

# THE SHOP

2022 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.

**89%** use *THE SHOP* magazine as a source to identify potential suppliers for their business.

**95%** purchase products from advertisers featured in *THE SHOP*.

\*July 2021 Reader Survey

## READERSHIP

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* readership represents 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 have requested *THE SHOP* in print, digital, or both versions, plus 4,000 digital versions sent to eNewsletter subscribers.

## TheDaily

### The Daily

eNewsletter delivered to a guaranteed audience of 20,000, with a 16.84% average unique open rate.\*



### theshopmag.com

*THE SHOP* website averages more than 40,000 pageviews 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.

### PRECISIONENGINE

#### 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, 2020 to July 1, 2021

# 2022 EDITORIAL CALENDAR

Each issue of *THE SHOP* Magazine includes articles and sections devoted to Performance, Restyling, Hot Rods & Customization and Business. To help with your planning, here are some specific topics that will be covered in 2022 ...



## JANUARY

- Tint & PPF
- Oils & Fluids
- *Precision Engine* Special Section

**Ad Close Deadline:** 11/16/21

**Mail Date:** 12/10/21

## FEBRUARY

- Work Trucks
- Drag Racing
- Polyurethane

**Ad Close Deadline:** 12/17/21

**Mail Date:** 1/11/22

## MARCH

- Overlanding
- Fuel Pumps
- Lighting

**Ad Close Deadline:** 1/18/22

**Mail Date:** 2/9/22

## APRIL

- Clutches
- Winches
- *Precision Engine* Special Section

**Ad Close Deadline:** 2/16/22

**Mail Date:** 3/10/22

## MAY

- Exhausts
- Bumpers
- Heat & Sound Control

**Ad Close Deadline:** 3/18/22

**Mail Date:** 4/11/22

## JUNE

- Dynos
- Wraps & Graphics
- Lift & Leveling Kits

**Ad Close Deadline:** 4/18/22

**Mail Date:** 5/10/22

★ **Bonus distribution at WRAPSCON/  
GRAPHICS PRO EXPO**

## JULY

- Made-in-the-USA Products
- Shocks
- *Precision Engine* Special Section

**Ad Close Deadline:** 5/16/22

**Mail Date:** 6/8/22

## AUGUST

- *THE SHOP* Guide 2022
- Tonneau Covers
- Pit Equipment

**Ad Close Deadline:** 6/15/22

**Mail Date:** 7/13/22

★ **Bonus distribution at  
industry trade shows & events**

## SEPTEMBER

- Rooftop Tents
- Import Performance
- Interior Accessories

**Ad Close Deadline:** 7/18/22

**Mail Date:** 8/9/22

## OCTOBER

- Drivetrain
- Light Bars
- *Precision Engine* Special Section

**Ad Close Deadline:** 8/19/22

**Mail Date:** 9/13/22

## NOVEMBER

- Project Vehicle Sketchbook
- Towing & Hauling
- Pro-Touring

**Ad Close Deadline:** 9/19/22

**Mail Date:** 10/11/22

★ **Bonus distribution at  
the SEMA and PRI Shows**

## DECEMBER

- Circle Track
- Turbos
- Cargo Management

**Ad Close Deadline:** 10/14/22

**Mail Date:** 11/7/22

★ **Bonus distribution at the PRI Show**



## 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- and 6-time print advertising rates and digital media pricing tiers and succeed with The Power of Consistency!

## MAGAZINE ADVERTISING RATES

Product	1x Rate	6x Rate	12x Rate
Full-page spread .....	\$5,740	\$4,875	\$4,305
Full page.....	\$3,340	\$2,840	\$2,505
2/3 page.....	\$2,705	\$2,300	\$2,025
1/2 page.....	\$2,345	\$1,995	\$1,760
1/3 page.....	\$1,675	\$1,425	\$1,255
1/4 page.....	\$1,340	\$1,140	\$1,005
1/6 page.....	\$1,050	\$895	\$790
Aftermarket Alley.....	\$835	\$710	\$625

Covers	1x Rate	6x Rate	12x Rate
Inside Back Cover .....	\$3,545	\$3,015	\$2,660
Inside Front Cover .....	\$3,715	\$3,160	\$2,785
Back Cover.....	\$3,845	\$3,270	\$2,885

\*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 the month of insertion.

## DIGITAL ADVERTISING RATES

### Daily eNewsletter

Tower .....	\$800 per day
Video.....	\$600 per day
Bottom Banner .....	\$500 per day
Text Ad .....	\$375 per day
Sponsored Content.....	\$1,195 per day
Featured Product Launch .....	\$1,195 per day
eNews EXTRA .....	\$1,595 per month

### Website

Tower .....	\$1,125 per month
Marquee.....	\$995 per month
Top Banner .....	\$895 per month
Billboard.....	\$795 per month
Podcast Sponsorship .....	\$1,495 per episode
Digital Version Sponsorship .....	\$895 per issue
Products & Deals.....	\$720 per send
Catalog Connection.....	\$720 per send

eDirect Email Marketing \$230 (per 1000 names)

\*frequency packages available

DIGITAL PRICING TIERS	GROSS RATE	DISCOUNT	NET RATE
BRONZE.....	\$4,000	25% off	\$3,000
SILVER.....	\$10,000	30% off	\$7,000
GOLD.....	\$20,000	35% off	\$13,000

### 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 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 without penalties.\*

Contact our team today for more information about advertising and editorial opportunities.



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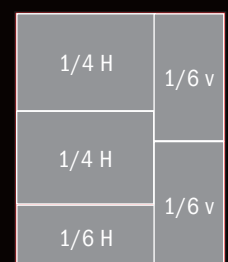
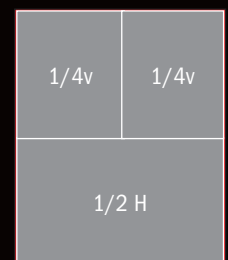
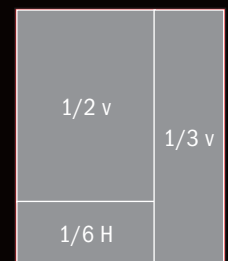
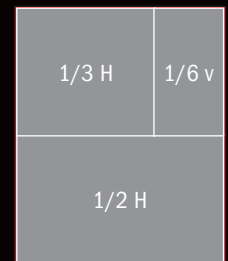
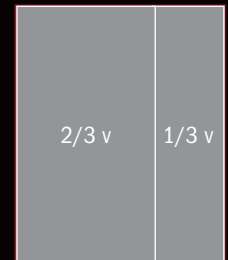
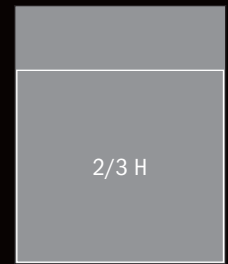
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# AD SPECIFICATIONS

AD SIZE	WIDTH	X	HEIGHT
Two-Page Spread (Full Bleed).....	16.5	x	11.125
Full Page (Full Bleed).....	8.375	x	11.125
Full Page (Trim).....	8.125	x	10.875
Full Page (Live Area).....	7.125	x	9.875
1/2-Page Spread.....	16.5	x	5.5
2/3 Vertical.....	4.625	x	9.875
2/3 Horizontal.....	7.125	x	6.5
1/2 Vertical.....	4.625	x	7.375
1/2 Horizontal.....	7.125	x	4.875
1/3 Vertical.....	2.25	x	9.875
1/3 Horizontal.....	4.625	x	4.875
1/4 Vertical.....	3.375	x	4.875
1/4 Horizontal.....	4.625	x	3.5
1/6 Vertical.....	2.25	x	4.875
1/6 Horizontal.....	4.625	x	2.375
Aftermarket Alley.....	2.25	x	4.875



## PRINT ADVERTISING DIGITAL FILE REQUIREMENTS

The most effective way to ensure your files will print without error is to provide a press-ready PDF (please see the below specifications). PDFs are the preferred file format. However, we can accept tiff, jpg, and eps file formats and all files that are compatible with the Adobe CC Creative Suite or older as long as they follow the below specifications:

- All fonts and images are embedded in the file
- The color mode is CMYK (spot, lab, index and RGB colors are not accepted)
- The file and all its images have a resolution of 300 dpi or higher
- The ink density limit is below 300%

