

THE SHOP

SPONSORED CONTENT/
NATIVE ADVERTISING

Engage THE SHOP's Audience with Sponsored Content

Sponsored Content, also known as Native Advertising, is designed to capture the attention of your target market, engage the market, boost your brand's relevance, and establish your brand as a thought leader.

Here's how it works...

1. You provide engaging, educational content relevant to your area of expertise for THE SHOP's daily eNewsletter

THE SHOP
For performance, restyling & customization professionals

ENEWSLETTER

August 14, 2018

FEATURED

Product-Mobiles Are a Fun Way to Promote Business

The world-famous Wienermobile showcases how a little creativity can help a custom car shop get a lot of attention on a tight budget...

Marketing and Sales: Here Come the Promises

[Sponsored by Motovisity]
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ELECTRONICS

Rydeen Appoints Two Regional Rep Firms

Directed CEO Will Compete Against Show Attendees

NEWS

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Don't Get Caught in a Liability Trap

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2. Your article will link from the newsletter to THE SHOP's website at theshopmag.com

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search...

Apr 13, 2019

What Your Shop Needs to Know About Sidebar Installation

Sponsored by Steelcraft

SOCIAL MEDIA

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ABOUT THIS SPONSORED CONTENT

Steelcraft, founded in 1988 in Southern California, remains the premier manufacturer of truck and SUV accessories. For additional installation information or to learn more about Steelcraft products, visit www.steelcraftusa.com

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3. Your online content at theshopmag.com will be included in THE SHOP's online newsfeed and will be archived, categorized and searchable on the website.

COOL IT! PLATINUM EXHAUST INSULATING WRAP

NEWS FEATURES PRODUCTS PODCAST VIDEOS SPOTLIGHTS MAGAZINE

Apr 26, 2019

'Angry Bee' Approved for NHRA Stock and Super Stock Competition

The Dodge Challenger R/T Scat Pack 1320—named for the quarter-mile distance of 13.20 seconds—is powered by the 392 HEMI V-8 engine that delivers 485 horsepower and 475 lb.-ft. of torque... [READ MORE](#)

Apr 26, 2019

Stroll the Rows at Goodguys Del Mar Nationals

Without question one of the premier hot rodding events on the West Coast of USA is the annual Goodguys Del Mar Nationals held each April. It's staged at the historical Del Mar Fairgrounds in San Diego county... [READ MORE](#)

Apr 26, 2019

GM Leaks New Corvette for Charity

General Motors Chairman and CEO Mary Barra has been getting a lot of publicity lately. She was first in the news for reviving a plant and firing workers to build a new Chevy electric car. But her latest media blast was a promotion in New York City during which she leaked a look at the all-new 2019 Corvette C8... [READ MORE](#)

Apr 26, 2019

What Your Shop Needs to Know About Sidebar Installation

Sponsored by Steelcraft

Exploring and addressing the common pitfalls that slow technicians down during sidebar installation... [READ MORE](#)

THE SHOP's editorial staff will work with you to ensure the content is relevant and impactful for our audience. Content should be educational and informative, as opposed to a pure sales pitch.

Price.....\$1,195

Note: Add \$500 if content is created by THE SHOP's editorial staff

Re-runs.....\$595

Specifications

Headline: 45 characters with spaces max

Description/subhead: 220 characters with spaces max

Copy for article: 500-word limit preferred, but not required. Photos or illustrations to accompany the sponsored article are ideal.