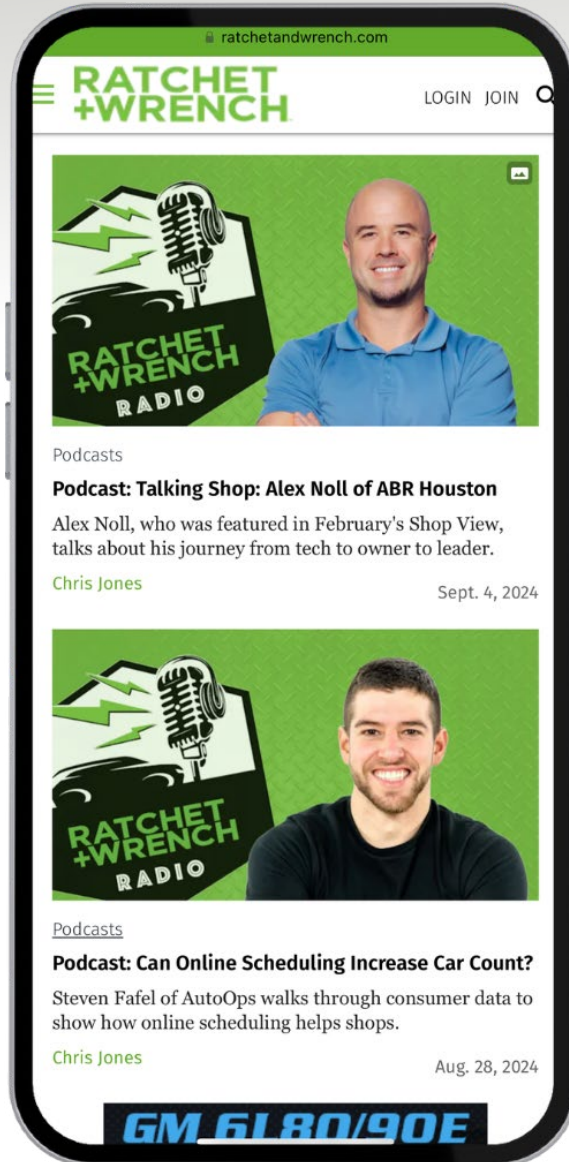
[View Example] 

RATCHET+WRENCH TOWN HALL MEETINGS

RATCHET+WRENCH TOWN HALL MEETINGS

MONTHLY

Ratchet+Wrench hosts a strong community of readers through virtual and interactive Town Hall Meeting sessions providing valuable insights about the automotive aftermarket. Featuring interactive Q&A's, news and trend analysis, and open discussions, readers have direct access to the industry's top experts and thought leaders on the hottest issues operators are facing.



MONTHLY DOWNLOADS

2,300+

Ratchet+Wrench Radio

Position your brand with an engaged audience of new podcast episodes on the industry's hottest topics.

The Ratchet+Wrench Radio podcast offers weekly episodes that explore the industry's biggest trends, most pressing topics, leadership tips, and business management strategies shop operators need to thrive.

Ratchet+Wrench Radio features *Ratchet+Wrench* columnists, shop owners, leading industry vendors, and other special guests. Sponsors of Ratchet+Wrench Radio benefit from exclusive brand placements throughout a variety of channels along with audio recognition on each episode.

[GO TO CURRENT PODCASTS ON [RATCHETANDWRENCH.COM](https://ratchetandwrench.com)]



RATES

- \$3,000/Month
- \$8,000/Quarter
- \$30,000/Year



2025 EDITORIAL CALENDAR



[View our **MAGAZINE ARCHIVE**]

	JAN	FEB	MAR	APR	MAY	JUN
AD CLOSE	12/18/24	1/22/25	2/12/25	3/12/25	4/9/25	5/6/25
MATERIAL DUE	12/23/24	1/27/25	2/17/25	3/17/25	4/14/25	5/9/25
MAIN FEATURE	Industry Disruptors	Building an Eye-Catching Automotive Brand	Women to Watch	Built to Sell	Casting a Bigger Net	Automating Your Shop's Workflow
ADDITIONAL CONTENT	The SOP: How to Choose Insurance for Your Shop Case Study: Raise Your Labor Rate Without Alienating Customers Leadership: What to Do When Your Tech is Recruited by Another Shop	Case Study: \$0 to \$1 million in Under 3 Years Health+Wellness: Managing Work & Family	The SOP: How to Build Your Parts Matrix Case Study: Pricing Your Services Right Tools+Technology: Is Your Shop's Data Secure?	Case Study: How to Transition to a Four-Day Workweek Law: What to Do If a Customer Abandons a Vehicle	The SOP: Making a Smooth Transition During Succession Case Study: How to Find Your Next Location Sales+Marketing: How to Use Humor to Market to Customers	Case Study: How to Create a Loyalty Program That Converts Human Resources: Creating a Safe and Inclusive Workplace

	JUL	AUG	SEP	OCT	NOV	DEC
AD CLOSE	6/2/25	7/9/25	8/5/25	9/10/25	10/8/25	11/10/25
MATERIAL DUE	6/5/25	7/14/25	8/8/25	9/15/25	10/13/25	11/13/25
MAIN FEATURE	Master Your Marketing	Second Life	R+W All-Star Award Issue	In Pursuit of the Perfect Pay Plan	When Opportunity Knocks	Training Tomorrow's Technicians
ADDITIONAL CONTENT	The SOP: How to Become a Lifelong Learner as a Shop Owner Case Study: Recovering from Disaster Finance+Operations: Shop Acquisition: Step-by Step	Case Study: How to Transition to a Seven-Day Workweek Customer Service: Helping Advisors Overcome the Fear of Selling Big Jobs	The SOP: Should You Collect a Deposit Before Rendering Services? Case Study: Turning Around a Non-Profitable Shop Leadership: Identifying Blind Spots in Your Leadership	Case Study: How to Rename Your Shop (Without Losing Customers) Health+Wellness: How to Handle Stress & Burnout (Before It Gets Dangerous)	The SOP: Tips for Severing a Business Partnership Case Study: How to Use Data to Identify Your Ideal Customer Tools+Technology: What to Look for in an SMS	The SOP: How to Hire the Right Coach Case Study: How to Handle Employee Theft Customer Service: Mastering the Customer Journey

Estimated mail date is the 21st of each month

COLUMNISTS



KATHLEEN CALLAHAN
OWNER,
XPERTECH AUTO REPAIR



R. "DUTCH" SILVERSTEIN
PRESIDENT,
A&M AUTO REPAIR

ONLINE COLUMNISTS

- Mike Bennett, ATI
- Greg Bunch, Transformer's Institute
- Todd Hayes, Autoshop Answers
- Jim Saeli, DRIVE
- Victor Broski, Newport Motorsports
- Taran Sodhi, Conceptual Minds

IN EACH ISSUE

- In-depth features on the industry's most pressing issues
- Profiles of thriving shops and their tactics for success
- Insight into the work methods of individual auto care professionals
- Case studies exploring common shop challenges and solutions
- Proven strategies for business growth
- Auto care industry news from throughout the nation
- Numerical breakdowns of industry trends

MAGAZINE ADVERTISING RATES & SPECS


Print Ad Specs

PUBLICATION TRIM SIZE: 7.5" x 10.5"


All text, logos, borders, and boxes that do not bleed should stay within the live area. No charge for bleed.




FULL PAGE SPREAD
Live: 14.5" x 10"
Trim: 15" x 10.5"
Bleed: 15.25" x 10.75"




1/3 PAGE VERTICAL
Live: 2.3125" x 10"
Trim: 2.5625" x 10.5"
Bleed: 2.8125" x 10.75"
Non-Bleed: 2.3125" x 9.75"




FULL PAGE
Live: 7" x 10"
Trim: 7.5" x 10.5"
Bleed: 7.75" x 10.75"




1/3 PAGE SQUARE
Non-Bleed: 4.5" x 4.625"




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




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



1/2 PAGE ISLAND
Live: 4.5" x 7.5"
Trim: 4.875" x 7.875"
Bleed: 5.125" x 8.15"
Non-Bleed: 4.5" x 7.25"



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

Monthly Magazine Rate

POSITION	RATE
Full Page Spread	\$14,000
Full Page	\$9,000
1/2 Page	\$6,750
1/3 Page	\$4,500
1/4 Page (For Motor Age only)	\$3,625

Cover Premium

Inside Front Cover	15%
Inside Back Cover	10%
Back Cover	20%

STAND OUT!

ASK YOUR SALES REP about additional ad opportunities, such as belly bands, gatefold inserts, and more!



HOW TO SUBMIT YOUR PRINT AND/OR DIGITAL AD MATERIAL

Creative Specifications

Format (hi-resolution, full color):
PDF with PDF/X-1a

Required supplementary items:

- Fonts (embedded)
- Images (CMYK color space)
- Artwork (CMYK color space)

TO FTP TRANSFER

For large files over 10MB, please send via ftp, using a free service such as www.wetransfer.com. Please email jgeorge@endeavorb2b.com and in the "email to" field for your upload. Be sure to include: advertiser name, publication name, and issue date in the message field.

TO EMAIL MATERIAL

For files up to 10 MB, please email your ad to: jgeorge@endeavorb2b.com. Include advertiser name, publication name, issue date.

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



RICH MEDIA OPTIONS AVAILABLE FOR DIGITAL VERSION OF MAGAZINE.

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

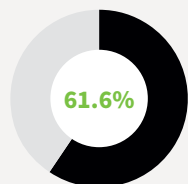
Native Ad

Materials Due: Seven business days prior to publication.

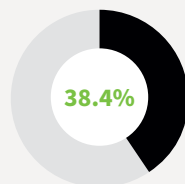
Send Creative To: webtraffic@endeavorb2b.com

Visit Our Website: ratchetandwrench.com

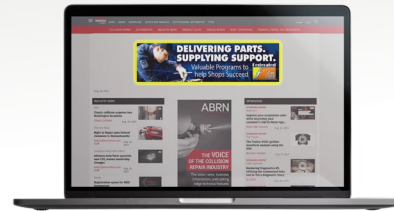
DESKTOP VISITORS
AVERAGE MONTHLY



MOBILE VISITORS
AVERAGE MONTHLY

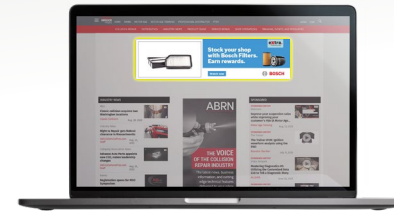


High-Impact Digital Advertising Positions



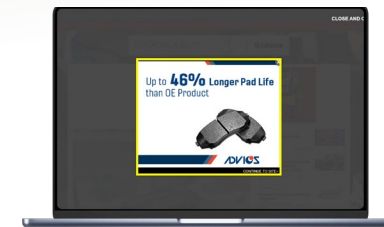
BILLBOARD

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



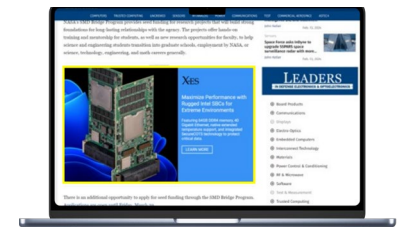
VIDEO BILLBOARD

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



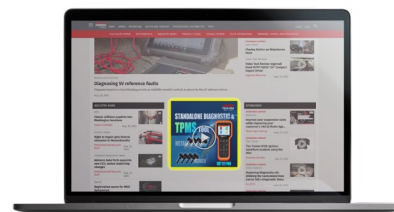
WELCOME AD

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



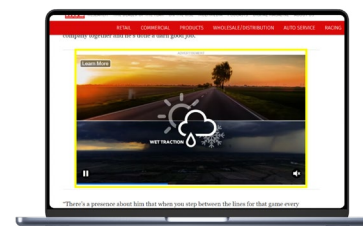
IN-ARTICLE FLEX

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



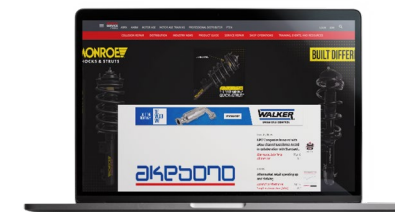
IN-BANNER VIDEO

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



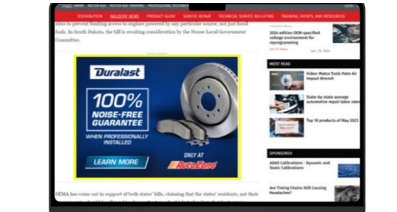
IN-ARTICLE VIDEO

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

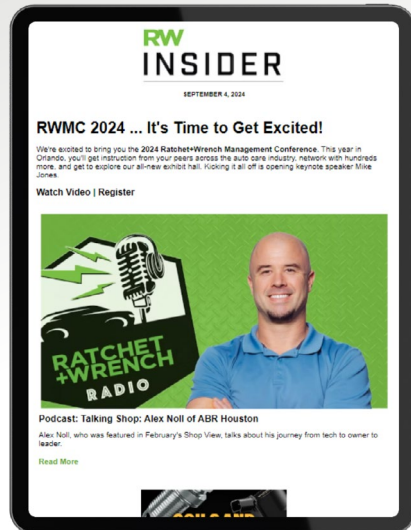
Share your message within a relevant and responsive environment designed to deliver engagement and traffic.



Click to view
SPECS



Materials due: Seven business days prior to publication. | **Send creative to:** webtraffic@endeavorb2b.com



RW INSIDER

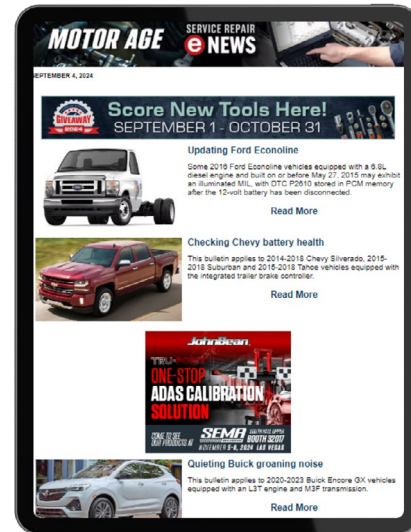
Deployed four times a week, this newsletter provides the best coverage of the industry's hottest news, issues, and trends, as well as a daily dose of strategies for business improvement.

**Monday, Wednesday,
Thursday, Friday**

Stats

Average Monthly Subscribers 27,511
Avg. Total Open Rate* 39.68%

[View **EXAMPLE**]



THIS MONTH IN RATCHET+WRENCH

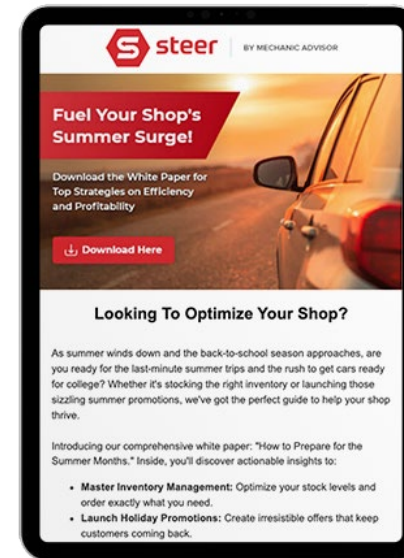
Deployed at the beginning of each month, readers can read and view all the articles in the current print issue online or in the digital edition.

Monthly

Stats

Average Monthly Subscribers 28,642
Avg. Total Open Rate* 45.05%

[View **EXAMPLE**]



CUSTOM EMAIL MARKETING

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

Varies

Stats

Email Addresses Available 21,500
Avg. Total Open Rate* 45.1%

[View **EXAMPLE**]

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

DIGITAL RATES



WEBSITE ADVERTISING

HIGH-IMPACT ADVERTISING

	NET CPM
Reskin	\$225
Pushdown	\$200
Expanding Half Page	\$200
Video Billboard	\$200
In-Article Flex	\$200
In-Article Premium	\$200
In-Article Video	\$175
Billboard	\$150
Expanding Rectangle	\$150
In-Banner Video	\$150
Welcome Ad	\$900/week

STANDARD ADVERTISING

	NET CPM
Sticky Leaderboard	\$150
Half Page	\$150
Leaderboard	\$90
Rectangle	\$90

NATIVE ADVERTISING

	RATE
Native Article/Video Post	\$1,700
Native Article/Video Post Premium	\$3,200
Native Ad	\$105

AUDIENCE EXTENSION

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

EMAIL MARKETING

	NET CPM
3rd Party Email Blast CPM	\$400

RW INSIDER

	1X
Leaderboard	\$840
Medium Rectangle	\$840
Sponsored Content	\$1,000

THIS MONTH IN RATCHET+WRENCH

	1X
Leaderboard	\$840
Medium Rectangle	\$840
Sponsored Content	\$1,000



RW/MC²⁰₂₅

All our sponsors, regardless of tier, receive an experience unparalleled in our industry. Ratchet+Wrench Management Conference is unequivocally not a trade show; it is an immersive three-day experience that puts you at the center of auto repair's leading decision-makers.

Oct. 8-10, 2025

Renaissance Phoenix Glendale Hotel & Resort
Glendale, Arizona

The *Ratchet+Wrench* Management Conference is an annual event where independent shop owners and operators from the automotive service and repair industry come together to learn tangible tips and strategies on business growth, improvement, and success from the industry's leading operators.

This unique three-day event includes dozens of strategy sessions, roundtables, and workshops, and each session is led by the most renowned shop operators from across the country.

ATTENDEE PROFILE

Owners, operators and managers of auto care service centers.

[[LEARN MORE](#)]



PRINT AUDIENCE INSIGHTS

[View our **Audience Engagement Report**]

106,000

Motor Age Magazine
Subscribers

300,200

Motor Age Magazine Reach
Including Pass Along Readership

*average subscriber passes along to 3.4 additional readers

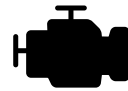
Since 1899, *Motor Age* has served the automotive service professional by providing real-world technical information and service/repair solutions. Our technical editors and contributors are all experienced technicians, and all share a common goal — to provide the training and resources today’s working professional needs to remain competitive in an ever-increasingly technical field.

WHAT SERVICES DO YOU OFFER IN YOUR SHOP?



85%

Brake



81%

Engine Performance/
Emissions/Tune-up



80%

Shocks/Suspension



80%

Oil/Filter/Lube



79%

Radiator & A/C



77%

Battery



77%

Electronic Diagnostics



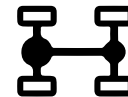
77%

Ignition/Spark
Service



72%

Steering Service



72%

Chassis



60%

Transmission Service



57%

Engine Repair/
Overhaul



55%

Exhaust/Muffler/
Converter



48%

Tire Mounting/
Wheel Balance

Service Work Bays Per Location	%
1	5.0%
2	10.8%
3-5	40.7%
6-9	27.0%
10 or more	16.5%

Technicians Per Location	%
1	3.3%
2	26.5%
3	22.2%
4-7	33.0%
8-19	11.3%
20-49	2.6%
50 or more	1.1%

Primary Business	%
Independent/Franchise Automotive General repair Shop	67.1%
Independent/Franchise Automotive Specialty repair Shop	15.8%
Tire Dealers Who Perform Automotive Service	14.2%
Used Vehicle Dealer with Automotive Repair Shop	2.9%

* 2024 Readership and Media Usage Study

[View our **Audience Engagement Report**] 

AVERAGE MONTHLY PAGE VIEWS



247,900

WEBSITE REACH

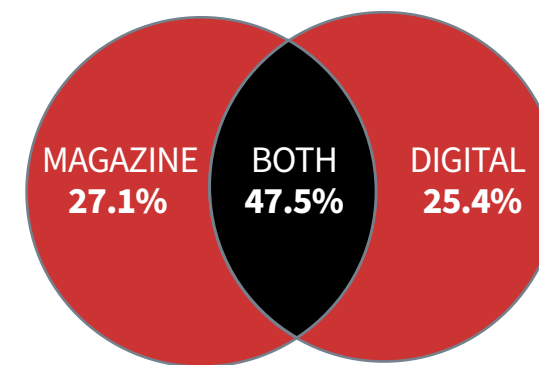
84,000

Average Monthly Sessions for Service Repair Channel

54,700

Average Monthly Unique Visitors for Service Repair Channel

MAGAZINE/DIGITAL OVERLAP*



E-NEWSLETTER REACH



156,606

AVERAGE TOTAL OPEN RATE*



38.21%

e-Newsletter	Deployment Av.	Av. Total Open Rate
Motor Age Service Repair	35,771	43.23%
Autoplay	56,132	32.97%
Diagnostic & Repair Update	57,786	41.77%
This Month in Motor Age	6,917	34.85%

COMBINED SOCIAL REACH



152,300

EMAIL MARKETING LIST



39,900

AVERAGE TOTAL OPEN RATE*



50.3%

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

SPECIAL OPPORTUNITIES



NEW PRODUCTS

EVERY MONTH

Launch your new products or share updates with a monthly placement in the Automotive Product Guide. Include up to 75 words of copy in a Word file and one .jpg or .png image (at least 300 dpi). Materials are due on closing date of each issue.

[View **Example**] 



ADVERTORIAL

FEBRUARY, JUNE

Showcase detailed content about your product or company's best tips, tricks, and techniques next to your ad in the February and June issue of *Motor Age*.

[View **Example**] 



BRAND INSIGHT SURVEY

APRIL

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



AD INSIGHT STUDY

AUGUST

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



GREAT PRIZE GIVEAWAY

AUGUST

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

[Learn **More**] 



BEST YOUNG TECH

OCTOBER

Hosted by *Motor Age*, honoring one exceptional tech who's moving the service repair industry forward. Sponsor to position yourself as an industry leader while celebrating the technician's role in a successful shop.

[Learn **More**] 

2025 EDITORIAL CALENDAR

	FEBRUARY	APRIL	JUNE
AD CLOSE	1/9/25	3/7/25	4/30/25
MATERIAL DUE	1/14/25	3/12/25	5/6/25
TECHNICAL	Measuring Engine Deck Straightness Hybrid Motor Generator Diagnosis Drivetrain Noise Diagnosis, Differential Wear Patterns Examined	Shop Safety Modern Steering, Suspension, and Alignment Diagnosing and Repairing Vehicles with Aftermarket Engine Management Systems	Catalytic Converters Diesel Particulate Filter Decrypting Brake Pad Edge Codes
EV'S IN FOCUS	The Best Plan for Preventive Maintenance on EVs	Auto Repair Shop Fire Risk: EVs Versus Gasoline	The Greening of The Grid and Its Effects on the EV Future
	AUGUST	OCTOBER	DECEMBER
AD CLOSE	7/3/25	9/5/25	10/29/25
MATERIAL DUE	7/9/25	9/10/25	11/3/25
TECHNICAL	Engine Bearing Clearances Heat Pump Systems Catalyst Oxygen Storage Capacity Test Vs Index Ratio and Switch Ratio	Piston Ring Installation Stop-Start Technology Tire Wear Patterns, Importance of Communication Between Tire and Alignment Techs	Engine Break-In GDI Engine Oil Explained
EV'S IN FOCUS	EVs: A Look Back on 30 Years of Technology	EV Essentials All Techs Need to Know	Do Fewer Parts Mean Fewer Repairs?

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

Motor Age | National Bronze Award | Video Tutorial | Service Done Right by Pete Meier
VehicleServicePros.com | National Overall Excellence (Finalist) | Website of the Year



2023 EDDIE & OZZIES

B2B Publishing Awards

Motor Age | Mastering Diagnostics with Brandon Steckler

IN EACH ISSUE

- TSBs
- Products
- Tech Tips
- The Data Doesn't Lie with Technical Editor Brandon Steckler
- The Straight Talk column from Editor Mike Mavrigian

[View our **MAGAZINE ARCHIVE**]

MAGAZINE ADVERTISING RATES & SPECS

Print Ad Specs

PUBLICATION TRIM SIZE: 7.5" x 10.5"

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"

FULL PAGE
Live: 7" x 10"
Trim: 7.5" x 10.5"
Bleed: 7.75" x 10.75"

1/2 PAGE VERTICAL
Non-Bleed: 3.375" x 9.75"

1/2 PAGE HORIZONTAL
Non-Bleed: 7" x 4.625"

1/2 PAGE ISLAND
Non-Bleed: 4.5" x 7.25"

1/3 PAGE VERTICAL
Non-Bleed: 2.3125" x 9.75"

1/3 PAGE SQUARE
Non-Bleed: 4.5" x 4.625"

1/4 PAGE SQUARE
3.375" x 4.625"

Monthly Magazine Rate

4-COLOR RATES	MOTOR AGE
Full Page Spread	\$14,500
Full Page	\$10,875
1/2 Page	\$8,156
1/3 Page	\$5,438
1/4 Page	\$3,625

Cover Premium

Inside Front Cover	15%
Inside Back Cover	10%
Back Cover	20%

STAND OUT!

ASK YOUR SALES REP about additional ad opportunities, such as belly bands, gatefold inserts, and more!



HOW TO SUBMIT YOUR PRINT AND/OR DIGITAL AD MATERIAL

Creative Specifications

Format (hi-resolution, full color): PDF with PDF/X-1a

- Required supplementary items:
- Fonts (embedded)
 - Images (CMYK color space)
 - Artwork (CMYK color space)

PLEASE SEND YOUR AD NO LATER THAN THE MATERIAL DUE DATE ON THE EDITORIAL CALENDAR TO:

Melissa Meng, Print Ad Services Manager
mmeng@endeavorb2b.com

TO FTP TRANSFER	For large files over 10MB, please send via ftp, using a free service such as www.wetransfer.com . Please email mmeng@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: mmeng@endeavorb2b.com . Include advertiser name, publication name, issue date.

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

ADVERTORIAL SPECS

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



RICH MEDIA OPTIONS AVAILABLE FOR DIGITAL VERSION OF MAGAZINE.

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

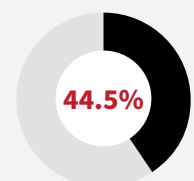
Native Ad

Materials Due: Seven business days prior to publication.

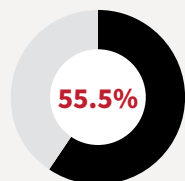
Send Creative To: webtraffic@endeavorb2b.com

Visit Our Website: vehicleservicepros.com

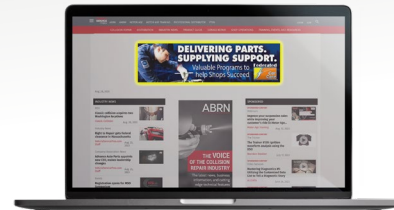
DESKTOP VISITORS
AVERAGE MONTHLY



MOBILE VISITORS
AVERAGE MONTHLY

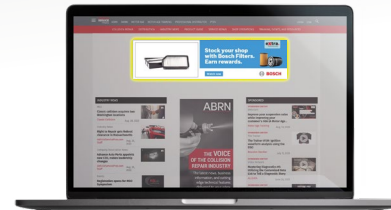


High-Impact Digital Advertising Positions



BILLBOARD

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



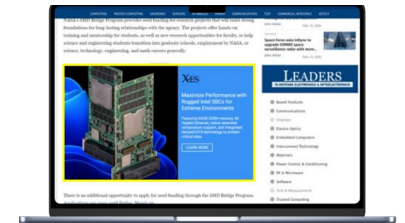
VIDEO BILLBOARD

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



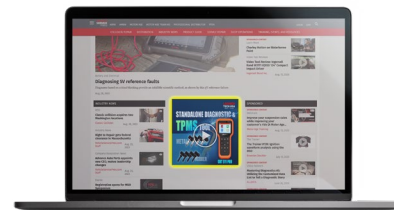
WELCOME AD

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



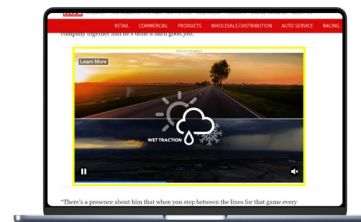
IN-ARTICLE FLEX

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



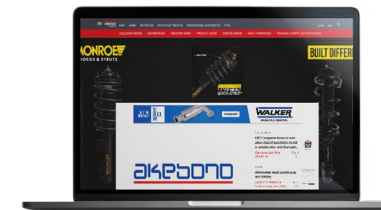
IN-BANNER VIDEO

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



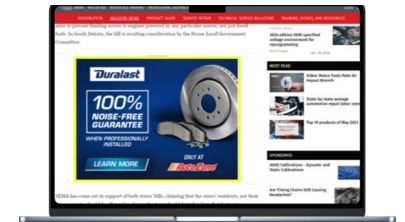
IN-ARTICLE VIDEO

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.



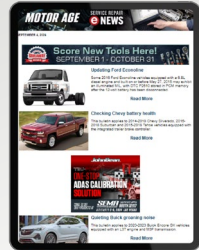
IN-ARTICLE PREMIUM

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.



Motor Age Service Repair

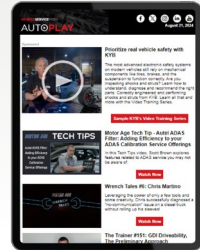
The latest management and technical information from suppliers and manufacturers shop owners need to advance their business.

Monday, Wednesday, Friday

Stats

Average Monthly Subscribers.....35,771
Avg. Total Open Rate*.....43.23%

[View **EXAMPLE**] 



Autoplay

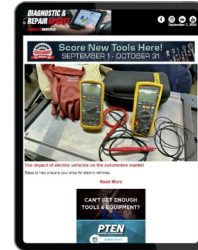
To help our advertisers take advantage of our growing video channels, we've created AUTOPLAY. This monthly newsletter will be delivered the 3rd Wednesday of every month, featuring a compilation of our favorite service repair videos from *PTEN*, *Motor Age*, and our trusted partners.

Monthly (Third Wednesday)

Stats

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

[View **EXAMPLE**] 



Diagnostic & Repair Update

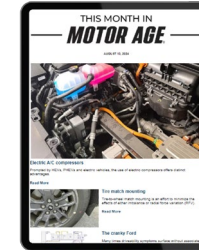
This focused newsletter features vehicle diagnostic tools, methods and repair information.

Monthly (First Tuesday)

Stats

Average Monthly Subscribers.....57,786
Avg. Total Open Rate*.....41.77%

[View **EXAMPLE**] 



This Month in Motor Age

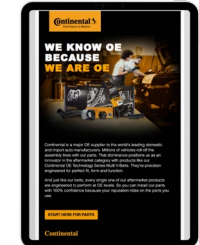
Deployed in the middle of each month, readers can read and view all the articles in the current print issue online or in the digital edition.

Every Other Month

Stats

Average Monthly Subscribers.....6,917
Avg. Total Open Rate*.....34.85%

[View **EXAMPLE**] 



Custom Email Marketing

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

Varies

Stats

Average Monthly Subscribers.....40,100
Avg. Total Open Rate*.....46.9%

[View **EXAMPLE**] 

Materials due: Seven business days prior to publication.
Send creative to: webtraffic@endeavorb2b.com

Click to view
SPECS



DIGITAL RATES

WEBSITE ADVERTISING

HIGH-IMPACT ADVERTISING

	ROS (CPM)	CHANNEL (CPM)
Billboard	\$150	\$150
Responsive Reskin	\$225	\$235
In-Banner Video	\$150	
In-Article Flex	\$200	
In-Article Premium	\$200	
In-Article Video	\$175	
Video Billboard	\$175	\$185
Pushdown	\$175	\$200
Welcome Ad Exclusive Sponsorship	\$3,150/week	
Expanding Medium Rectangle	\$125	\$150

	ROS (CPM)	CHANNEL (CPM)
Billboard	\$150	\$150
Responsive Reskin	\$225	\$235
In-Banner Video	\$150	
In-Article Flex	\$200	
In-Article Premium	\$200	
In-Article Video	\$175	
Video Billboard	\$175	\$185
Pushdown	\$175	\$200
Welcome Ad Exclusive Sponsorship	\$3,150/week	
Expanding Medium Rectangle	\$125	\$150

STANDARD ADVERTISING

	ROS (CPM)	CHANNEL (CPM)
Leaderboard	\$90	\$90
Medium Rectangle	\$90	\$90
Half-Page	\$115	\$150
Expanding Half Page	\$150	\$200

	ROS (CPM)	CHANNEL (CPM)
Leaderboard	\$90	\$90
Medium Rectangle	\$90	\$90
Half-Page	\$115	\$150
Expanding Half Page	\$150	\$200

AUDIENCE EXTENSION

Display	\$80
Facebook (Video Available)	\$125
LinkedIn	\$105
Audience Extension Pre-roll	\$89

NATIVE ADVERTISING

Native Article or Video Post	\$2,500
Native Article or Video Post Premium	\$4,000
Native Ad	\$105

EMAIL MARKETING

	NET CPM
3rd Party Email Blast CPM	\$400

3rd Party Email Blast CPM	\$400
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AFTERMARKET BUSINESS WORLD

	NET CPM
3rd Party Email Blast CPM	\$260

3rd Party Email Blast CPM	\$260
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DIGITAL EDITION

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

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

NEWSLETTERS

MOTOR AGE SERVICE REPAIR

	1X
Leaderboard	\$840
Medium Rectangle	\$840
Sponsored Content	\$1,000

Leaderboard	\$840
Medium Rectangle	\$840
Sponsored Content	\$1,000

AUTOPLAY

	1X
Sponsored Content (Positions 1-3)	\$1,000

Sponsored Content (Positions 1-3)	\$1,000
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DIAGNOSTICS & REPAIR UPDATE

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

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

THIS MONTH IN MOTOR AGE

	6X
Leaderboard	\$840
Medium Rectangle (Positions 1-2)	\$840
Sponsored Content (Positions 1-2)	\$1,000

Leaderboard	\$840
Medium Rectangle (Positions 1-2)	\$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/Podcast	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

The Trainer Video Sponsorship	\$7,500
Product Insights Video	Starting at \$6,000
Shop Talk Video/Podcast	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

Webchat	Starting at \$7,950
Motor Age Training Webinar Sponsorship	\$12,950
Webinar	Starting at \$12,500



Click to view
**DIGITAL
SPECS AND
SAMPLES**

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**

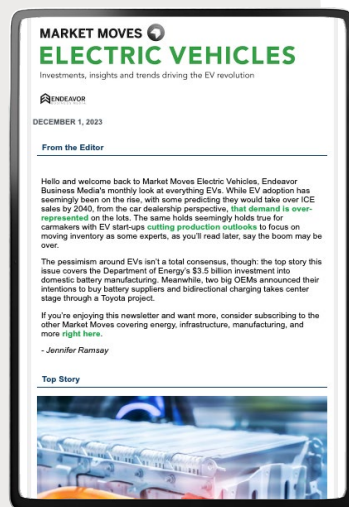
Deploys: Twice Monthly on Fridays

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

CUSTOM PUBLISHING

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

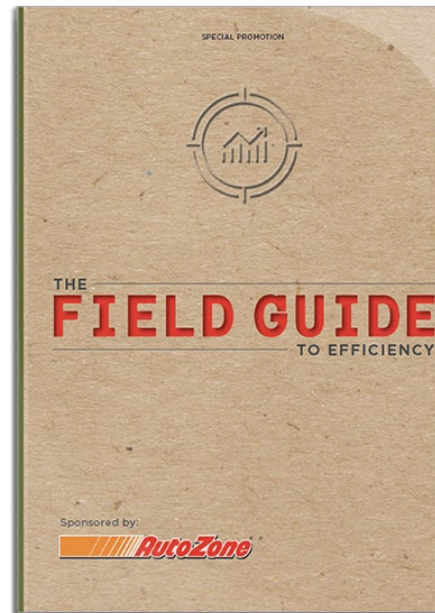
Custom Print Magazines and Supplements Enable Companies to Stand Out From the Rest

EXAMPLES INCLUDE:



PAINTER'S PLAYBOOK

[VIEW EXAMPLE] 



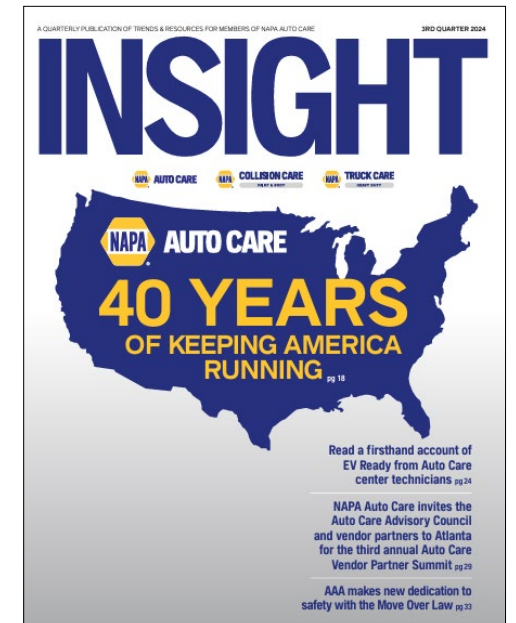
FIELD GUIDE TO EFFICIENCY

[VIEW EXAMPLE] 



COMMERCIAL TIRE DEALER OF THE YEAR/K&M TIRE

[VIEW EXAMPLE] 



NAPA INSIGHT

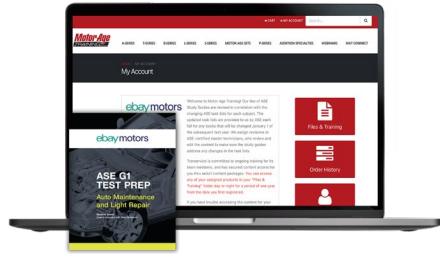
[VIEW EXAMPLE] 

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.

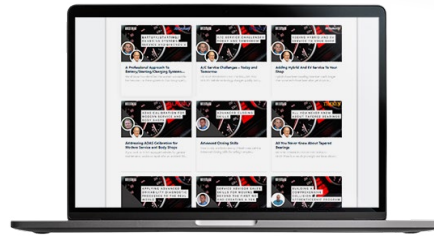
- » Utilize our content to build out your LMS platform
- » Private label the ASE Study Guides for your brand
- » Vast content licensing opportunities can be developed to fit your needs



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

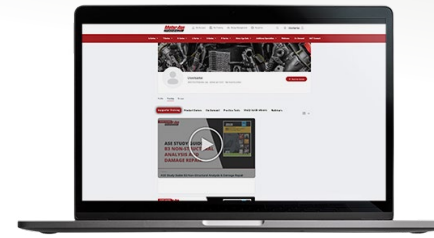


Webinars & On-Demand Training

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**]

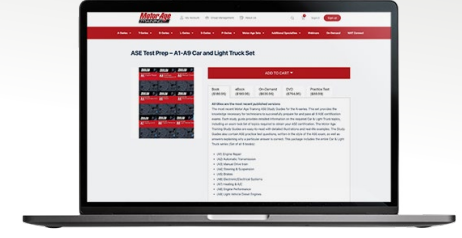


LMS Website

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.

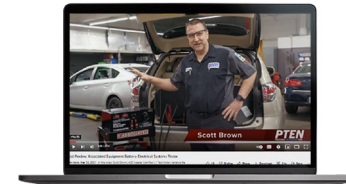
[VIEW EXAMPLE] 



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.

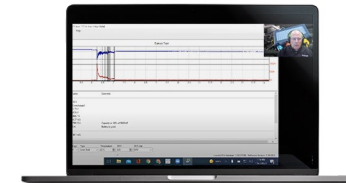
[VIEW EXAMPLE] 



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.

 — 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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Content Marketing That **Drives Engagement and Generates Leads**

Partner with us to create a strategy that strikes a perfect balance of short-form, long-form, and visual content to achieve your goals.

Short-Form Content

Ask the Expert

Showcase your topic expertise and establish thought leadership with this quick-hit asset built off of an interview conducted by our subject matter expert. 📶

Top Tips

Feature 5 to 10 brief tips or steps, with graphic design, that will help your audience better understand a topic and guide them toward a purchase decision. 📶

FAQs

Proactively address questions about a topic, issue, or trend and build stronger customer relationships with this efficient content marketing asset. 📶

Long-Form Content

White Papers

Leverage our SME network to create authoritative and in-depth reports that provide valuable information and insights, accelerating the decision making process. 📶

Case Studies

Collaborate with our network of experts to create a compelling content asset that showcases your real-world success stories through customer interviews. 📶

EBooks

Collaborate with a SME to select topical, evergreen content from our brand and we'll produce a fully designed co-branded eBook that prominently features your brand's messaging and advertising alongside our content. 📶

WHY SHORT FORM?

Quick and Digestible
Increased Engagement
Shareability
Cost Efficient
Mobile Friendly



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Visual Storytelling That Creates Meaningful Connection

Our team of subject matter experts, writers, analysts, content marketers, visual designers, and video producers will join forces with you to bring your story to life.

Visual Storytelling

StoryDesign: Interactive White Paper

Upgrade your white paper by creating a fully interactive experience with graphics and video to deliver deep engagement.

StoryDesign: Interactive Guide

The definitive solution to engaging and effective visual storytelling built in a fully branded environment with custom created content and powerful multimedia options.

Infographics

Data visualization, increased shareability, improved content marketing and effective storytelling, infographics should be a part of your content marketing strategy.

Video Solutions

Consult with our team of engagement and topic experts on how to best tell your brand story leveraging a combination of multimedia content.

[[MORE VIDEO](#)] 

WHY VISUAL STORYTELLING?

RETENTION

Marketers that use visual storytelling techniques, increase the likelihood of their message being remembered and understood.

ENHANCED BRAND RECALL

Storytelling combined with compelling visuals creates a powerful impact on the viewer's memory, increasing brand recall and recognition.

INCREASED ENGAGEMENT

Visual storytelling captures attention, evokes emotions, and encourages viewers to interact with the content, resulting in higher engagement levels.

SIMPLIFY THE COMPLEX

Visual storytelling allows marketers to simplify complex ideas or concepts by presenting them in a visual and narrative format, helping to break down barriers and make information more accessible and easily digestible.

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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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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

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Unique Webinar Formats That **Deliver Qualified Leads**

We have all the key ingredients for delivering a successful event and the ROI you want – engaged decision makers, subject matter experts, technology platforms, project management, and fully compliant lead delivery.

Webinar Formats

Webinars

Position your brand as a subject matter expert and connect with prospects who are seeking education on a topic or a solution to their challenge. Webinars are proven performers, generating powerful, engaging content that delivers lead generation and thought leadership. 📶

Virtual Round Table

Solving large, complex challenges requires perspective, input, and collaboration from a variety of key stakeholders. Bring together a powerful team of influencers for a real conversation around thought leadership topics and attract decision makers who are looking for answers, converting them to leads. 📶

Webchats

Take a more personal approach to webinars with this interview-style format that allows you to better build a narrative around your solution and create a personal connection with prospects. Shortened format for a fully interactive 30-minute experience that will generate leads and build affinity for your brand. 📶

Webinar Lead Touch

Engage webinar registrants leads post-event and move them toward a follow-up action with this program that includes a series of three emails to registrants for driving on-demand views and introducing related content.

A POWERFUL TOOL

Use webinars to engage audiences, demonstrate expertise, generate leads, gather insights, and enhance brand visibility.



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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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Intelligence That Empowers Smart Business Decision Making

Rely on our research development and data analysis expertise to help you make informed decisions, develop effective strategies, and maximize the impact of your marketing efforts.

Research & Intelligence



**DELIVERING ALL
THE KEY INGREDIENTS**



60+ Years of
Research Experience



150 In-House Subject
Matter Experts



Engaged B2B
Audience Database

Custom Research

Partner with our experts to gain intelligence from tailored research programs designed to meet unique objectives.

Brand Perception/ Health

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


New Product Development

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

Customer Experience

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

Industry Insights

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

State of the Market

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

Focus Groups

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

In-Depth Interviews

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

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Contact our sales representatives to discuss your marketing plans.

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WE KNOW THE MARKETS

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

