

# AUDIENCE EXPERIENCE PLANNER



*Transmission Digest* provides educational and reference materials for shops and provides an resource for sourcing parts, supplies and services necessary for a successful and profitable operation. Serving the transmission aftermarket since 1981, *Transmission Digest* remains dedicated to the automotive powertrain industry, providing technical instruction, valuable business strategies, up-to-date industry news across print and digital channels.

## Reach Automotive Powertrain Professionals – Anytime. Anywhere.



# MARKET SERVICES

→ FOR ADVERTISING INFORMATION AND RESOURCES CLICK ON THE "ADVERTISE" DROPDOWN ON THE TRANSMISSION DIGEST BRAND PAGE AT [Babcox.com/brand/transmission-digest/](http://Babcox.com/brand/transmission-digest/)

## CONTENT

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

Markets 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 custom content, co-branded features and unique integrations that provide brands with the opportunity to align their message with our respected content and content producers 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 and technicians while they're proactively seeking information about the industry.

- **Transmission Digest eNewsletter** - 1x/week (Thu)  
*Subscribers: 8,075*  
*Monthly Opens: 11,281*
- **ePowertrain Bulletin** - 1x/month  
*Subscribers: 12,500*  
*Monthly Opens: 13,087*

## MAGAZINE

*Transmission Digest* is the leading print publication for transmission 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: **15,000**

## 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 a *Transmission Digest* podcast. Sponsorships include:

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

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

[TransmissionDigest.com](http://TransmissionDigest.com) has more than 18,431 pageviews each month. The average reader spends about 1:31 minutes per page.

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

[Babcox.com](http://Babcox.com) [Ad Demos](#)

Monthly Pageviews: **18,431**

## 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 *Transmission Tech* 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.

## 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

