A Supplement: March, June & November 2015 Issues of Brake & Front End, ImportCar and Underhood Service

Maintenance Matters by the Babcox TechGroup (Brake & Front End, ImportCar and Underhood Service) is designed to provide shop owners, service managers and technicians with smart and insightful content focused exclusively on improving a shop’s profitability within the vehicle maintenance category.

EACH ISSUE OF MAINTENANCE MATTERS INCLUDES
Maintenance Chronicles - Real World Maintenance Shop Profiles:
We will feature two shops from across the country, documenting their maintenance service workflow over a two-week process, as a means to help you effectively promote preventive maintenance to your customers. Preventive maintenance checks and thorough inspections by shop owners and technicians can drive the purchase and installation of many maintenance items including air, cabin air, oil and fuel filters, wiper blades, spark plugs, lighting, oil, chemicals & additives, brakes, batteries, belts and hose, O2 sensors and more! Maintenance really does matter.

2015 Editorial Calendar

MARCH  
SPRING CAR CARE
April is National Car Care Month and Maintenance Matters kicks off this industry initiative with relevant content that can help shops educate customers on the value of preventative maintenance and close on needed repair sales.

• Maintenance Chronicle
• Selling the Complete Belt Service
• When and why should your shop sell synthetic fluid services.
• Talking to your customers about their driving habits.
• Tools for communicating with your customer about their battery.
• Wiper blade inspection methods.
• Show & Tell: How to boost your air filter sales.
Ad Closing: February 5
Ad Materials Due: February 13

JULY  
SUMMER VACATION SEASON
During the 2013 Labor Day holiday, 85% of vacationers (or 34 million people) traveled by automobile, according to AAA. Many of these drivers took their cars in for a pre-vacation inspection, which spells service opportunities for shops.

• Maintenance Chronicles
• The Unconventional Oil Change: Maximizing the extended interval oil change
• Recommending belts and hoses before they burst or break.
• A/C system tune up and add on services.
• Recommending the best battery for the customer.
• Chemical Cleaning: Selling fuel system cleaning services and chemicals.
Ad Closing: June 12
Ad Materials Due: June 15

NOVEMBER  
WINTER DRIVING SEASON
November marks the start of the winter driving season. This issue focuses on the services shops can offer to boost customer confidence when driving during the brutal winter weather.

• Maintenance Chronicles
• Boosting defroster performance with a new cabin air filter.
• Selling coolant flushes for cold weather.
• Alignment Tech: Maximizing winter tire traction and traction.
• Selling batteries before the first cold snap.
• Why premium filters matter.
• Upgrading your customer wiper and lighting system for winter.
Ad Closing: October 6
Ad Materials Due: October 9
## Rates and Specs

### Types of Maintenance Jobs

<table>
<thead>
<tr>
<th>Types of Maintenance Jobs</th>
<th>Annual Jobs Performed by TechGroup Subscribers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Air Filters</td>
<td>20.2 million</td>
</tr>
<tr>
<td>Batteries</td>
<td>9.6 million</td>
</tr>
<tr>
<td>Belts and Hose</td>
<td>15.6 million</td>
</tr>
<tr>
<td>Check Engine Light</td>
<td>28.9 million</td>
</tr>
<tr>
<td>Coolant Flush</td>
<td>8.1 million</td>
</tr>
<tr>
<td>Oil Filters</td>
<td>55.7 million</td>
</tr>
<tr>
<td>Shocks and Struts</td>
<td>7.9 million</td>
</tr>
<tr>
<td>Spark Plug Wire Sets</td>
<td>9.1 million</td>
</tr>
<tr>
<td>Wiper Blades</td>
<td>22.6 million</td>
</tr>
</tbody>
</table>

### Ad Specifications

- **Full Page**: 7” x 9”
- **(with additional .125” bleed)**
- **Half Page Horizontal**: 6” x 4”
- **Half Page Vertical**: 3” x 8.5”

Publication is printed Computer-to-Plate, web offset, and registers to the head.

**Format**: PDF (Press optimized)

**Electronic File Transfer**:
Go to: http://files.babcox.com/
E-mail files also accepted up to 10MB.

### 2015 Advertising Rates

<table>
<thead>
<tr>
<th>Four-color page</th>
<th>$9,950</th>
</tr>
</thead>
<tbody>
<tr>
<td>Four-color half-page</td>
<td>$6,170</td>
</tr>
</tbody>
</table>

**Premium Positions**

- **Cover 2**: $11,700
- **Cover 3**: $11,300
- **Cover 4**: $12,700

### Circulation and Readership

- **Circulation**: 100,100
- **Readership**: 381,805*

*Publisher’s own data, Adscope Readership Surveys

### Publisher and Ad Services

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