



Engine Builder provides technical, business management and marketing information to engine builders/rebuilders serving all segments of the engine aftermarket, from passenger car and light truck to performance, racing and heavy-duty diesel.

**5881 Available Emails**

The audience is comprised of shop owners and managers of engine building establishments. These are the pros with decision making authority. ENGINE BUILDER is the only monthly magazine serving the engine building and rebuilding industry, from high performance to heavy duty diesel engines. These independent businessmen stay informed about new products, profitability and new business opportunities through ENGINE BUILDER

**SELECTIONS: (additional cost per thousand)**

Business/Industry	\$15/M
Number of Employees	\$15/M
Sales Volume	\$15/M
State, Zip, SCF, County	\$15/M
Title	\$15/M
MSA/Radius Select	\$50/ea

**TYPE OF BUSINESS:**

Engine Rebuilder/Machine Shop	3,293
Jobber Engine Rebuilder/Jobber w/ Machine Shop	1,310
Production Engine Rebuilder	253
<b>ENGINE BUILDER TOTAL:</b>	<b>4,856</b>

Automotive/Heavy Duty Jobber, Wholesaler, and WD who sell engine parts	745
Engine Machine Shop Tool & Equip. Distributor	90

**JOB TITLE:**

Owner, Pres, VP, Partner	4,181
Manager, Supervisor, Foreman	838
All Others	862

**TYPE OF ENGINES BUILT / REBUILT:**

Passenger Car / Light Truck Gas	3,203
High Performance	3,083
Commercial / Industrial	1,119
Small Engine	1,640
Heavy Duty Diesel	1,100
Medium Duty Diesel	1,608
Light Diesel	325
Agricultural	1,316
Marine	1,475

**PERCENT OF WORK IS PERFORMANCE RELATED:**

None	396
1% - 10%	929
11% - 25%	929
26% - 50%	927
51% - 75%	792
More than 75%	1,147
	1,114

**SOURCE:**

Direct Request/ Controlled Circulation.  
BPA Audited.  
File is updated daily, CASS Certified and an ACS participant to ensure list accuracy and deliverability.

Effective: 7-25-16

DATE: JUL 2016

**EMAIL MARKETING**

\$400/M  
Call for Updated Counts

**MINIMUM ORDER**

\$1000 minimum

**MAIL/PHONE/EMAIL LISTS**

Combination Discounts Available  
Call for Rates

**TERMS**

Payment due in 30 days after receipt of order on established accounts.  
Prepayment due on first-time orders.

**REQUIREMENTS**

Signed List Rental Agreement  
Supplied Html file, Subject & From lines, and test emails.

**FOR MORE INFORMATION, CONTACT**

**Don Hemming**  
**Phone: (330) 670-1234 ext. 286**  
Fax: (330) 670-7151  
E-Mail: dhemming@babcox.com  
**Babcox Media, Inc.**  
3550 Embassy Parkway Akron, OH 44333



Engine Builder provides technical, business management and marketing information to engine builders/rebuilders serving all segments of the engine aftermarket, from passenger car and light truck to performance, racing and heavy-duty diesel.

**15,581 Available Names**

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**SELECTIONS: (additional cost per thousand)**

Business/Industry	\$15/M
Number of Employees	\$15/M
State, Zip, SCF, County	\$15/M
Title	\$15/M
MSA/Radius Select	\$50/ea

**TYPE OF BUSINESS:**

Engine Rebuilder/Machine Shop	7,823
Jobber Engine Rebuilder/Jobber w/ Machine Shop	3,761
Production Engine Rebuilder	578
<b>ENGINE BUILDER TOTAL:</b>	<b>12,162</b>

Automotive/Heavy Duty Jobber, Wholesaler, and WD who sell engine parts	2,231
Engine Machine Shop Tool & Equip. Distributor	243

**JOB TITLE:**

Owner, Pres, VP, Partner	10,826
Manager, Supervisor, Foreman	2,444
All Others	1,840

**TYPE OF ENGINES BUILT / REBUILT:**

Passenger Car / Light Truck Gas	7,790
High Performance	7,001
Commercial / Industrial	2,853
Small Engine	3,904
Heavy Duty Diesel	2,550
Medium Duty Diesel	3,849
Light Diesel	746
Agricultural	3,338
Marine	3,568

**PERCENT OF WORK IS PERFORMANCE RELATED:**

None	1,070
1% - 10%	2,453
11% - 25%	2,345
26% - 50%	2,305
51% - 75%	1,863
More than 75%	2,407

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**BASE RATES**

\$130/M Non-Advertiser  
\$100/M Advertiser

**PHONE NUMBERS**

Base Rate Plus additional \$60/M

**MINIMUM ORDER**

\$500 minimum

**MAIL/PHONE/EMAIL LISTS**

Combination Discounts Available  
Call for Rates

**LIST DATA**

Contact Name  
Title  
Company  
Address  
City, State, Zip

**TERMS**

Payment due in 30 days after receipt of order on established accounts.  
Prepayment due on first-time orders.

**OUTPUT FORMATS**

E-mail, FTP, CD, or diskette - \$25/Flat  
Pressure Sensitive Labels - \$20/M

**REQUIREMENTS**

Signed List Rental Agreement  
Sample Mail Piece for Approval

**FOR MORE INFORMATION, CONTACT**

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E-Mail: dhemming@babcox.com  
**Babcox Media, Inc.**

3550 Embassy Parkway Akron, OH 44333