

# AUDIENCE EXPERIENCE PLANNER



BodyShop Business is the market leader, online and in print, focusing on delivering industry news and trends, business management content, technical expertise and state-of-the-art equipment and supplies to collision repair facility owners and managers so that they can run their businesses more efficiently and profitably.

Reach Key Decision Makers in Collision Repair Facilities - Anytime. Anywhere.



# MARKET SERVICES

→ FOR ADVERTISING INFORMATION AND RESOURCES CLICK ON THE "ADVERTISE" DROPDOWN ON THE BODYSHOP BUSINESS BRAND PAGE AT [Babcox.com/brand/bodyshop-business/](http://Babcox.com/brand/bodyshop-business/)

## CONTENT

Tell a story to our audience! [Sponsored Content](#) allows you to write an article for [BodyShopBusiness.com](http://BodyShopBusiness.com). Educate readers by discussing industry trends or providing technical knowledge. Prominent positioning and promotion are included.

Our partners also turn to us for custom content creation and creative services, including:

- Case Studies & White Papers
- Infographics
- Reviews
- How-tos, Lists or Guides
- [Landing Pages](#)

## CUSTOM SPONSORSHIPS

Custom sponsorships allow for your customized message, including co-branded features and unique integrations that provide the opportunity to align brands with our respected content in a BIG way.

- Website Sponsorships
- Event Sponsorships
- Garage Studio Sponsorships
- Guess the Car Sponsorship
- Buyer's Guide
- Executive of the Year

## eNEWSLETTERS

Take advantage of digital display and native ad placements, as well as sponsorship opportunities, placing your message in front of shop owners, managers and technicians while they're proactively seeking information about the industry.

- **BodyShop Business Daily eNewsletter** - 5x/week (Monday-Friday)  
Subscribers: 20,281  
Monthly Opens: 113,873
- **BodyShop Business Weekly eNewsletter** - 1x/week (Friday)  
Subscribers: 19,289  
Monthly Opens: 9,108

## MAGAZINE

*BodyShop Business* is the leading print publication for collision repair shop owners. General topics such as efficiency, profitability and repair quality empower shop owners with the knowledge they need to run successful businesses.

- Display Ads
- Advertorials
- Digital Editions
- Custom Publishing

Total Qualified Circulation: **36,592**

## PODCASTS

Podcasts allow you to tap into a loyal and engaged group of listeners. A podcast audience forms a relationship with the host – and with the brand that sponsors the show.

Align your brand with a *BodyShop Business* podcast. Sponsorships include:

- Sponsor attribution in each episode
- Promotion via eNewsletter, website and social media
- Posting of the episodes to *BodyShop Business.com* and syndication to all major podcast platforms

## RESEARCH

From surveys to focus groups, our experienced automotive aftermarket industry research team leverages deep industry knowledge to craft research campaigns that deliver accurate and reliable data that can help you take the pulse of the market, court new business, gain customer insights and track and predict trends.

- State of the Industry

[Request more info](#)

## WEBINARS

Prove the ROI of your marketing program! A [webinar](#) helps you:

- Position your company as a thought leader
- Generate leads
- Deliver an impactful branding message

It doesn't matter if you already have a topic and presenters in mind, or if you need help creating an idea from scratch. Our team of experts makes it easy by managing the process from start to finish.

## WEBSITE

[BodyShopBusiness.com](http://BodyShopBusiness.com) has more than 121,905 pageviews each month. The average reader spends about 2:25 minutes per page.

- Website Display Ads
- High-Impact Ads
- Content Targeting Ads
- Site Sponsorship
- Sponsored Content
- Digital Supplements

[Babcox.com Ad Demos](#)

Monthly Pageviews: **121,905**

## VIDEO

[Video](#) is not only popular but has great visual storytelling capabilities to help you reach and engage your target audience.

Align your brand with the *Collision Studio* video series.

- Sponsor attribution in each video
- Promotion via eNewsletter, website and social media
- Product Placement
- Custom Video
- Booth/Trade Show Video
- Interactive Video

[Garage Studio and Training Center](#)  
[Why Video is Significant](#)

## DIRECT MARKETING

Target a select group within our audience base to deliver a specific message in order to generate a direct response. We are able to communicate with individuals who have agreed to receive emails from our partner clients to help you sell more products.

## ADVANCED DIGITAL TARGETING

Leverage our industry knowledge, first-party data and expertise to create a custom campaign that reaches your audience at the right time, in the right place, with the right message.

Connected TV  
Audio Ad Delivery  
Native Ads  
Keyword Targeting  
[Weather Targeting](#)  
Retargeting  
Contextual Targeting  
Social Retargeting

Audience Targeting:

- Behavioral
- NAICS/SIC Codes
- CRM Targeting
- Look-alike Audience
- Predictive Targeting
- Audience Excluding

[Facility Targeting:](#)

- IP Targeting
- Geofencing
- Historical Targeting



# BODYSHOP BUSINESS