

AUDIENCE EXPERIENCE PLANNER



The AMN/Counterman brands focus on *The Business of Selling Parts* online and in print. AMN/Counterman leverages an integrated media platform to reach warehouse distributors, program groups, jobbers, and retailers, as well as industry executives in the manufacturing and distribution segments. The AMN and Counterman eNewsletters, websites and additional digital assets target members of the manufacturing and distribution community, with specific content related to their role in the automotive aftermarket to generate ROI.

Reach Decision-Makers from the "Boardroom to the Breakroom" – Anytime. Anywhere.



MARKET SERVICES

→ FOR ADVERTISING INFORMATION AND RESOURCES CLICK ON THE "ADVERTISE" DROPDOWN ON THE AMN OR COUNTERMAN BRAND PAGE ON BABCOX.COM

CONTENT

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

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
- Garage Studio Sponsorships
- AMN Executive Interviews
- AMN Women at the Wheel
- AMN Driven To Lead
- Counterman Education Center
- Counterman Guess the Car

VIDEO

Video is not only popular, but has great visual storytelling capabilities to help you reach and engage your target audience. Align your brand with the *AMN People on the Move* or *Counterman* video series.

- Sponsor attribution in each video
- Promotion via eNewsletter, website and social media
- Product Placement
- Custom Video
- Booth/Trade Show Video
- Interactive Video

[Garage Studio and Training Center](#)
[Why Video is Significant](#)

MAGAZINE

AMN/Counterman is the leading print publication for Counter professionals and executives of the automotive aftermarket.

- Display Ads
- Advertorials
- Digital Editions
- Custom Publishing
- Faux Covers
- Tip-ins
- Gatefolds
- Ride-alongs (polybag)

Total Qualified Circulation: **35,000**

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.

Align your brand with an *AMN* or *Counterman* podcast. Sponsorships include:

- Sponsor attribution in each episode
- Promotion via eNewsletter, website and social media
- Posting of the episodes to [aftermarketNews.com](#) or [Counterman.com](#) and syndication to all major podcast platforms

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.

AMN

WEBSITE

[aftermarketNews.com](#) has more than 155,784 pageviews each month. The average reader spends about 2:08 minutes per page.

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

[Babcox.com Ad Demos](#)
Monthly Pageviews: **155,784**

eNEWSLETTERS

AMN Daily eNewsletter -
5x/week (Mon/Thu)
Subscribers: 6,988
Monthly Opens: 90,530

AMN Weekly - *2x/week (Mon/Thu)*
Subscribers: 4,646
Monthly Opens: 90,530

AMN Global - *2x/week (Mon/Thu)*
Subscribers: 6,725
Monthly Opens: 26,558

AMN People - *2x/week (Sat)*
Subscribers: 6,000
Monthly Opens: 6,717

COUNTERMAN

WEBSITE

[Counterman.com](#) has more than 59,488 pageviews each month. The average reader spends about 2:41 minutes per page.

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

[Babcox.com Ad Demos](#)
Monthly Pageviews: **59,488**

eNEWSLETTERS

Counterman eNewsletter -
2x/week (Mon/Thu)
Subscribers: 9,550
Monthly Opens: 29,441

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

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](#)