

AUDIENCE EXPERIENCE PLANNER

TIRE REVIEW



Founded in 1902, *Tire Review* has been the industry's leading source of "all things tire related" for well over a century – and is committed to helping today's independent tire dealers run a stronger, more competitive business. *Tire Review* provides in-depth tire content, as well as service-related articles, to help its audience conduct expert tire replacements and vehicle repairs. Business operations content helps boost profitability by targeting the everyday issues of running a tire dealership.

Deliver Your Message to the Right Audience - Anytime. Anywhere.



MARKET SERVICES

→ FOR ADVERTISING INFORMATION AND RESOURCES CLICK ON THE "ADVERTISE" DROPDOWN ON THE TIRE REVIEW BRAND PAGE AT Babcox.com/brand/tire-review/

INDUSTRY RECOGNITION PROGRAMS

Each year, *Tire Review* recognizes those in the industry who go above and beyond to serve their communities.

- **Top Shop:** One Top Shop Winner and three Finalists are recognized as tire dealers who are the best of the best at what they do. Winners and Finalists are profiled in the magazine and invited to our annual Top Shop event.
- **Club 3633:** An exclusive group of professionals that celebrates the next generation of innovators in the industry. Members are featured in print, on TireReview.com and on social media.
- Sponsorships are available.

CUSTOM CONTENT

Tell a story to our audience! [Sponsored Content](#) allows you to write an article for TireReview.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](#)

UNIQUE CONTENT

Tire Review's editorial package is dedicated to the profitability of the tire service professional. This premium content is Tire- and Service-focused to mirror our audience's business concentration.

Relevant tire articles, under the headings of tire tech, tire service, tire segment focus, tire trends and tire tips, are complemented by service articles covering the latest technical information on both under-the-hood and undercar repairs, addressing the growing complexity of vehicle systems.

eNEWSLETTERS

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

- **Tire Review eNewsletter**
5x/week (Mon-Fri)
Subscribers: 11,058
Monthly Opens: 62,373
- Custom eNewsletters

MAGAZINE

Tire Review is the leading print publication for independent tire dealers looking for resources to stay on top of their game, with information on running and operating a profitable business.

- Display Ads
- Advertorials
- Digital Editions
- Custom Publishing

Total Qualified Circulation: **30,000**

PODCASTS

A [podcast](#) allows 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 *What's Treading* podcast. Sponsorships include:

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

TireReview.com has more than 236,882 pageviews each month. The average reader spends about 1:47 minutes per page.

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

[Babcox.com Ad Demos](#)

Monthly Pageviews: **236,882**

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.