

BODY SHOP BUSINESS



VIDEO

DIGITAL

PRINT

SOCIAL
MEDIA

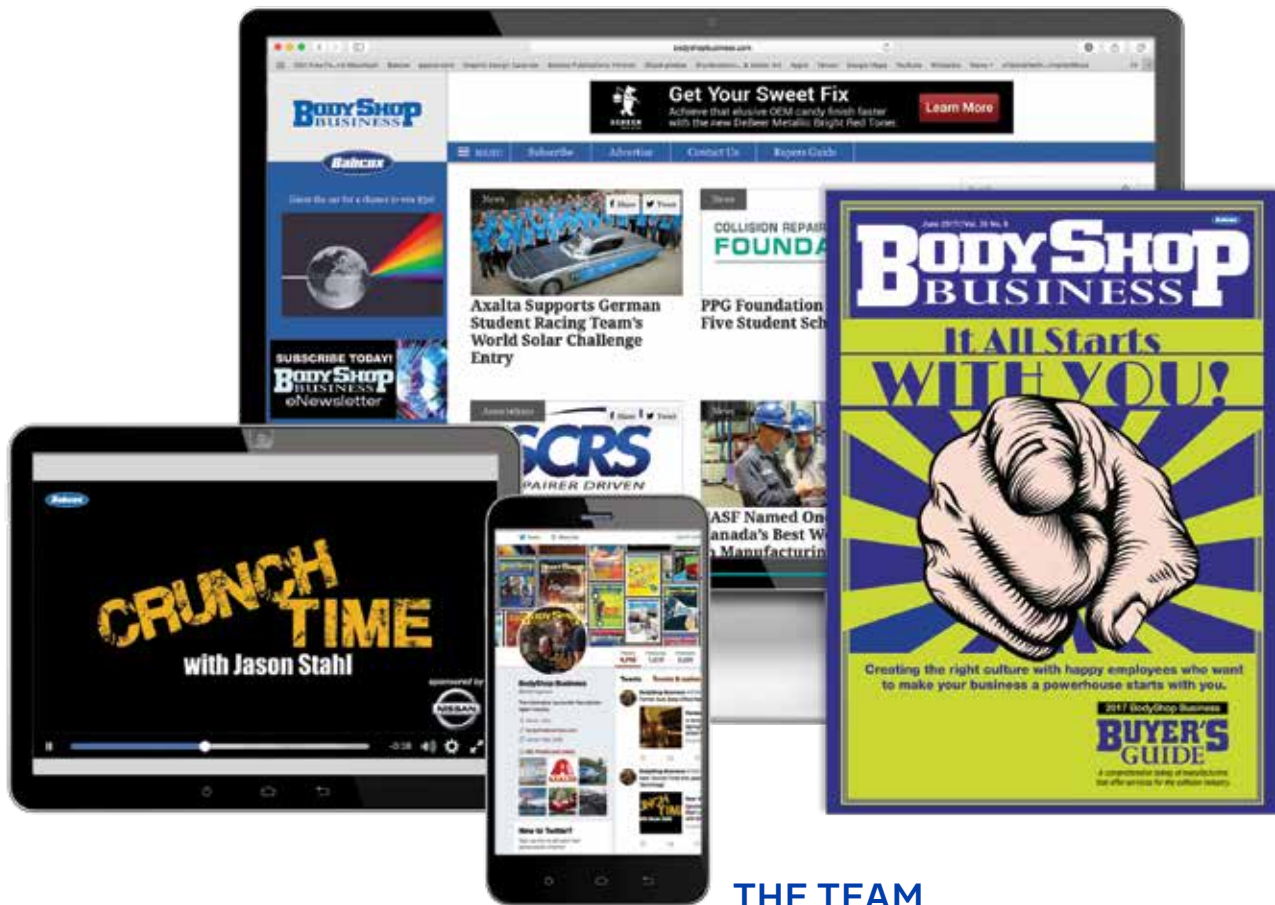
2018

MEDIAKIT





THE BRAND



WE KNOW THE COLLISION BUSINESS

We've been doing what we do for 35 years, providing collision repairers with the knowledge, insights and tools they need to operate thriving businesses and repair customers' vehicles safely and profitably.

WE KNOW THE PLAYERS

The mega consolidators. The manufacturers. The vendors. The professional associations. We know the difference makers and influencers of our \$36 billion industry, and they trust us to keep everyone's finger on the pulse of what's going on in a highly dynamic, fragmented and consolidating marketplace.

WE HAVE THE RELATIONSHIPS

After 35 years of attending trade shows, interviewing key players, shaking hands and visiting shops, we have become the most trusted business consultant and personal friend to the collision repair community and have earned a reputation for telling it like it is in a tough business environment.

THE TEAM 330.670.1234

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IN THE NEXT 12 MONTHS



20%

Of collision repairers are planning to purchase a STRSW welder

>55%

Are planning to purchase computerized measuring systems

69%

Will spend up to \$5,000 per month on mechanical parts to repair crashed vehicles

40% OF SHOPS

Intend to purchase one or more:

- Measuring equipment
- Welders
- Spraybooths
- Straightening/pulling equipment
- Prep stations

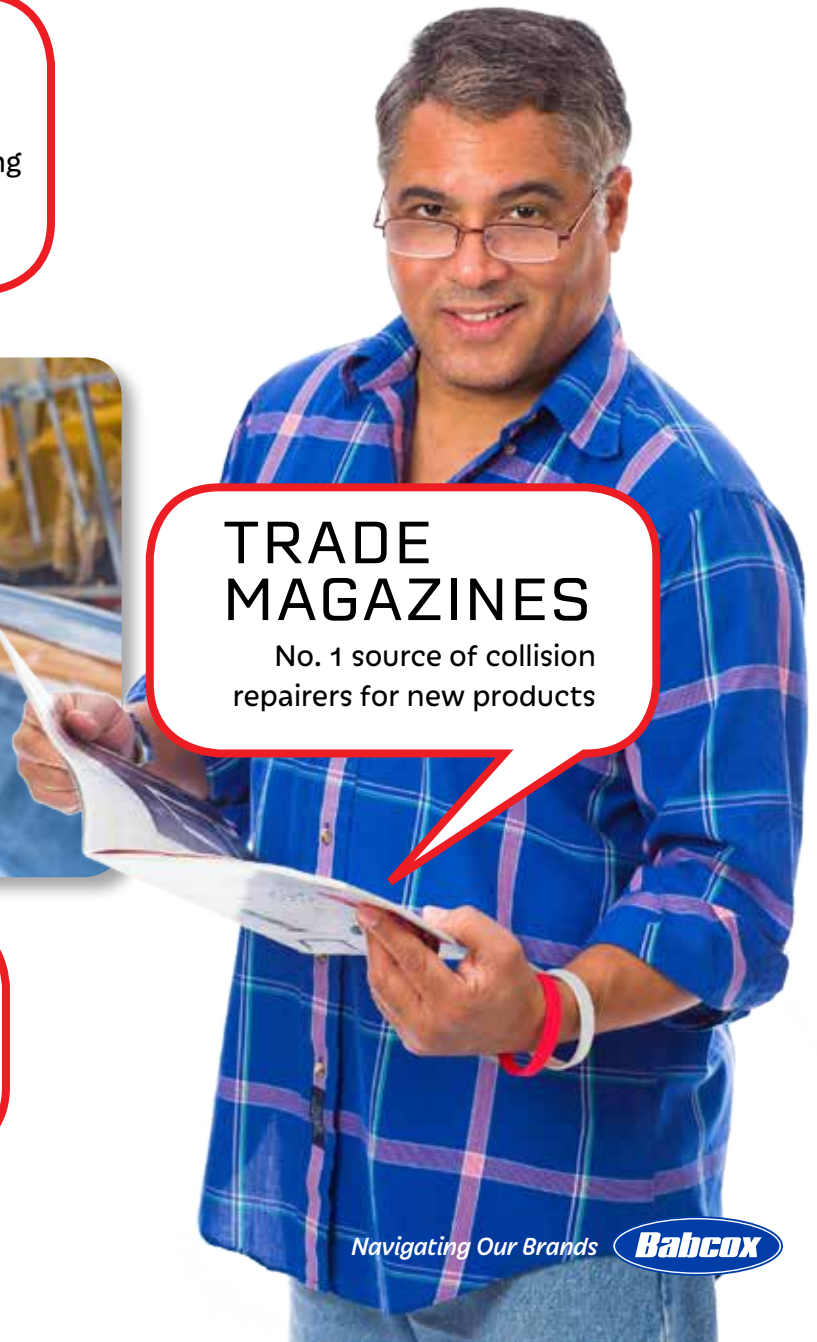


TRADE MAGAZINES

No. 1 source of collision repairers for new products

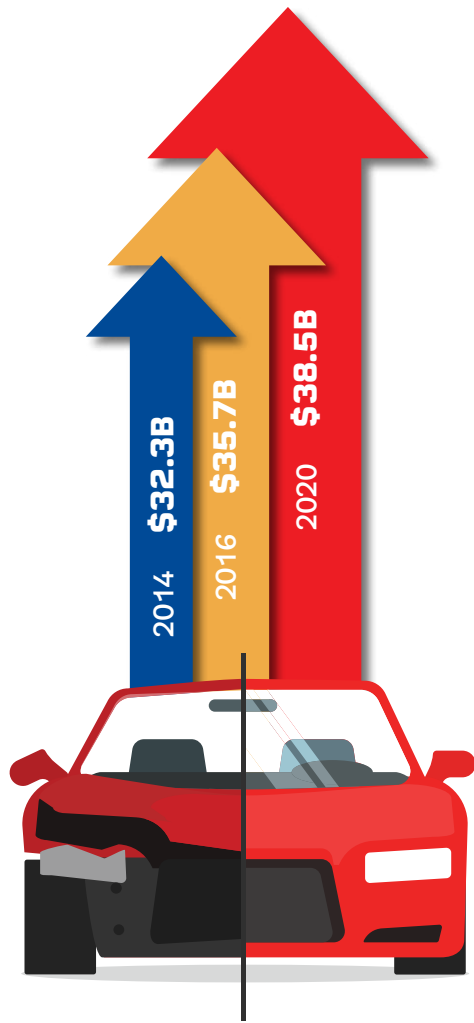
\$3.8 BILLION

What collision repair facilities spend on paint per year.





COLLISION REPAIR MARKET GOING STRONG



**TOTAL COLLISION
SALES FORECAST**

NEW CAR SALES



Source: The Romans Group

MILES DRIVEN

**2013
2.9 TRILLION**

**2014
3 TRILLION**

**2015
3.1 TRILLION**

**2016
3.22 TRILLION**

BODYSHOP BUSINESS 2018

Navigating Our Brands





BRAND OVERVIEW

PRINT

Total Audience:	161,805
Total Circulation:	46,230
Frequency:	12x
Established:	1982

WEBSITE

Average Monthly Page Views:	155,000
Average Monthly Unique Visitors:	68,000

BODYSHOP BUSINESS ON OTHER PLATFORMS

(as of August 2017)

Facebook Fans:	5,900
Twitter Fans:	5,400
Digital Edition Subscribers:	37,000
eNewsletter Subscribers:	29,000
Video Series:	Crunch Time with Jason Stahl/Crash Course

A PORTFOLIO OF PROVEN PRODUCTS

Your BodyShop Business display ad is seen in print, digital and mobile formats.

BODYSHOP BUSINESS



PRINT

- Branding
- Long shelf-life
- Reference content

DIGITAL

- Rich media
- Lead generation/tracking
- Content marketing

VIDEO

- Product demo
- Direct customer engagement
- Industry presence
- Auto Care Video
- Crunch Time

SOCIAL MEDIA

- Facebook
- Twitter
- Instagram
- LinkedIn



EDITORIAL CALENDAR

JANUARY	FEBRUARY	MARCH
<p>Cover Feature The Politics of Being a Body Shop Owner <i>How legislation impacts the collision repair industry.</i></p> <p>Technical Glass Replacement and ADAS <i>Glass replacement and its impact on a vehicle's safety systems.</i></p> <p>BodyShop Essentials Infrared Heaters <i>We profile a shop owner who is looking to add to his curing systems.</i></p> <p>MSO Competing Against Independents <i>Strategies to win customer loyalty over mom-and-pop shops.</i></p> <p>Refinish Paint Problems and Remedies <i>Fisheye. Dieback. Orange peel. We ID paint problems and their fixes.</i></p> <p>SUPPLEMENT Aluminum Guide</p> <p>Ad Closing: December 14 Ad Materials Due: December 18</p>	<p>Cover Feature Filling the Technician Shortage <i>What top shops are doing to find young technicians.</i></p> <p>Technical Corrosion Protection <i>The importance of restoring corrosion protection on panels.</i></p> <p>BodyShop Essentials Frame Machines <i>We profile a body shop owner who is looking to upgrade his frame machine.</i></p> <p>MSO Managing Employees <i>Strategies for getting the most out of a shop's people.</i></p> <p>SUPPLEMENT Equipment Education Guide <i>We educate repairers on every kind of equipment in the body shop.</i></p> <p>Ad Closing: January 15 Ad Materials Due: January 18</p>	<p>Cover Feature Drugs in the Workplace <i>How to implement and enforce a drug policy for employees.</i></p> <p>Technical Scanning Equipment <i>A look at the latest scan and recalibration tools.</i></p> <p>BodyShop Essentials Custom Refinishes <i>We profile a body shop owner who wants to know what new custom refinishes are on the market.</i></p> <p>MSO Equipment & Training <i>How one MSO keeps up with ever-changing equipment and training.</i></p> <p>Refinish Getting a Clean Paint Job <i>Tips on how to keep dirt out of your paint jobs.</i></p> <p>Ad Closing: February 15 Ad Materials Due: February 19</p>
APRIL	MAY	JUNE
<p>READER'S CHOICE Cover Feature Reader's Choice Issue! <i>We answer reader-submitted questions on a variety of topics.</i></p> <p>Technical Measuring – A Whole New Ballgame <i>Why measuring has taken on greater importance in today's vehicles.</i></p> <p>BodyShop Essentials Abrasives <i>We profile a shop owner who is looking to get more out of his abrasives.</i></p> <p>MSO Maintaining Consistency <i>The key to consistent operational performance across your network.</i></p> <p>SUPPLEMENT Vehicle Materials Guide <i>We examine some new car models and dissect what they're made of (aluminum, high-strength steel, carbon fiber, etc.)</i></p> <p>Ad Closing: March 15 Ad Materials Due: March 19</p>	<p>STATE OF THE INDUSTRY Cover Feature Theft in the Workplace <i>We address an all-too-common problem in shops.</i></p> <p>Technical Structural vs. Non-Structural Parts <i>It's just a non-structural part...is it not important?</i></p> <p>BodyShop Essentials Scan Tools <i>We profile a body shop owner who is looking to buy a scan tool.</i></p> <p>MSO Recruiting <i>Strategies for filling your labor needs now and in the future.</i></p> <p>Refinish Paint Department Profitability <i>How to make sure you're making money on paint and materials.</i></p> <p>Ad Closing: April 16 Ad Materials Due: April 19</p>	<p>BUYER'S GUIDE Cover Feature What Does Your Dream Shop Look Like? <i>If you could redo your shop, what would it look like?</i></p> <p>Technical Paint Prep Products <i>Abrasives, sanders, tape...we look at the latest products in this market.</i></p> <p>BodyShop Essentials Spraybooths <i>We profile a body shop owner who is looking to replace his spraybooth.</i></p> <p>MSO Selling & Estimating <i>The key to successful selling & estimating.</i></p> <p>SUPPLEMENT Heavy Duty Repair Guide <i>We examine the equipment a shop needs to get into heavy-duty truck repair.</i></p> <p>Ad Closing: May 15 Ad Materials Due: May 18</p>



EDITORIAL CALENDAR















JULY	AUGUST	SEPTEMBER
<p>Cover Feature Secrets of the Best Shops <i>We uncover what the best shops are doing to be considered the best.</i></p> <p>Technical Squeeze-Type Resistance Spot Welding (STRSW) <i>What is STRSW and why is it becoming a popular joining method?</i></p> <p>BodyShop Essentials Measuring Systems <i>We profile a body shop owner who is looking to upgrade his measuring system.</i></p> <p>MSO Customer Service <i>Strategies for achieving market-leading CSI.</i></p> <p>Refinish Training a Helper <i>A well-trained painter's helper can make the difference.</i></p> <p>Ad Closing: June 15 Ad Materials Due: June 18</p>	<p>Cover Feature The Art of Selling <i>How to increase your close ratio and improve your sales.</i></p> <p>Technical New Refinish Technology <i>Advances in refinish technology that are making paint even better.</i></p> <p>BodyShop Essentials Spray Guns <i>We profile a body shop owner who is looking to upgrade his spray guns.</i></p> <p>MSO Buying a Shop <i>What makes a shop an attractive acquisition?</i></p> <p>SUPPLEMENT OE Certification Guide <i>We examine OE certification and its equipment requirements.</i></p> <p>Ad Closing: July 16 Ad Materials Due: July 19</p>	<p>Cover Feature Independents vs. MSOs <i>How these two rivals are battling it out for market share.</i></p> <p>Technical MIG Brazing <i>Why more OEMs are recommending this type of welding.</i></p> <p>BodyShop Essentials Air Compressors <i>We profile a body shop owner who is looking to replace his air compressor.</i></p> <p>MSO When to Sell <i>Factors to consider before selling your business.</i></p> <p>Refinish Personal Protective Equipment <i>The importance of PPE and compliance measures.</i></p> <p>Ad Closing: August 15 Ad Materials Due: August 20</p>
OCTOBER	NOVEMBER	DECEMBER
<p>SEMA ISSUE – Bonus Distribution at Show</p> <p>Cover Feature Traits of a Successful Body Shop Owner <i>We analyze the ingredients that make up a successful shop owner.</i></p> <p>Technical Adhesive Bonding <i>A look at welding plus adhesives as a joining method.</i></p> <p>MSO OSHA Compliance <i>How one MSO keeps compliant with OSHA and keeps employees safe.</i></p> <p>BodyShop Essentials Clean Air Equipment <i>We profile a body shop owner who is looking to upgrade his clean air equipment.</i></p> <p>SUPPLEMENT Scanning Guide <i>We look at the training and tools a shop needs to do scanning in-house.</i></p> <p>Ad Closing: September 17 Ad Materials Due: September 20</p>	<p>Cover Feature Improving Your CSI <i>Tips on improving that all-important KPI: CSI.</i></p> <p>Technical Diagnostics <i>The demand for body shops to do more diagnosis relating to crashes.</i></p> <p>MSO Crunching the Numbers <i>How one MSO masters the financial side of his business.</i></p> <p>BodyShop Essentials Clearcoats <i>We profile a body shop owner who is looking for a faster-drying clearcoat that is economical in price.</i></p> <p>Ad Closing: October 15 Ad Materials Due: October 18</p>	<p>Cover Feature Health & Wellness <i>Strategies to improve employee health & wellness.</i></p> <p>Technical Aluminum Repair <i>A discussion on how aluminum repair differs from steel.</i></p> <p>BodyShop Essentials Lifts <i>We profile a body shop owner who is looking to upgrade his lift.</i></p> <p>MSO Marketing <i>An MSO discusses his branding and marketing strategies.</i></p> <p>SUPPLEMENT Crash Survey <i>Our annual survey of body shop owners' purchasing habits.</i></p> <p>Ad Closing: November 15 Ad Materials Due: November 19</p>



PRINT RATES

ADVERTISER BONUS: ENHANCE YOUR PRINT AD with video, audio, augmented reality and slideshows, making your ad in our digital edition completely interactive. Our readers will also be able to share pages with other decision makers and influencers via email, Facebook, LinkedIn, Twitter or click straight through to link to your website. Only \$500 with your print ad in BodyShop Business.

ROP DISPLAY RATES & SIZES

Ad Unit Size	OPEN	3X	6X	9X	12X	18X	24X	36X
 2 Page Spread trim size 15-3/4 x 10-3/4, Live Area 1/2" inside trim, Full Page Bleed, add 1/8" all sides past trim	\$15,865	\$14,875	\$14,440	\$14,000	\$12,920	\$12,730	\$12,445	\$12,025
 Full page trim size 7-7/8 x 10-3/4 Live Area 1/2" inside trim Full Page Bleed, add 1/8" all sides past trim	\$8,350	\$7,830	\$7,600	\$7,370	\$6,800	\$6,700	\$6,550	\$6,330
 2/3 page Vertical 4-1/2 x 10	\$6,190	\$5,900	\$5,520	\$5,360	\$5,150	\$4,940	\$4,820	\$4,680
 1/2 page Horizontal 7 x 5	\$5,010	\$4,720	\$4,550	\$4,420	\$4,200	\$4,080	\$3,960	\$3,810
 1/2 page Vertical 3-3/8 x 10								
 1/2 page Island 4-1/2 x 7-1/2								
 1/3 page Horizontal 7 x 3-5/16	\$3,480	\$3,270	\$3,140	\$3,070	\$2,890	\$2,800	\$2,730	\$2,610
 1/3 page Vertical 2-1/8 x 10								
 1/3 page Island 4-1/2 x 5								
 1/4 page Horizontal 7 x 2-1/2	\$2,700	\$2,530	\$2,460	\$2,390	\$2,280	\$2,190	\$2,110	\$2,020
 1/4 page Vertical 3-3/8 x 5								
 1/4 page Square 4-1/2 x 3-3/4								
 1/6 page Horizontal 4-1/2 x 2-1/2	\$1,860	\$1,720	\$1,670	\$1,610	\$1,540	\$1,480	\$1,430	\$1,380
 1/6 page Vertical 2-1/8 x 5								

Preferred positions available upon request:

Second cover, third cover, fourth cover, center spread, island spread, consecutive fractional units, other preferred positions

Electronic File Transfer:

<http://files.babcox.com/>

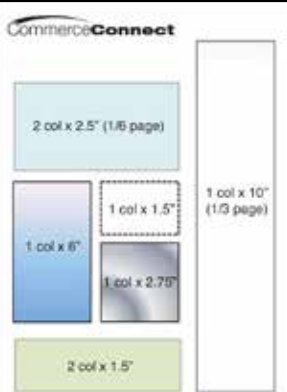
Questions: **330.670.1234 x277**

Katelyn Mueller - kmuller@babcox.com

Print & Digital Advertising Terms & Conditions

www.babcox.com/site/advertising-info/terms/

BODYSHOP BUSINESS 2018



CLASSIFIED RATES & SIZES

Rates are per column-inch, per insertion:

Ad size	Frequency			
	1x	3x	6x	12x
1" – 5"	\$185	\$176	\$167	\$159
6" – 10"	\$173	\$165	\$156	\$148
11" – 15"	\$162	\$154	\$146	\$139

Contact: **330.670.1234 x224**
Andie Martin - amartin@babcox.com

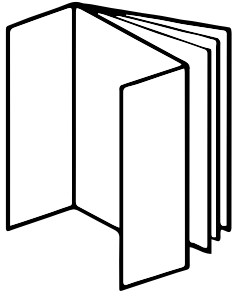
Display classified advertising units do not serve as rate holders and are not subject to agency commission. Payment is required with order.

Navigating Our Brands

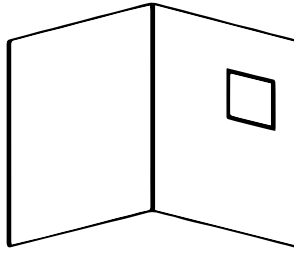




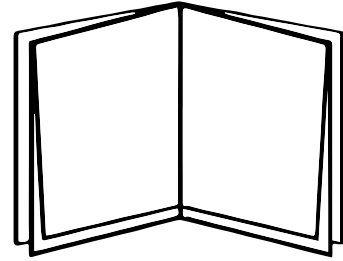
CREATIVE UNITS



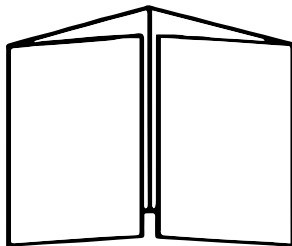
French Gate Cover



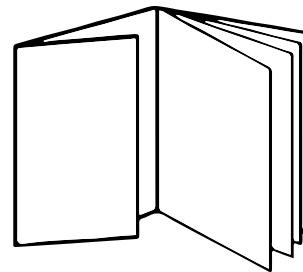
Label Aire Post-It



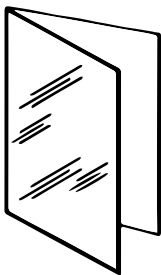
Poster



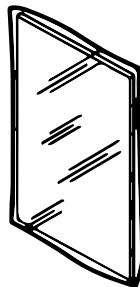
8-Page Gate



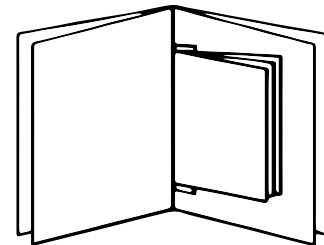
6-Page Cover Gate



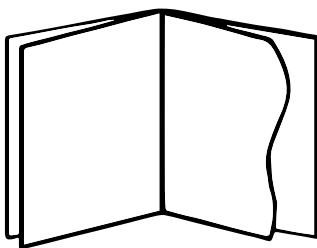
UV Coating



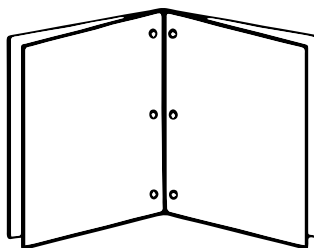
Polybag



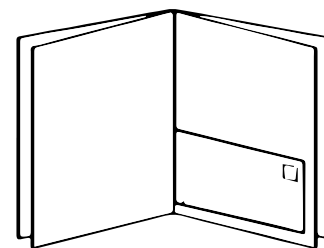
8-Page Insert Book



Insert with Die Cut



3- or 5-Hole Drilling

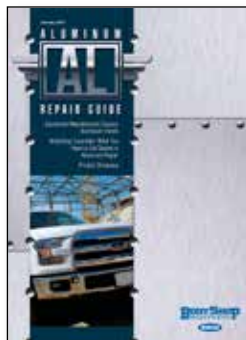


Reply Card



SPONSORSHIP OPPORTUNITIES

JANUARY



Aluminum Repair Guide

Aluminum. This is no fad, it's here to stay. As more automakers turn to this metal to make vehicles lighter, body shops need the equipment, tooling and training necessary to perform proper and safe repairs. We educate them on the products and knowledge they need to do structurally sound and profitable repairs.

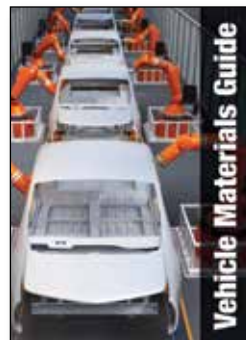
APRIL



18th Annual Reader's Choice Issue

For 18 years, we have put our readers in the spotlight by allowing them to ask us questions they need answers to and finding experts to provide the answers. We then give them Hollywood treatment by publishing an article and their name and photo in the magazine.

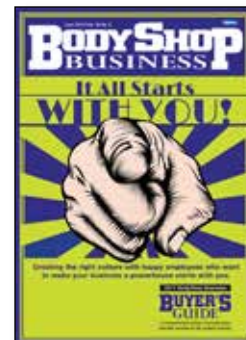
APRIL



Vehicle Materials Guide

We profile new vehicle models, the materials they're made of, where these materials are located, automaker repair guidelines and necessary equipment to make the repairs. Aluminum, high-strength steel, carbon fiber...it's all covered here!

JUNE



Buyer's Guide Issue

In this issue, we publish the ultimate "Yellow Pages" for the industry. Manufacturers are listed by category and alpha order so repairers can easily find what they're looking for. Advertisers get enhanced listings and logos to stand out from the pack, plus we have an online version that complements the print edition.

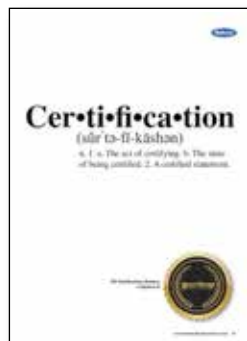
JUNE



Heavy Duty Guide

What equipment does a body shop need if it wants to get into repairing semi-tractor trailers? What are the similarities and differences between repairing light-duty vehicles and trucks? We answer those questions and more.

AUGUST



Certification Guide

Will OE certification be necessary for a body shop to survive in the future? We look at the training and equipment necessary to become a certified shop and how this movement will shape the future of the collision industry.

OCTOBER



SEMA Show Issue

We preview the world's largest automotive trade show and all the excitement it represents with a special issue that gets **bonus distribution at the show.**

OCTOBER



Scanning Guide

Scanning is the hottest topic in the collision industry today. Shops are eventually going to need to perform this duty in-house to ensure that a vehicle's safety systems are operating properly before delivering the vehicle back to the customer. What tools and training will they need?

DECEMBER



Crash Supplement

How much of a shop's expenditures go toward paint? Or parts? We dissect collision repairers' purchasing habits in various categories of equipment and materials and also put the spotlight on manufacturers that sell those products.



DIGITAL OPPORTUNITIES

eNEWSLETTER

Content: The hottest headlines, breaking stories, trends and viral news from the collision repair industry in the States and around the world

Frequency: 5x Weekly Distribution

Subscribers: 29,000

Flexible ad formats: When you submit your ad, choose which format you prefer.

A. Banner:

A 300x250 image that links to your website, the banner is a great option for driving brand awareness.

B. Text ad:

A native placement that looks similar to the eNewsletter's editorial content. Show off your newest product, talk about your brand, promote your trade show booth, etc. Labeled "Advertisement." Includes:

- 50 words of text
- 200x100 image
- 60-character headline
- Link to your website

C. Featured Video:

- Original video file (provide click-thru URL); or link to video
- 60-character headline

CHOOSE YOUR POSITION:

POSITION	1	2	3	4	5	6	7	8	9	10
INVESTMENT PER BLOCK:	\$1,825	\$1,525	\$1,375	\$1,100	\$1,100	\$1,100	\$1,100	\$1,100	\$1,100	\$1,100

Dateline Logo - \$550 (includes 240x60 logo only)



July 17, 2017

[Forward to a Colleague](#)

Follow us on [Facebook](#) and [Twitter](#)

A



B

Advertisement

North America's Largest MSO Network is coming to Your Market



CARSTAR is excited to partner with the highest quality independent collision repairs shops in your market. With industry leading KPIs and CARSTAR centers averaging 11.1 DRPs against an industry average of 3.5, we can add systems, scale and support to help you grow in an increasingly competitive environment.

[Read more...](#)

C

Featured Video



PMA.Vision

The Connection to the Future



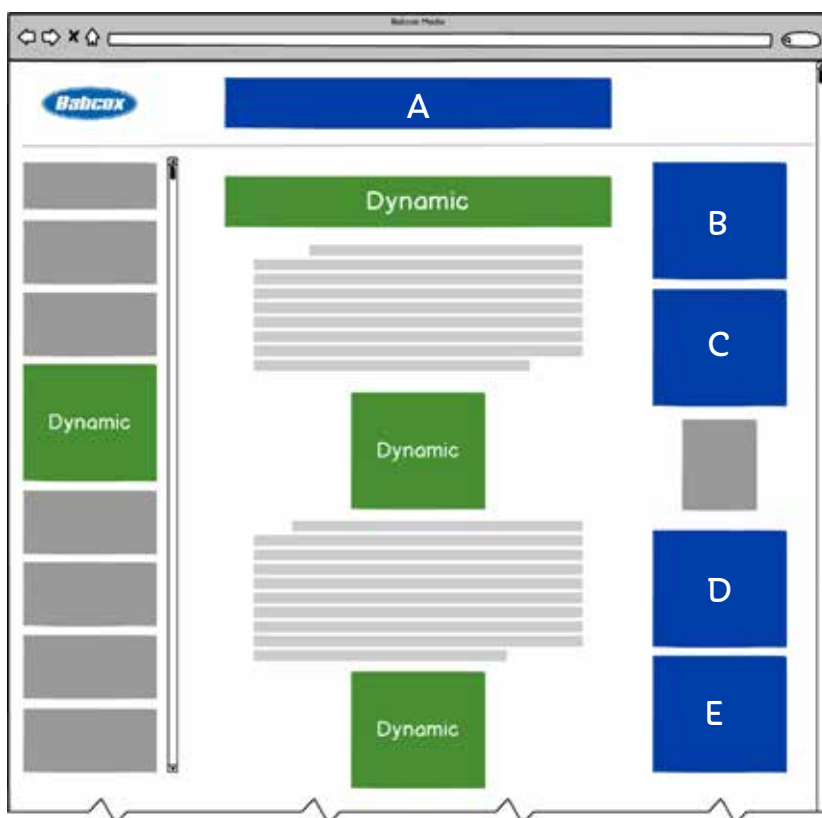
Sartorius PMA.Vision - The Connection to the Future

For detailed ad specifications, visit <http://ads.babcox.com>

*Ads are sold in half-month blocks, from the 1st of the month to the 15th, and the 16th to the end of the month.



DIGITAL OPPORTUNITIES



2018 WEBSITE ADVERTISING

BODYSHOPBUSINESS.COM –

BodyShopBusiness.com is the digital complement of BodyShop Business magazine, and updates daily with news, industry trends and product information vital to collision repair professionals. Our visitors see breaking news and read up on technical articles that assist them in performing proper and safe repairs for their customers.

TWO WAYS TO BUY

Choose how you want to advertise on the newly redesigned BodyShop Business website. Select a fixed position for a flat monthly rate, or buy your ads on a cost per 1,000 impressions (CPM).

FIXED ADS

Benefits:

- Your ad is seen in the same fixed position on the site throughout an entire month.
- Your ad rotates with one other advertiser in that position, giving you a 50% share of voice.
- Fixed ads are seen by our site's desktop users, ensuring your ad is seen on large screens.

Placement	Dimensions	Rate/month
Fixed position A	728x90 leaderboard	\$1,500
Fixed position B	300x250 rectangle	\$1,500
Fixed position C	300x250 rectangle	\$1,500
Fixed position D	300x250 rectangle	\$1,500
Fixed position E	300x250 rectangle	\$1,500

DYNAMIC ADS

Benefits:

- Your ad is interspersed with the site's editorial content.
- Buy as much exposure as you want. Sold by impressions per month, so you can customize how many times you want your ad to appear.
- Priced on an efficient CPM (*cost per thousand impressions*) basis.
- You receive exposure with both desktop and mobile users.

Placement	Dimensions	CPM
Long ad	728x90 leaderboard on desktop, 320x50 on mobile	\$25
Square ad	300x250 rectangle on both desktop and mobile	\$25

* Minimum CPM buy: 10,000 impressions per month

For detailed ad specifications, visit <http://ads.babcox.com>



DIGITAL OPPORTUNITIES

BODYSHOPBUSINESS.COM – HIGH IMPACT AD POSITIONS

View a live demo of each ad at <http://ads.babcox.com/demos>

PREMIUM PUSHDOWN

The pushdown is an expanding ad that provides impactful branding. It takes center stage on the site when it appears to users in an expanded state, pushing down the page content. After a few seconds it automatically retracts into a banner that remains at the top of the content, when it can be re-expanded by the user. †

\$2,250/Week



FLOOR AD

The Floor Ad sits on top of the site's content at the bottom of the page, showcasing your advertising message. As the user scrolls, the floor ad stays in position and remains in place until it's closed by the user. †

\$1,800/Week



IN-STORY VIDEO

Your video is embedded between paragraphs of an article. The video plays only when a user scrolls to a certain point in the article, and the sound is enabled when the user places their cursor over the ad. †

\$1,575/Week



PARALLAX

This ad unit appears to sit behind the page in a cut-out window, creating a unique effect as the user scrolls. You need to view the demo at <http://ads.babcox.com/demos> to fully appreciate the Parallax! †

\$1,450/Week



EXPANDABLE VIDEO

This unit is an upgrade to a fixed ad in positions B, C, D or E. Your 15-second video auto-plays in your ad position when the page loads. When the user places their cursor over the video, the video expands and audio begins playing. Appears on desktop only. Sold monthly.



Cost of fixed ad + 25%

SIDEKICK

This unit is an upgrade to a fixed ad in positions B, C, D or E. At first, the Sidekick looks like a standard 300x250 rectangle in the right sidebar. But when the user places their cursor over the rectangle, the creative pushes the page content to the left, revealing a large canvas for your message. Appears on desktop only. Sold monthly.



Cost of fixed ad + 25%

† Appears once per user per day

For detailed ad specifications, visit <http://ads.babcox.com>



DIGITAL OPPORTUNITIES

DIGITAL EDITION SPONSORSHIP

Reach collision shop owners and managers while they're engaged with BodyShop Business content! Your company can be the sole sponsor of BodyShop Business' digital magazine and archives.

- **Emailed twice monthly to 37,000 subscribers**
- **Readable on computers, tablets and smartphones**

This exclusive sponsorship is sold on a monthly basis. When you're the sponsor of the digital edition, your ads appear on that issue, both in the current month as well as when the issue is archived.

YOUR SPONSORSHIP INCLUDES:

1. Prominent positioning in two email blasts to 37,000+ BodyShop Business subscribers.

- Each eBlast encourages subscribers to view the digital edition.
- Your company's logo is placed prominently above the fold.
- You also receive a 250x250 display ad running within the message.

2. Banner ads appearing on each digital edition page.

- A 728x90 leaderboard appears at the bottom of all desktop and tablet pages.
- A 320x50 mobile leaderboard renders on smartphones.

3. An interstitial greets each user at the beginning of their session.

- This large ad takes over the page, ensuring your ad message is front and center when a user begins reading the digital edition's content.
- Appears on desktop, tablet and mobile versions.

The digital edition is promoted to readers via email alerts, BodyShop Business.com, the BodyShop Business eNewsletter, and social media (Twitter and Facebook).

Investment per month: **\$5,000**

Includes sponsorship of the current issue and all archived issues.

DESKTOP



MOBILE



TABLET





DIGITAL OPPORTUNITIES

SPONSORED CONTENT

Tell a story to BodyShop Business' audience! Sponsored content allows you to write an article for theBodyShop Business website.

Use sponsored content to position yourself as an expert within the market and educate readers. You can discuss industry trends or provide technical know-how within your article, engaging readers in a native format while promoting your ideas.

YOUR SPONSORED CONTENT PROGRAM INCLUDES:

1. Posting of your 250-500 word article to the BodyShop Business website.

- The article features your company's name and logo with a "sponsored by" tagline.
- You can also submit images related to the article to be featured on this page.
- Your article remains on the BodyShop Business website permanently, extending the value of your program.



2. Promotion of your article in 2 issues of the BodyShop Business eNewsletter.



3. Listing in the Suggested Articles feed along the left side of the BodyShop Business website for 30 days.



4. Cross-promotion on social media (Twitter and Facebook) from the BodyShop Business account.

Total Value: \$4,700

Investment: \$1,800

- *Need help writing a great article? Let Babcox's team of subject matter experts do it for you. Add \$400 to the program price.*
- *Want to see your article in print also? Contact your sales manager for an affordable package rate.*

* Note: The content of your article cannot be a sales pitch for your company or its products, or mention competitors. The publisher must approve all sponsored content articles prior to posting. All elements of the program will be labeled "sponsored content."

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VIDEO SPONSORSHIP OPPORTUNITIES



BODYSHOP BUSINESS' CRUNCH TIME

Crunch Time with Jason Stahl is a video series featuring BodyShop Business Editor Jason Stahl visiting body shops and talking with shop owners about issues of the day or just experiencing the everyday goings-on of collision repair centers.

SPONSORSHIP INCLUDES:

- E-newsletter push to 29,000 subscribers
- 30,000 monthly impressions delivered by a co-branded promotional banner that showcases the sponsored video across the BodyShop Business website. This banner creative and/or destination is updated each week
- Promotion on the BodyShop Business social media channels of each weekly video, which includes the sponsor's brand in each post
- Ownership of the content for use on your internal sites for one year

Monthly Program Price: \$5,000

BODYSHOP BUSINESS 2018

NEW VIDEO SERIES COMING OCTOBER 2017



CRASH COURSE

Crash Course is a short-form video series dedicated to informing and educating the body shop owner. It will feature BodyShop Business Editor Jason Stahl summarizing and bullet pointing recent articles published in the magazine covering topics from technical to business — scanning, welding, marketing, employee management and more.

- Two new videos per month pushed to 29,000 subscribers via our daily e-newsletter
- Sponsorship includes traffic-driving and branding elements throughout the BodyShop Business digital footprint.
- Monthly Program Price \$3,000

Navigating Our Brands





BABCOX DATA & INSIGHTS

Data's role in business has changed over time. It's no longer reserved for high-level strategy meetings — it's now used to guide and influence day-to-day decisions. Babcox Media is invested in audience-data collection, management and segmentation to guide our editorial, strategic and promotional efforts, as well as those of our customers.

Our Centralized Audience Resource (CAR) is an integrated customer database that contains demographic and behavioral data from all of the Babcox Media publications, digital products and events spanning the car dealer, auto care, tire, collision, distribution, performance, commercial trucking, powersports and enthusiast markets. CAR can help you create effective marketing campaigns that target the right audience with the right message, utilizing the best customized products to achieve your goals and objectives.

Gaining a better understanding of an audience through research arms marketers with insightful information, providing a well-founded path to success. The Babcox Media Research Team produces custom quantitative and qualitative proprietary research throughout car dealer, auto care, tire, collision, distribution, performance, commercial trucking, powersports and enthusiast markets. Our research professionals analyze national, regional and local industry data to uncover key information relative to your brand, product or service using various methodologies to aid your business.

We manage all phases of your research projects, including the development of a project overview, an outline of objectives and deliverables, sampling, data collection, tabulation, statistical analysis and reporting.



CUSTOM CONTENT & WEBINARS

From custom publishing services to custom marketing campaigns and content, our team can work with you to devise an individualized strategy to maximize incoming leads. Our portfolio of custom services provides you with the unique opportunity to support your marketing communication strategies with your own dedicated specialty publication or promotion, tailored to deliver your message with impact to your target audience. Whether you're introducing new products, presenting new services or reinforcing your brands, we'll create an efficient, cost-effective custom piece to enhance the value of your products and move customers to action.

Are you looking to position your company as a thought leader in the market while simultaneously generating leads? Babcox Media-produced webinars are a cost-effective way to fill your sales pipeline, while building deep relationships with aftermarket decision-makers. Many companies produce webinars, but only Babcox Media offers the expertise, audience and tools to ensure your webinar's success.



LEAD GENERATION & LIST RENTAL

Targeted marketing strategies are crucial to generating sales leads and turning them into customers. By tapping Babcox Media's network of qualified buyers throughout the car dealer, auto care, tire, collision, distribution, performance, commercial trucking, powersports and enthusiast markets, our experts can develop and nurture the entire lead-generation process, delivering sales-ready buyers to you. We tailor our lead-generation campaigns to deliver premium contacts and can utilize a variety of tactics, including webinars and targeted lead-engagement programs, to provide full demographic leads.

Reach thousands of car dealer and auto care professionals by using key Babcox Media lists. Our audience runs both wide and deep throughout the industry with our BPA-audited, controlled circulation subscriber lists. Babcox Media lists contain everything you need to execute powerful direct mail, telemarketing or email campaigns to reach your target audience. Whether you want to reach customers and prospects through the mail, phone, email or an integrated campaign, we can tailor a program to help you achieve your marketing goals.

EVENT MEDIA & EVENT VIDEO

Are you an event producer? Babcox Media offers turnkey Show Daily and Show Directory production services. From ad sales and content planning to design and printing, we partner with major show producers to keep you focused on your exhibitors and attendees instead of on a labor-intensive publishing project. In addition to our comprehensive show directories, we specialize in full-coverage show dailies that feature breaking news, day-of-event information and highlights from the show floor.

Are you an exhibitor? Don't get lost in a sea of competition on the trade show floor. Take advantage of Babcox Media's show dailies and show guides to bolster attendee awareness of your show specials, events, and the new products and services that you're unveiling at the show.

