

RATCHET+WRENCH

5 STEPS FOR LIFTING YOUR AVERAGE REPAIR ORDER

RATCHET+WRENCH

99,100 Active Subscribers

\$135/M

Ratchet+Wrench magazine is the industry's leading resource serving auto care center owners and operators. Every issue contains lively and insightful information regarding business strategies, maximizing revenue, saving money and working smarter. Features include a Q&A section with industry leaders, tips for improving customer service, training aids, finance and operations recommendations, sales & marketing ideas and analysis of current industry trends. These decision makers are involved in every purchasing decision made for their business.

Primary Business

Independent/Franchise Automotive General Repair Shop	85,925
Independent/Franchise Automotive Specialty Repair Shop	11,650
New and/or Used Vehicle Dealer with Automotive Repair Shop	1,409
Other	16

Job Function

Owner/CEO/Partner/President/Vice President	85,589
Service Manager/Shop Manager/General Manager/Service Writer	12,001
Shop Foreman/Shop Supervisor	575
Other	835

Sales Volume

Unknown	3,908
Less than \$250,000	44,008
\$250,000 - \$499,999	23,077
\$500,000 - \$749,000	10,763
\$750,000 - \$999,999	5,259
\$1,000,000 - \$2,499,999	8,615
\$2,500,000 +	3,370

Employee Size

Unknown	3,831
1-2	44,828
3-4	24,071
5-6	11,788
7-8	5,298
9-10	3,432
11 +	5,752



Selections:

Business Type	\$10/M
Job Function	\$10/M
Sales Volume	\$10/M
Employee Size	\$10/M
Phone Numbers	\$60/M
SCF/State/Zip	\$10/M

Addressing:

Key Coding	\$3/M
Email Delivery or FTP	\$30/F
Run Charges	\$10/M

Minimum Order: 5,000 Names

Source : Controlled Circulation

Sample Mailing Piece Required

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Updates:

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