

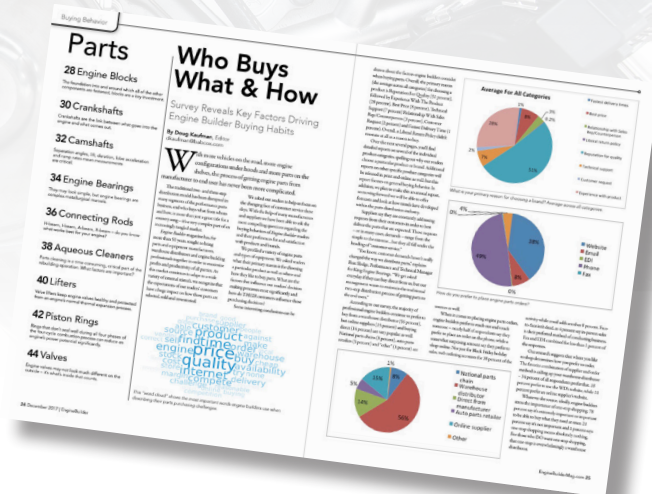
Coming in December 2018

# ENGINE BUILDER

## Buying Behavior & Brand Satisfaction Report

Once again, **Engine Builder** magazine is getting ready to survey our readers about how and why they buy engine parts and shop equipment. With the guidance of some of the industry's leading manufacturers and suppliers, we will ask the questions that are most compelling. Some of what we'll ask includes:

- Where do you purchase the majority of your engine parts?
- How do you learn about new products?
- How important is "one stop shopping" for engine parts to you?
- Which influences your CUSTOMERS' purchase decisions the most? Price, quality, performance, support, brand reputation?
- How have your customers changed in the last five years?
- What is the greatest challenge for your business today?
- How does your customer perceive private label products?
- Are you finding that customers are more educated/informed when contacting you or less informed, when requesting an engine build?
- If your WD sales rep left today and went to another company, would you follow that sales person and show loyalty to them or continue to show loyalty to the WD?
- Does "Made in the USA" affect your buying decisions?



We will analyze our readers' responses to determine what is most pressing to their buying behavior. What do they look for from their suppliers when it comes to the parts they specify and purchase for the engines they build? The data from the survey will be collected by specific product categories, enabling our print and digital readers to better understand the market conditions on a product-by-product basis. In addition, advertising messages tied to specific product categories will be positioned across from relevant data. Reports will be written and published in the December 2018 issue of **Engine Builder**.

### Exclusive to Sponsors – Brand Satisfaction Report

This four-page, four-color report provides critical insights into the brands that engine builders use by product category. Along with buying behavior data, this report will track the satisfaction with brands in a specific product category. The competitive brand data is provided exclusively to the sponsor of each product category.

### In addition, sponsors receive:

- The ability to include one product-specific (NOT brand) question that will be included in the survey (result will be shared in the pages of EB)
- One full-page advertisement
- One adjacent analysis of the buying behavior product data with short interview of sponsor's executive or product expert.

#### Categories may include (but are not limited to):

- |  |                    |                                  |
|--|--------------------|----------------------------------|
| • Aqueous Cleaning                           | • Dynamometers     | • Piston Rings                   |
| • Boring Bars                                | • Engine Bearings  | • Pistons                        |
| • Camshafts                                  | • Engine Blocks    | • Pushrods                       |
| • Carburetors                                | • Fasteners        | • Rocker Arms                    |
| • Cleaning Equipment                         | • Gaskets          | • Surfacing Equipment            |
| • CNC Equipment Designed for Engine Building | • Honing Equipment | • Timing Components              |
| • Connecting Rods                            | • Lifters          | • Valve Seat and Guide Equipment |
| • Crankshafts                                | • Lifters          | • Valve Springs                  |
| • Cylinder Heads                             | • Oil Pumps        | • Valves                         |
|  | • Oils             |                                  |

Full-page, four-color sponsorship | Rate: \$4,000 per product category

