

# THE SHOP

## 2020 MEDIA PLANNER

*THE SHOP* regularly covers Performance, Restyling, Hot Rod & Customizing, Technology & Electronics, and Shop Tools & Equipment, conveniently placed in sections that allow readers to find exactly what they're looking for, while providing easy access to related subjects they're interested in learning about.

**91%** use *THE SHOP* magazine as a source to identify potential suppliers for their business.

\*2019 Reader Survey

### READERSHIP

**Audience:** Delivered to a certified B2B audience each month, including 15,000 qualified print subscribers, *THE SHOP* magazine is focused on jobbers and dealers that buy, stock, re-sell, and install specialty automotive aftermarket products. *THE SHOP* readers represent the collective B2B purchasing power of the automotive aftermarket.



\*Magazine advertising rates are based on delivery of 15,000 print copies and 1,000 digital versions to qualified readers who requested *THE SHOP* in print, digital or both versions, plus 4,000 digital versions sent to eNewsletter subscribers.



#### **Daily eNewsletter:**

Delivered to a guaranteed audience of 20,000, with impressions ranging from 4,000-6,000 and more every day.\*



#### **Website:**

**theshopmag.com** averages more than 50,000 page views per month, and is a recognized and trusted site for search engines to crawl.\*\*



#### **THE SHOP GUIDE:**

This comprehensive roundup of industry suppliers and products – published in August with bonus distribution at major trade shows – is a year-round resource for shops, and is also online 24/7/365 at **theshopmag.com**.



#### **Precision Engine:**

Published quarterly as a special section in January, April, July and October, *Precision Engine* takes an inside look at the world of professional, high-performance engine building.

\*IBM Watson

\*\*Google Analytics, July 1, 2018 through July 1, 2019



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### THE POWER OF CONSISTENCY

It's no secret that frequency is key to an effective marketing campaign. The basic "rules of advertising" call for ads to be seen at least seven times before potential customers respond. Inquire about our special 12-time advertising packages and succeed with The Power of Consistency!

### MAGAZINE ADVERTISING RATES

Full-page spread .....	\$5,570
Full page.....	\$3,275
2/3 page.....	\$2,625
1/2 page.....	\$2,300
1/3 page.....	\$1,645
1/4 page.....	\$1,315
1/6 page.....	\$1,030
Aftermarket Alley .....	\$820
<i>Add 10% of rate for Premium Positions</i>	

#### Covers

Back Cover.....	\$3,770
Inside Front Cover .....	\$3,605
Inside Back Cover .....	\$3,440
Barn Door.....	\$7,175

### DIGITAL ADVERTISING RATES

(package pricing available for multiple placements)

#### Daily eNewsletter

Tower .....	\$750 per day
Billboard.....	\$575 per day
Bottom Banner .....	\$475 per day
Text/Headline Ads.....	\$375 per day
Sponsored Content .....	\$1,195 per day
Video Sponsorships .....	\$4,000
eNews EXTRAS .....	\$1,495 per deployment

#### Website (1/3 Share of Voice)

Marquee (sticky, as viewers scroll down the page) ....	\$1,050 per month
Tower .....	\$1,050 per month
Top Banner .....	\$895 per month
Billboard.....	\$795 per month

**Products & Deals:** \$650 per deployment with frequency pricing available.

**Digital Version Sponsorship:** \$895 per issue.

**eDirect Email Marketing:** 23 cents per prospect (\$230 per thousand prospects). Other lead-generation opportunities include Surveys and White Paper Distribution. Contact Krystal Franklin for more information: 720-566-7242, kfranklin@nbm.com

### The NBM LOCK

You have the key. We want to help you plan a marketing campaign that gives you peace of mind with predictability and flexibility. With THE NBM LOCK, you can negotiate your long-term rate at any time and lock it in for the duration of your schedule, even if it flows into the next calendar year, avoiding potential rate increases. (We know changes happen in the regular course of business, so you can modify or cancel your plan with no penalties. \*)

\*Print advertising cancellations must be submitted in writing by the stated issue closing date. Digital advertising cancellations must be submitted in writing by the 15<sup>th</sup> of the month prior to month of insertion.

Contact your account manager for more information about custom advertising, like inserts, tip-ons, belly bands, and more.



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