

TIRE REVIEW



Welcome to *TIRE REVIEW*. Since 1901, we have focused on helping tire dealers make their businesses more profitable.

The goal of *TIRE REVIEW* is simple: provide the highest quality editorial product completely devoted to the success of tire dealers serving the consumer, commercial, agricultural, specialty and off-the-road tire markets.

TIRE REVIEW offers in-depth information pertaining to all aspects of operating a successful dealership – including market overviews, product applications, technical service-related issues, insightful industry research, business operation issues and annual directories and guides.

TIRE REVIEW readers are key decision-makers in the vital replacement tire and service marketplace. The circulation of the magazine is driven to reach single- and multi-location dealers.

Serving the tire industry for 109 years, *TIRE REVIEW* offers industry suppliers and marketers an opportunity to reach an audience that is responsible for moving tire, service and related products through the replacement tire market.

TIRE REVIEW — *dedicated to building your business and increasing tire dealer profitability.*

Replacement Tire Market

In 2008, the U.S. replacement tire market totaled nearly 239 million tires – passenger, light truck/SUV and commercial (medium & wide base) tires:

2008 Replacement Tire Shipments (millions of units)	2007 Replacement Tire Shipments (millions of units)	2006 Replacement Tire Shipments (millions of units)
Passenger 195.1	Passenger 204	Passenger 196.2
Light Truck/SUV 29.4	Light Truck/SUV 34.2	Light Truck/SUV 33.6
Commercial (medium/wide base) tires . . . 14.8	Commercial (medium/wide base) tires . . . 16.6	Commercial (medium/wide base) tires 16.9

Source: RMA & TR estimates

Profile of Today’s Tire Dealer

- Nearly 30,000 independent tire dealer locations in North America.
- Account for nearly 67% of all tires sold to consumers and close to 80% of all commercial tires sold.
- More than 77% provide vehicle service to consumers.
- Perform more than 78 million underhood and 57 million undercar service jobs annually.
- Tire dealers are an important market for tires, vehicle components, tools and equipment, computer systems and software, service trucks, financial services and many other products and services.

Tire Dealers Influence Brand Buying Decisions – In Over 85% of Sales Situations, the Dealer Decides Which Brand Gets Sold!

“I like that Tire Review really values the opinions of the independents vs. a lot of the magazines out there, which are a little top heavy toward the manufacturer. You are grassroots. You write to the readers.”

BARRY STEINBERG, President, Direct Tire, Boston, MA

Month after month, *Tire Review* delivers for advertisers and readers. Qualified recipients of *Tire Review* include owners, presidents, partners, corporate officers, department managers and assistant managers – the true purchasing decision-makers.

The right people receive *Tire Review*:

- 96% personal direct-request subscribers (31,068)
- 98.4% name and title circulation
- 94.5% individual unit locations (30,624)
- 80.7% recipients qualified in one year (26,152)

According to BPA circulation comparisons, *Tire Review* is the clear leader.

- *Tire Review* goes to more Independent Tire Dealers than any industry magazine – by more than 1,000 more individual locations.*
- *Tire Review* goes to more dealers who sell truck tires – 28,660*
- *Tire Review* renews more subscribers each year than our competition – 66%**
- *Tire Review* subscribers personally request the magazine by name and by title – 100%*
- *Tire Review* is delivered to 2,154 locations that produce retreads.*

*based on June 2009 BPA Circulation Statement

**based on June 2008, December 2008, June 2007 BPA Circulation Statements and based on December 2007, June 2008 and December 2008 ABC circulation statements

Unlike our competition, *Tire Review* does not waste your ad dollars on circulation to oil company jobbers, service stations, auto battery and accessories manufacturers or farm co-ops. We deliver the real readers...and real buyers...who matter!

“I read all three magazines. Tire Review provokes thinking. It brings up issues that I may not be aware of. Tire Review brings up the urgency of a certain subject. ‘OK, I’ve heard about this before. Now, it’s in writing, and these guys are talking about it.’”

MARK GRIFFIN, Owner, Tandem Tire, Dubuque, IA

THE EDITORIAL

Tire Review is the industry's oldest trade journal and is the cornerstone of Babcox Publications, the automotive aftermarket's most respected publisher. Founded in 1901, *Tire Review* has seen the tire industry go from its very infancy through two world wars, a depression and a vast array of changes over the decades. Now in its 109th year, *Tire Review* is far from old in its approach to providing the best, most up-to-date information to help its readers reach new levels of success and profitability.

Tire Review's staff is unquestionably the most qualified and highly respected in the field:



**DAVID
MONIZ**
PUBLISHER



**JIM
SMITH**
EDITOR



**DENISE
KOETH**
MANAGING EDITOR



**LARRY
CARLEY**
TECHNICAL EDITOR



**STEVE
LAFERRE**
SENIOR EDITOR



**ASA
SHARP**
COMMERCIAL
EDITOR



**ANDREW
MARKEL**
AUTOMOTIVE
TECHNICAL
EDITOR



**JOHN
MONTGOMERY**
CONTRIBUTING
BUSINESS EDITOR



**TOM
DUKE**
CONTRIBUTING
INDUSTRY AFFAIRS
EDITOR

- **David Moniz** is a 27-year veteran of tire and truck industry B-to-B publishing.
- **Jim Smith** has 34 years as a journalist including 26 years in the tire industry.
- **Denise Koeth** – managing editor has 5 years of journalism experience.
- **Steve LaFerre** – tire industry journalist and former tire magazine editor.
- **Asa Sharp** – commercial tire engineer and marketing expert.
- **Larry Carley** and **Andrew Markel** – well-known automotive service experts.
- **John Montgomery** – contributing business editor.
- **David Crawford** – contributing dealer relations editor.
- **Tom Duke** – contributing industry affairs editor.

Tire Review's editorial package clearly stands out month after month:

- Profitability
- Business Operations
- Tire Market Opportunities
- Commentary
- News Analysis
- Performance Tire Market
- Tire Tech
- Vehicle Service Focus
- TPMS
- Commercial Tire Market
- Business Conditions
- Equipment & Product Solutions
- TR Online
- Annual Sourcebook
- Daily e-newsletter
- Tire Sales & Pricing
- Fleet & Tire Supplement
- Top Shop Award

THE LEADER

What do readers and advertisers really think of *Tire Review*?

- 44% of tire industry magazine readers say *Tire Review* is their top choice if they could only get one tire industry magazine.*
- *Tire Review* is the clear choice of industry advertisers:**

<u><i>Tire Review</i></u>	<u>Tire Business</u>	<u>Modern Tire Dealer</u>
524 pages	388 pages	469 pages
39% share	28% share	33% share

*AdScope readership survey

**2008 advertising pages and marketshare results

MORE READERS & MORE ADVERTISERS COUNT ON TIRE REVIEW THAN ANY OTHER INDUSTRY MAGAZINE – PERIOD!

<p>JANUARY</p> <p>Cover Feature: 10 Keys to Great Customer Service</p> <p>Tire Focus: Skid Steer</p> <p>Service Focus: Brakes</p> <p>Tire Tech: OTR Tire Design</p> <p>Profitability: Business Barometer • Sales Intelligence • Top Shop Profiles • Tire Markets</p> <p>Special Highlights: Hand Tools • POS Displays • Speciality Tires • Brake Calipers</p> <p><i>Ad Closing: December 21</i> <i>Ad Materials Due: December 28</i></p>	<p>FEBRUARY</p> <p>Cover Feature: Planning Special Events</p> <p>Tire Focus: Medium Truck</p> <p>Service Focus: Shocks/Struts & Oil/Fluids</p> <p>Tire Tech: Fuel Efficiency & Truck Radials</p> <p>Profitability: Business Barometer • Sales Intelligence • Profit Centers • Top Shop Profiles • Tire Markets</p> <p>Special Highlights: 2010 Top Shop Award Kickoff • Accounting Software • Tire Repair Products • Suspensions • Synthetic Oils • TPMS</p> <p>Additional Opportunities: AdScope Study</p> <p><i>Ad Closing: January 22</i> <i>Ad Materials Due: January 26</i></p>	<p>MARCH</p> <p>Cover Feature: Employee Handbooks</p> <p>Tire Focus: Giant OTR</p> <p>Service Focus: Exhaust</p> <p>Tire Tech: Chemistry of Low Rolling Resistance</p> <p>Profitability: Business Barometer • Sales Intelligence • Top Shop Profiles • Tire Markets</p> <p>Special Highlights: Wiper Blades • Tire Service Tools • Mining Tires • Mufflers</p> <p><i>Ad Closing: February 19</i> <i>Ad Materials Due: February 23</i></p>
<p>APRIL</p> <p>Cover Feature: Charity Begins at Home</p> <p>Tire Focus: Nitrogen</p> <p>Service Focus: AC/Cooling & Oil/Fluids</p> <p>Tire Tech: Intelligent Tires</p> <p>Profitability: Business Barometer • Sales Intelligence • Profit Centers • Top Shop Profiles • Tire Markets</p> <p>Special Highlights: Nitrogen Inflation • Safety Cages • AC Charging Systems • Performance Tires • TPMS</p> <p><i>Ad Closing: March 22</i> <i>Ad Materials Due: March 25</i></p>	<p>MAY</p> <p>Cover Feature: Tire Company Ad/Promo Programs</p> <p>Tire Focus: Specialty/Trailer</p> <p>Service Focus: Chassis/Steering & Oil/Fluids</p> <p>Tire Tech: Alternative Tire Components</p> <p>Profitability: Business Barometer • Sales Intelligence • Top Shop Profiles • Tire Markets</p> <p>Special Highlights: Tire Storage • Hand Protection • Small OTR Tires • Compressors</p> <p><i>Ad Closing: April 19</i> <i>Ad Materials Due: April 22</i></p>	<p>JUNE</p> <p>Cover Feature: Social Media</p> <p>Tire Focus: Lawn/Garden</p> <p>Service Focus: Inspections & Oil/Fluids</p> <p>Tire Tech: Development Over Distance</p> <p>Profitability: Business Barometer • Sales Intelligence • Profit Centers • Top Shop Profiles • Tire Markets</p> <p>Special Highlights: POS Software • Wheel Bearings/ Seals • Diagnostics • Specialty Tires • TPMS</p> <p>Additional Opportunities: AdScope Study</p> <p><i>Ad Closing: May 21</i> <i>Ad Materials Due: May 26</i></p>
<p>JULY</p> <p>Cover Feature: Loss Prevention</p> <p>Tire Focus: Winter Tires</p> <p>Service Focus: Brakes</p> <p>Tire Tech: Balance Tolerances</p> <p>Profitability: Business Barometer • Sales Intelligence • Top Shop Profiles • Tire Markets</p> <p>Special Highlights: Balancers • Batteries • Brake Friction • Wheels • Security Systems</p> <p><i>Ad Closing: June 21</i> <i>Ad Materials Due: June 24</i></p>	<p>AUGUST</p> <p>Cover Feature: The Perfect Business Plan</p> <p>Tire Focus: Private Brands</p> <p>Service Focus: Starting/Charging & Oil/Fluids</p> <p>Tire Tech: Winter Tire Changeover</p> <p>Profitability: Business Barometer • Sales Intelligence • Profit Centers • Top Shop Profiles • Tire Markets</p> <p>Special Highlights: Tire Changers • Marketing Groups • Broadline Tires • Batteries • Engine Oil Filters • TPMS</p> <p>Additional Opportunities: Fleet & Tire Supplement</p> <p><i>Ad Closing: July 19</i> <i>Ad Materials Due: July 22</i></p>	<p>SEPTEMBER</p> <p>Sourcebook 2010</p> <p>Features: • Market Influencers • Tire Dealer Profile • Market Profile • Tire Brand Study • Buyer's Guide</p> <p>Bonus Distribution: 2010 SEMA Show & AAPEX • SEMA Show Daily</p> <p><i>Ad Closing: August 23</i> <i>Ad Materials Due: August 26</i></p>
<p>OCTOBER</p> <p>Cover Feature: 2010 Top Shop Award Winners</p> <p>Tire Focus: UHP All-Season</p> <p>Service Focus: Performance Suspension & Oil/Fluids</p> <p>Tire Tech: Fuel Efficiency vs. Performance</p> <p>Profitability: Business Barometer • Sales Intelligence • Profit Centers • Tire Markets</p> <p>Special Highlights: Service Trucks • Lifts • Performance Tires • Tire Testing • TPMS</p> <p>Additional Opportunities: Top Shop Awards • AdScope Study</p> <p>Bonus Distribution: 2010 SEMA Show & AAPEX • SEMA Show Daily</p> <p><i>Ad Closing: September 20</i> <i>Ad Materials Due: September 23</i></p>	<p>NOVEMBER</p> <p>Cover Feature: Tire Dealer Financials</p> <p>Tire Focus: Retreading</p> <p>Service Focus: Wheel Bearings</p> <p>Profitability: Business Barometer • Sales Intelligence • Top Shop Profiles • Tire Markets</p> <p>Special Highlights: Alignment Equipment • Floor Jacks • Retread Systems • Financial Software</p> <p><i>Ad Closing: October 22</i> <i>Ad Materials Due: October 26</i></p>	<p>DECEMBER</p> <p>Cover Feature: Creating Your Brand</p> <p>Tire Focus: ATV</p> <p>Service Focus: Brakes</p> <p>Tire Tech: ESC & Tires</p> <p>Profitability: Business Barometer • Sales Intelligence • Profit Centers • Top Shop Profiles • Tire Markets</p> <p>Special Highlights: Siping • Balancing Compounds • Brake Friction • Vehicle Systems • TPMS</p> <p>Additional Opportunities: 2011 Industry Event Calendar</p> <p><i>Ad Closing: November 19</i> <i>Ad Materials Due: November 23</i></p>

ADVERTISING SPECIFICATIONS

Specifications:

Foot, head and face trim 1/8". Publications are printed Computer-to-Plate, web offset, and registers to the head.

Format:

PDF (Press optimized)

Media:

Macintosh formatted CD.

If the same ad is running in several Babcox publications send one ad file, but provide a contract color proof for each.

Provide a contract color proof produced to SWOP specifications and a final document laser proof of ad at 100%.

Include a color bar generated from digital data.

If no contract proof is provided publication will print a color laser and instruct the printer to refer to it for pleasing color.

Trapping:

We process all ads through a workflow system that traps the ads (to SWOP specifications) for print - overriding application trap settings. Overprinting/trap settings within vector EPS files are maintained.

Note that we recommend color type over any black or color background should be 8 pt. or larger.

Electronic File Transfer:

Using a web browser go to <http://files.babcox.com/>

First time only click the **RequestAcct button**

Complete the form (**both User ID and Company Name fields should be the Advertiser Name**) and click the Save button.

You will receive an acceptance e-mail and can then log in and upload files.

Uploading files:

1. Create directory if you wish, otherwise files will just be placed in UserID folder
2. Open directory you wish to place files in
3. Type in comments - regarding month, publication, etc.
4. Click Browse button and navigate to select the files you want to upload
5. After the files are selected click the **Upload button** to send.

We will receive an automated e-mail that files have been uploaded and it will display the file name and any comments.

E-mail files also accepted up to 10MB.

Inserts/Postcards:

We must see preliminary layout showing size, shape, general form and text as they are to appear, to be sure insert meets periodical postal regulations. We also need a sample of paper chosen to determine placement. Call your *Tire Review* advertising services representative at (330) 670-1234, ext. 284 for dimensions and quantities. (Monthly press run will vary slightly.) All inserts must be shipped prepaid to the printer. (*Call for insert or postcard specifications and shipping instructions.*)

Shipping Instructions:

Please label all media with advertiser/agency name, file name/number, issue date, publication, contact person and phone number.

Babcox

c/o Tire Review Advertising Services

3550 Embassy Parkway

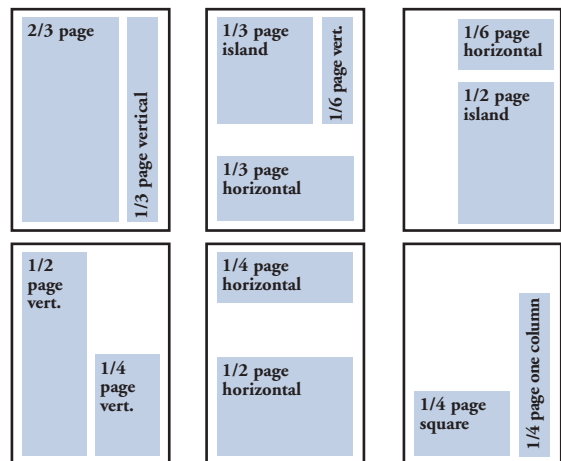
Akron, Ohio 44333-8318

(330) 670-1234, ext. 284

Fax (330) 670-0874

Advertising Unit Dimensions:

	Width-inches	Depth-inches
Trim page size	7-7/8	10-3/4
Live Area 1/2" inside trim		
Full Page Bleed, add 1/8" all sides past trim		
Spread non-bleed	15	10
Spread bleed	15-3/4	10-3/4
Send spreads as one document		
2/3 page	4-1/2	10
Horizontal 1/2 page	7	5
Vertical 1/2 page	3-3/8	10
Island 1/2 page	4-1/2	7-1/2
Horizontal 1/3 page	7	3-5/16
Vertical 1/3 page	2-1/8	10
Island 1/3 page	4-1/2	5
Horizontal 1/4 page	7	2-1/2
Vertical 1/4 page	3-3/8	5
Square 1/4 page	4-1/2	3-3/4
One-column 1/4 page	2-1/8	7
Horizontal 1/6 page	4-1/2	2-1/2
Vertical 1/6 page	2-1/8	5



TIRE REVIEW

2010 ADVERTISING RATES

2010 RATES:

Times	1pg	2/3pg	1/2pg	1/3pg	1/4pg	1/6pg
36	\$7,400	\$5,735	\$4,680	\$3,350	\$2,590	\$1,870
24	\$7,950	\$5,970	\$4,790	\$3,420	\$2,660	\$1,895
18	\$8,025	\$6,130	\$5,015	\$3,565	\$2,775	\$1,995
12	\$8,360	\$6,510	\$5,315	\$3,760	\$2,950	\$2,100
9	\$8,640	\$6,640	\$5,450	\$3,870	\$3,030	\$2,165
6	\$8,850	\$6,855	\$5,600	\$3,970	\$3,120	\$2,250
3	\$9,080	\$7,255	\$5,890	\$4,190	\$3,280	\$2,350
1	\$9,825	\$7,620	\$6,210	\$4,400	\$3,440	\$2,470

Contact your Regional Sales Representative to place your order, or call 330-670-1234.

Agency Commission:

Responsible agencies allowed 15% of gross billings on space, color and position. No agency commission will be allowed on overdue accounts.

Terms:

Net 30 days from date of invoice. Check is required with first order. U.S. funds. Open accounts are subject to credit approval. Prepayment discounts available. Advertiser and advertising agency are jointly and severally liable for payment of all amounts due, notwithstanding the inclusion of a "sequential liability" clause in any document issued by advertiser or advertising agency in connection with the transaction contemplated hereby. Acceptance by *Tire Review* of any order entered by advertiser or advertising agency (regardless of whether by use of a form issued by *Tire Review*, advertiser or advertising agency), is expressly conditioned on acceptance of the foregoing term by advertiser and advertising agency. Any language to the contrary in any purchase order, insertion order, or other document issued by either advertiser or advertising agency is rejected.

Short Rates:

Advertisers with signed contracts or confirmed agreements will be billed at appropriate earned rates. If greater frequency discount is earned within one year of first insertion, credits will be earned. Any advertiser who does not fulfill a contract or the confirmed agreement will be subject to short-rate billing.

Advertising Responsibility:

Advertisers and advertising agencies assume liability for all content of advertisements printed, and also assume responsibility for any claims arising therefrom against the publisher. The publisher reserves the right to reject any advertising considered unsuitable for publication.

COVERS AND PREFERRED POSITIONS

Second Cover:

Earned b/w rate, plus 20%, plus color

Third Cover:

Earned b/w rate, plus 15%, plus color

Fourth Cover:

Earned b/w rate, plus 30%, plus color

**Covers to contract advertisers only, non-cancelable*

Island Positions:

Earned b/w rate, plus 15%

Center Spread:

Earned b/w rate, plus \$250

Fractional Consecutive Units:

Earned b/w rate, plus 15%

Other Preferred Positions:

Rates on request

Bleeds:

No additional charge

Plate Changes:

Plate change, first plate b/w \$400 net

Each additional color change \$250 net

COLOR RATES

Standard Process Colors	\$1,450
Four-Color Process, per page	\$2,700
PMS Colors	\$1,750
Specialty Inks & Varnish	per request

INSERT/POSTCARD RATES

Insert rates are 50% of the earned black-and-white rates for four pages or more. Earned rates are determined for inserts by the number of paid pages in the same issue. One-sheet inserts (utilizing both sides or pages) are billed at the earned rate for 1-1/2 pages. One-sheet inserts (utilizing only one side or page) are billed at the earned rate for one page. Tip-in postcard is one-half earned b/w page rate, plus handling charge. Postcards must conform to U.S. Postal Service specs.

Insert Mechanical Charges:

Handling (Bind-in) \$1,300 net

DISPLAY CLASSIFIED ADVERTISING

Display classified advertising units do not serve as rate holders and are not subject to agency commission. Payment is required with order. Display classified units are: \$190 per inch. Blind box charge \$20. To add color: black + one color: \$75, 2 colors: \$100, 3 colors: \$125, 4 colors: \$150.

Call Karen Kaim at (330) 670-1234, ext. 295.

- **More Reach:** *TireReview.com* gets an average of 32,000 unique visits and 99,000 pageviews per month.
- **More Impact:** With new, larger ad sizes in our run of site positions, your message commands more attention than before. Plus, the Web site can accommodate your video ad (in Position #2) and rich media creatives throughout all site positions.
- **Unsurpassed Pageviews** – *TireReview.com* offers regularly updated, online-only content that keeps visitors coming back again and again.
- **Maximum Visibility** – Web site ads receive 100,000 impressions per month and our Buyer's Guide drives readers to product specific categories.
- **Global Reach** – As a founder of an international consortium of tire magazines, *TireReview.com* offers both international and North American news – updated daily. *TireReview.com* was the first tire publication to leverage the worldwide impact of the Web.

Now offering Online Video ads, Transitional Ads and a robust Buyer's Guide.

CPM-or Impression-based rates are available upon request.

WEB SITE ADVERTISING



TireReview.com, our industry leading Web site, delivers a unique mix of global tire news and analysis, provocative commentary and impactful features for tire dealer oriented market, product and business information.

The site also features a robust buyer's guide with additional promotional opportunities and section sponsorships, as well as fully searchable archived business stories, executive interviews and research reports.

Average Monthly Stats:
 Pageviews: 99,000
 Unique Visitors: 32,000

BANNER AD PRICING* (GROSS)

Positions:	Monthly	Quarterly	Annually
#1 Leaderboard	\$4,150	\$11,205	\$41,800
#2 Medium rectangle	3,500	9,500	35,600
#3 Half Page Ad	3,875	10,625	39,525
#4 Homepage-only Banner	1,250	3,050	11,200
#5 Homepage-only Banner	1,050	2,750	10,700
#6 Square button	1,000	2,350	8,750
#7 Square button	1,000	2,350	8,750
#8 Square button	1,000	2,350	8,750
#9 Square button	1,000	2,350	8,750
Section sponsorship**	750	2,050	7,850

(News, inBusiness, Opinion, Q&A, inTires, Service, Products, Events)
Unique Opportunities: Transitional Ads \$1875 (Weekly)
 *All positions are Run of Site unless noted
 **Includes Homepage section logo and internal section page logo

BANNER AD SPECS

Leaderboard: 728x90 / Medium Rectangle: 300x250 / Half Page Ad: 300x600 / Homepage-only Banner: 468x60 / Square button: 125x125 // File formats accepted: GIF, JPG, SWF, Rich Media
 Max File Size: 30k, Please include URL for click through.

E-NEWSLETTER ADVERTISING

There is only one e-newsletter marketing vehicle that reaches the highest level decision-makers throughout the tire industry. Tire Review's Global Tire Report – our daily*, totally free e-newsletter – brings the most vital news and commentary from around the world.

Limited, exclusive positions are available on Tire Review's Global Tire Report e-newsletter that gets delivered each weekday to our 13,000 recipients.

Monthly Rate

Banner #1	\$2950
Banner #2	\$2750
Banner #3	\$2550
Banner #4	\$2250
Banner #5	\$1950
Button #6 (MarketPlace)	\$575
Button #7 (MarketPlace)	\$575
Button #8 (MarketPlace)	\$575
Button #9 (MarketPlace)	\$575
Banner #10 (MarketPlace)	\$1,150

*Due to holidays and unplanned circumstances, the e-newsletter may not be issued every day.

BANNER AD SPECS

Banner #1-5, 10: 605x80
 Button #6-9: 125x125
 File formats accepted: GIF, Animated GIF, JPG
 Max File Size: 30k, Please include URL for click through

FOR MORE INFORMATION CONTACT:

David Moniz, 330-670-1234, ext. 215 email: dmoniz@babcox.com
 News and product submissions should be sent to: jsmith@babcox.com and/or dkoeth@babcox.com



PRINT

BODYSHOP BUSINESS

COUNTERMAN

THE PARTS SUPPLEMENT

AAPEX EXPRESS

AAPEX SHOW GUIDE

BRAKE & FRONT END

ENGINE BUILDER

ENGINE BUILDER'S STOCK AND HIGH PERFORMANCE

BUYERS GUIDES

FLEET EQUIPMENT

MID-AMERICA TRUCKING SHOW DAILY

IMPORTCAR

TIRE REVIEW

TIRE REVIEW INDUSTRY EVENT PLANNER

SEMA SHOW DAILY — TIRES, WHEELS

& EQUIPMENT SECTION

FLEET & TIRE SUPPLEMENT

UNDERHOOD SERVICE

TECHSHOP — EQUIPMENT, TOOLS & SUPPLIES

SERVICIO AUTOMOTRIZ

TOMORROW'S TECHNICIAN

E-MEDIA

WWW.AFTERMARKETNEWS.COM

AFTERMARKETNEWS ENEWSLETTER

AMN AAPEX EDITION

WWW.AUTOCAREPRONEWS.COM

AUTOCAREPRO:NEWS ENEWSLETTER

WWW.BODYSHOPBUSINESS.COM

BODYSHOP NEWS ENEWSLETTER

WWW.BRAKEANDFRONTEND.COM

WWW.COUNTERMAN.COM

WWW.ENGINEBUILDERMAG.COM

ENGINE BUILDER ENEWSLETTER

WWW.FLEETEQUIPMENTMAG.COM

FLEET EQUIPMENT NEW PRODUCT WATCH ENEWSLETTER

WWW.IMPORT-CAR.COM

WWW.TRANSPORTTECHNOLOGY.COM

WWW.TIREREVIEW.COM

TIRE REVIEW ENEWSLETTER

WWW.UNDERHOODSERVICE.COM

WWW.TECHSHOPMAG.COM

WWW.TOMORROWSTECHNICIAN.COM

OTHER BABCOX SERVICES

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LIVE CONFERENCES

RESEARCH

LIST RENTAL

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TIRE REVIEW

 **Accelerating Business**