

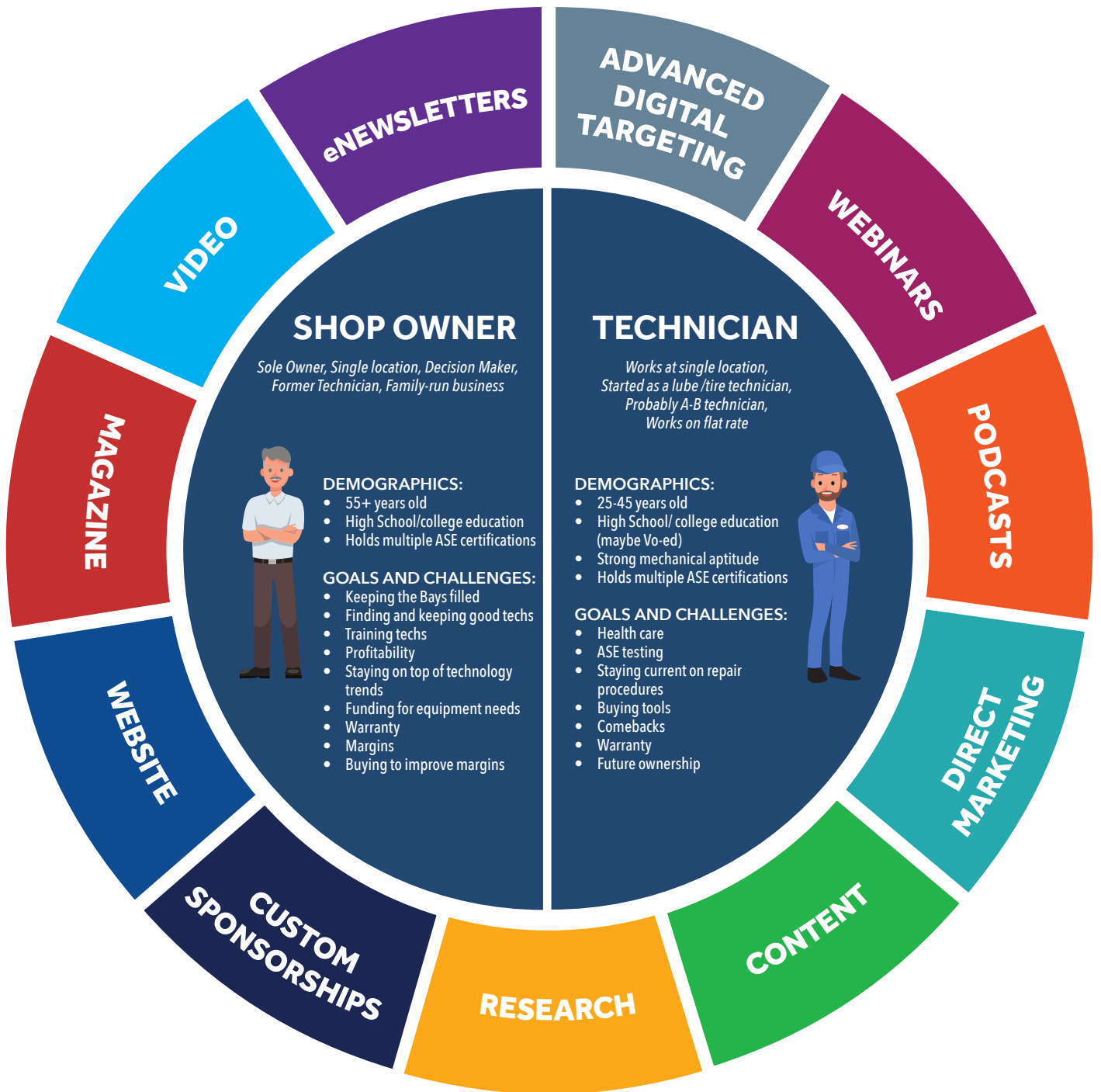
AUDIENCE EXPERIENCE PLANNER

TECHSHOP



TechShop leads the industry in educating the equipment and tool buyer by providing informative articles, technical features and the latest information on the equipment and tools used in independent repair facilities. With a digital reach that extends into the dealership and DIY markets, automotive service shop owners and technicians rely on TechShop to help them build their business with products that increase their productivity and profitability.

Reach over 500,000 Tool & Equipment Buyers – Anytime. Anywhere.



MARKET SERVICES

→ FOR ADVERTISING INFORMATION AND RESOURCES CLICK ON THE "ADVERTISE" DROPDOWN ON THE TECHSHOP BRAND PAGE AT Babcox.com/brand/techshop/

CONTENT

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

- Website Sponsorships
- Event Sponsorships
- Garage Studio Sponsorships
- Newsletter Sponsorship

eNEWSLETTERS

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

- TechShop Tool Connect
2x/week (Mon/Wed)
Subscribers: 28,688 | Monthly Opens: 64,242
- Tool Connect Platinum

MAGAZINE

TechShop (8x per year)
Total Qualified Circulation: **65,000**

- Display Ads
- Advertorials
- Cover Sponsorship
- Digital Editions
- Custom Publishing

Diagnostic Digest (1x per year)

- Display Ads
- Advertorials
- Cover Sponsorship
- Digital Edition

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.

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](#)

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.

Sponsorship of *TechShop's Code Reader Podcast* includes:

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

WEBSITES

[TechShopMag.com](#) has more than 38,096 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 Ad Demos](#)

Monthly Pageviews: **38,096**

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.

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



TECHSHOP