

THE SHOP

2021 MEDIA PLANNER

THE SHOP regularly covers Performance, Restyling, Hot Rods & Customization, 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.

87% use *THE SHOP* magazine as a source to identify potential suppliers for their business.

93% purchase product from advertisers featured in *THE SHOP*.

*July 2020 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.



The Daily eNewsletter delivered to a guaranteed audience of 20,000, with a 16.3% average unique open rate.*



theshopmag.com
THE SHOP website averages more than 45,000 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, 2019 to July 1, 2020

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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

	1x Rate	12x Rate
Full-page spread	\$5,570	\$4,200
Full page.....	\$3,275	\$2,450
2/3 page.....	\$2,625	\$1,950
1/2 page.....	\$2,300	\$1,700
1/3 page.....	\$1,645	\$1,200
1/4 page.....	\$1,315	\$980
1/6 page.....	\$1,030	\$775
Aftermarket Alley	\$820	\$650

Add 10% of rate for Premium Positions

Covers

Back Cover.....	\$3,770	\$2,800
Inside Front Cover	\$3,605	\$2,600
Inside Back Cover	\$3,440	\$2,700
Barn Door.....	\$7,175	

DIGITAL ADVERTISING RATES

(package pricing available for multiple placements)

Daily eNewsletter

Tower	\$800 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	\$995 per month
Tower	\$1,100 per month
Top Banner	\$895 per month
Billboard.....	\$795 per month

Products & Deals: \$695 per deployment with frequency pricing available.

Digital Version Sponsorship: \$895 per issue.

Podcast Sponsorship: \$1,495.

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

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

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.)*

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



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