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MEDIA AND SPONSORSHIP



# ABOUT OUR SHOW

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The Auto Tech Show is a dynamic podcast series dedicated to sparking meaningful conversations within the automotive industry. Our mission is to delve into the common and evolving challenges faced by professionals in this sector, with a particular focus on the impact of technological advancements.

In each episode, we aim to highlight the pressing issues that are transforming the automotive landscape. We bring together industry experts who share their insights and solutions, discussing everything from innovative processes to sophisticated technologies. Our goal is not just to inform, but to inspire our listeners to take proactive steps within their own organizations.



# WHAT WE COVER

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- **Technological Evolution:** Exploring how emerging technologies like electric vehicles, autonomous driving, and AI are reshaping the industry.
- **Process Innovations:** Showcasing new methods and practices that improve efficiency and productivity in automotive operations.
- **Industry Challenges:** Addressing key issues such as supply chain disruptions, sustainability, regulatory changes, and market dynamics.
- **Expert Insights:** Featuring interviews with thought leaders and innovators who are at the forefront of automotive advancements.
- **Practical Solutions:** Providing actionable advice and strategies that listeners can implement in their own businesses to stay ahead of the curve.

## OUR VISION

We believe in the power of knowledge sharing and community building.

By creating a platform where automotive professionals can exchange ideas and experiences, we aim to foster a culture of continuous improvement and innovation in the industry.



# OUR HOST

## Marc Babin

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Our show is hosted and produced by Marc Babin. With nearly 2 decades of experience in communication and media, Marc excels at facilitating engaging and insightful conversations. He meticulously plans each episode, providing comprehensive outlines to ensure guests are well-prepared and comfortable.

Marc's expertise helps you effectively convey key messages and share expert insights with our audience.



# AUDIENCE INFORMATION

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## Primary Listening Platforms include:

- Podcast Website: 50%
- Spotify: 23%
- Google Podcasts: 8%
- Primary Watching Platforms include:
- LinkedIn: 52%
- Youtube: 10%
- Facebook: 38%

## Device Breakdown:

- Mobile: 50%
- Computer: 30%
- In-Car: 12%
- Smart TV: 3%

## Location and Geographics

- Americas: 58%
- EMEA: 36%
- APAC: 6%

## Reach:

- Audience Size: 5,000 organic downloads per episode
- Engagement: 12,500 social media followers, 30,000 unique impressions each month. 2,000 email subscribers with an avg. 27.5% open rate

## Demographics:

- 70% males, ages 35-60,
- Primarily executive decision makers in the automotive industry.



# EPISODES & CONTENT

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Each episode is thoughtfully crafted to spotlight the expertise of our distinguished guests, drawing on their extensive experiences and insights. Our conversations are dynamic, allowing guests to share their unique perspectives on pressing industry issues.

- **Length:** Episodes typically run between 25 to 30 minutes, offering a concise yet in-depth exploration of the topics.
- **Structure:** Every episode is divided into three primary segments:
  - **Introduction and Context:** We begin with a discussion of a common or universal truth that reflects the challenges faced within the industry. This segment sets the stage for deeper conversation.
  - **Challenges and Insights:** The conversation transitions into a detailed examination of the specific challenges encountered by the guest. This segment delves into personal anecdotes and professional experiences that highlight the guest's expertise.
  - **Solutions and Opportunities:** Finally, we shift focus to the solutions and opportunities that have emerged from these challenges. Guests share actionable insights, lessons learned, and their visions for the future of the industry.







# NOTABLE GUESTS

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Our podcast has been privileged to host an array of prominent figures in the tire industry, including:

- **Executives from Leading Companies:** We've had insightful conversations with executives from Discount Tire, Bridgestone, and Hankook Tire, who have shared their strategic visions and industry insights.
- **Industry Associations:** Key representatives from The US Tire Manufacturers Association, TMC, and Tire Industry Association have provided valuable perspectives on regulatory and industry trends.
- **Technology Innovators:** Leaders from the likes of Geotab, Fleet Advantage, and Intellishift have discussed cutting-edge technological advancements and their impact on the industry.
- **Journalists and Influencers:** We've featured respected journalists from notable publications and influential social media personalities who offer unique viewpoints on industry trends and consumer behaviors.

This blend of industry leaders and influencers ensures our content remains relevant, engaging, and highly informative for our audience.



# GUEST INFORMATION

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Being a guest on the Auto Tech Show is a straightforward and enjoyable experience. Here's what you can expect:

## 1.Pre-Show Coordination:

- **Confirmation and Topic Alignment:** Once you confirm your participation, our Editor-in-Chief will reach out via email to discuss and finalize the discussion topics.
- **Preparation Materials:** After agreeing on a topic, you will receive a detailed episode outline. This will include the overall storyline and the specific questions to be addressed, allowing you ample time to prepare.

## 2.Recording Process:

- **Flexible and Comfortable:** During the recording, you have the flexibility to pause, reset, or revise any statements, as the session is not live. This ensures you can convey your thoughts clearly and confidently.
- **Post-Recording:** After recording, our team will handle the editing process to create a polished final product. Should you wish to view the episode before it is published, please inform our team before the recording.

## 3.Post-Production:

- **Publication Notification:** Once your episode is ready for publication, our team will inform you of the release date.
- **Promotional Support:** We will provide you with promotional materials to help you share and highlight your episode with your network.

We strive to make your guest experience seamless and rewarding, ensuring that your insights are presented in the best possible light.





# **SPONSORSHIP**

OPTIONS AND OFFERS

# In-Episode Ads

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## Pre-Roll Ads

- **Description:** Short advertisements (15-30 seconds) that play at the beginning of an episode.
- **Benefits:** High listener engagement as these ads are heard before the main content starts.

## Mid-Roll Ads

- **Description:** Longer advertisements (30-60 seconds) inserted in the middle of an episode.
- **Benefits:** These ads benefit from the listener's full attention and can include more detailed information.

## Post-Roll Ads

- **Description:** Short advertisements (15-30 seconds) that play at the end of an episode.
- **Benefits:** While listener engagement might be lower, these ads reach dedicated listeners who complete episodes.



# Direct Sponsorship

## Episode Sponsorship

- **Description:** The entire episode is brought to listeners by the sponsor.
- **Benefits:** High visibility and exclusivity, includes pre-roll, mid-roll, and post-roll mentions
- **Pricing:** €1,000



## Event Sponsorship

- **Description:** Sponsors can support multiple episodes or a limited series of shows.
- **Benefits:** Direct interaction with the audience and enhanced brand visibility during live engagements.
- *Pricing: Please contact us for options*





# Inclusions

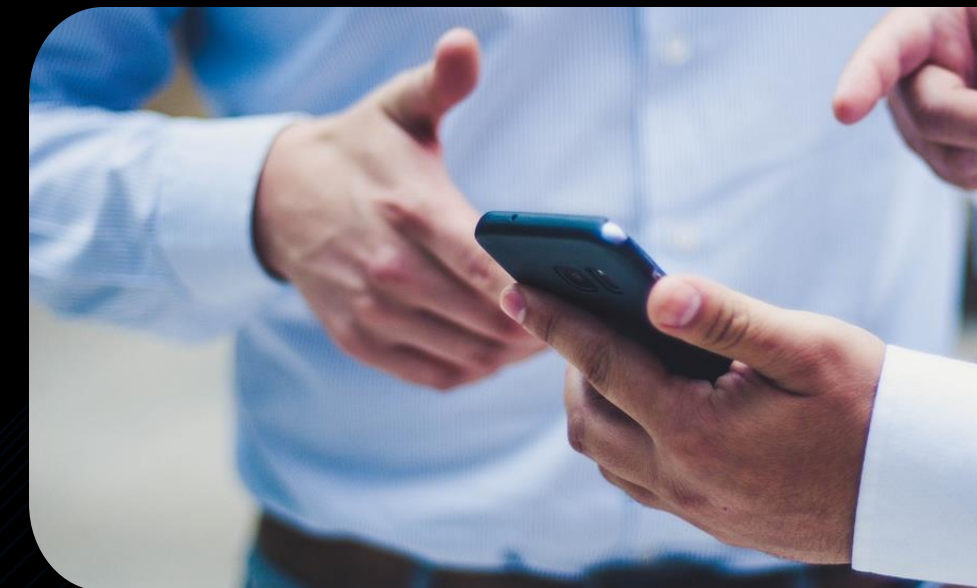
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## Dedicated Email Blasts

- **Description:** Promotional emails sent to the podcast's subscriber list on behalf of the sponsor.
- **Benefits:** Direct and targeted communication with a loyal audience base.
- **Pricing:** Included in any of the above sponsorship packages

## Social Media Shoutouts

- **Description:** Promotion of the sponsor's brand on the podcast's social media channels.
- **Benefits:** Extended reach and engagement beyond the podcast episodes.
- **Pricing:** Included in any of the above sponsorship packages





# TESTIMONIALS

# REVIEWS

“Having just completed my first Podcast with Marc Babin and the team at the Auto Tech Show, I can say that it was a great experience. I have participated in many podcasts, media interviews, and video blogs during my career, so I have seen the good, the bad, and the average. I can say that the Auto Tech Show podcast exceeded my expectations. Marc’s pre-event preparation was just what was needed. The questioning was well thought out and sequenced, the production was the highest quality I have seen, and the final media, in short and long form, left a great impression on my colleagues and social media contacts.

This media format needs engaging content and professional production to be delivered in bite-sized packets for social media. Marc and the team know this, and so their production is exactly what is needed to ensure effective and engaging communication of important and topical content.”

**Guy Heywood**

Vice President - TBR Sales, Marketing and Strategy  
Hankook Tires Europe





# REVIEWS

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"As an American author and automotive consultant and trainer, I was pleased to be invited to Anyline podcast with Marc Babin. I was unsure what that conversation would be like due to such a different automotive dealer business model in Europe. I immediately found myself engaged in a wonderful conversation with Marc and his great understanding of both markets, asking questions about employee and customer struggles that held true on both continents.

Marc's passion for giving his audience real content and answers to resolve issues and grow their personal and business profits made my time enjoyable and it flew by too fast. I am already looking forward to my next podcast with Marc Babin and Anyline."

## **Don Andres**

Owner/President

Auto SCT Consulting & Training

Author – Why Auto Service Departments Fail to Grow

