

AUDIENCE EXPERIENCE PLANNER

ENGINEBUILDER



Engine Builder has been the independent voice and an unwavering advocate of the professional engine builder, remanufacturer, machine shop and parts and equipment supplier for more than 55 years. We pay attention to a greater variety of technical, business and marketing topics for a wider range of markets in an unmatched combination of print, video and digital assets. We put the engine building professional first in everything we do.

Delivering High Performance Solutions to Reach Your Target Audience.



MARKET SERVICES

→ FOR ADVERTISING INFORMATION AND RESOURCES CLICK ON THE "ADVERTISE" DROPDOWN ON THE ENGINE BUILDER BRAND PAGE AT Babcox.com/brand/engine-builder/

CONTENT

Tell a story to our audience! [Sponsored Content](#) allows you to write an article for EngineBuilderMag.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 but not limited to:

- Case Studies & Whitepapers
- 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.

- Engine of the Week
- Diesel of the Week
- Mild vs. Wild
- Intellectual Horsepower
- Website Sponsorships
- Event Sponsorships
- Garage Studio Sponsorships

eNEWSLETTERS

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

- **Engine Builder eNewsletter** - 2x/week (Mon/Thu)
Subscribers: 12,188 | Monthly Opens: 40,466
- **Engine of the Week** - 1x/week (Tue)
Subscribers: 10,053 | Monthly Opens: 16,080
- **Diesel of the Week** - 1x/week (Wed)
Subscribers: 8,501 | Monthly Opens: 12,174

MAGAZINE

Engine Builder is the leading print publication for engine building and machine shop professionals. General topics such as engine components, fuel, oil, tuning, machining, and best business practices are universal and regularly fill our pages.

- Display Ads
- Advertorials
- Digital Editions
- Custom Publishing

Total Qualified Circulation: **9,000**

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 the *Industry Insiders* podcast. Sponsorships include:

- Sponsor attribution in each episode
- Promotion via eNewsletter, website and social media
- Posting of the episodes to *EngineBuilderMag.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.

[Request more info](#)

WEBINARS & LIVESTREAMS

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

EngineBuilderMag.com has more than 405,495 pageviews each month. The average reader spends about 2:44 minutes per page.

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

[Babcox.com Ad Demos](#)

Monthly Pageviews: **405,495**

SOCIAL MEDIA

With a 100% organic audience across all of our platforms, engagement in our social media content is unmatched. Across our social media platforms we regularly deliver more than 500,000 impressions per week. Find out how your brand can utilize this audience too.

[Instagram](#): **74,000+ followers**

[Facebook](#): **16,300+ followers**

[Twitter](#): **2,500+ followers**

[YouTube](#): **2,000 subscribers**

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
- Geo Fencing
- Historical Targeting

VIDEO

Video is not only popular, but has great visual storytelling capabilities to help you reach and engage your target audience. We're innovating every day, providing robust video solutions to match customer needs:

- Product Placement
- Sponsored Video
- Custom Video
- Booth/Trade Show 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.