

Fixed Ops Business

Finally, a true leader has emerged in fixed ops. *Fixed Ops Business* will guide far more than fixed ops directors and GMs. It will guide every single decision maker in the industry—parts, service and body shop managers—across every platform with precision.

The face of fixed ops is here. **The edge is yours.**

The logo for Fixed Ops Business is presented within a dark grey square. The text "Fixed Ops" is in a large, bold, white sans-serif font, with "Fixed" on the top line and "Ops" on the bottom line. Below "Ops", the word "Business" is written in a smaller, bold, white sans-serif font. The entire logo is centered within the square.

**Fixed Ops
Business**

The Complete Solution for Parts, Service and Collision Success

AUDIENCE / DEMOGRAPHICS

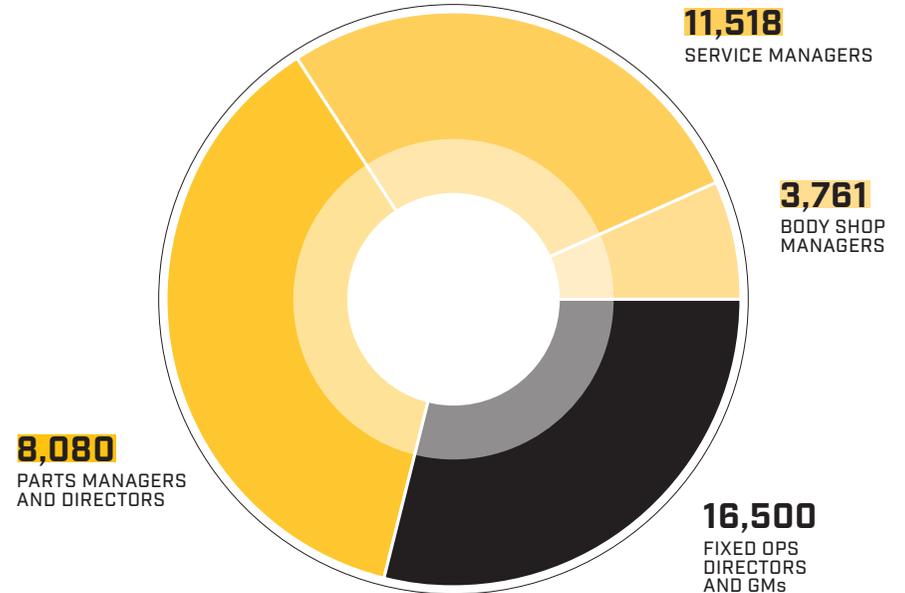


REACH EVERY
DECISION MAKER.
ALL 40,000
OF THEM.

There are 16,500* dealerships with a fixed ops director or GM. But there are also 23,000+ other purchasing influencers who have been largely ignored until now. These are the parts managers, service managers and body shop managers. *Fixed Ops Business* will give your business an edge by serving them all, not just the 16,500.

\$105
Billion
Market*

40,000
TOTAL DECISION MAKERS

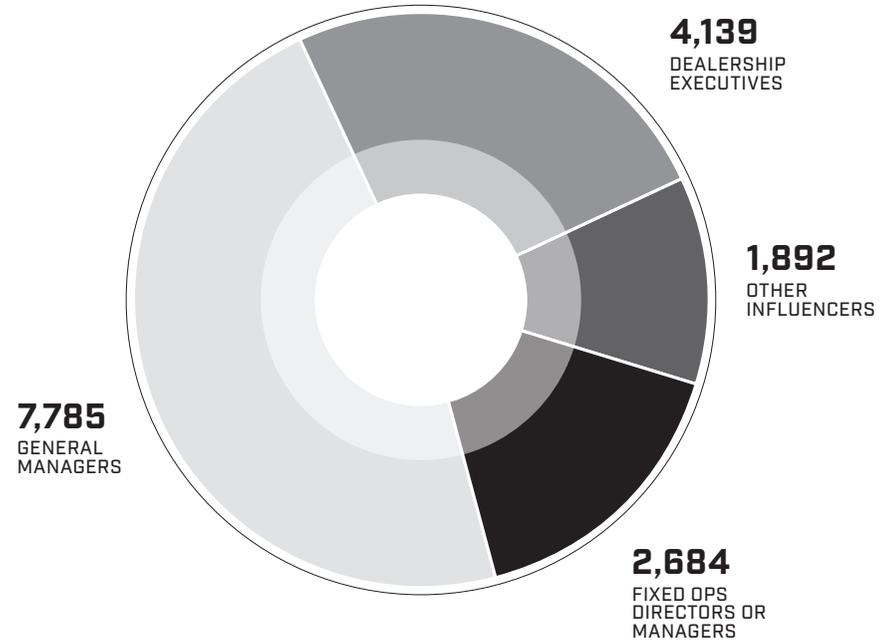


FIXED OPS DIRECTORS AND GMs

60% OF A
DEALERSHIP'S NET
PROFIT COMES
FROM FIXED OPS*

The core group, refined. There is no question that fixed ops directors and GMs have the ultimate purchasing power. This is why we reach them all. But we take it a step further. We reach all of them personally so our content doesn't get lost in the shuffle. And when you combine this core audience with more targeted audiences—parts managers, service managers or body shop managers—you get some serious buying power.

16,500
FIXED OPS DIRECTORS AND GMs

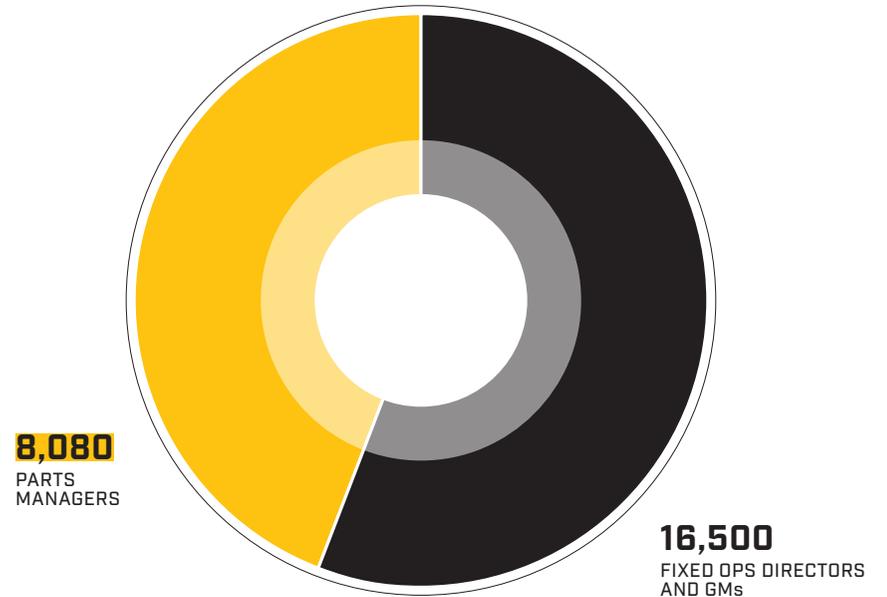


PARTS MANAGERS

\$53B TOTAL
PARTS SALES
PER YEAR*

The parts game is a massive business and the players in it are equally as big. When it comes to parts, fixed ops directors and GMs often look to their parts managers for advice on what to buy. Good thing we have them covered.

24,580
DECISION MAKERS



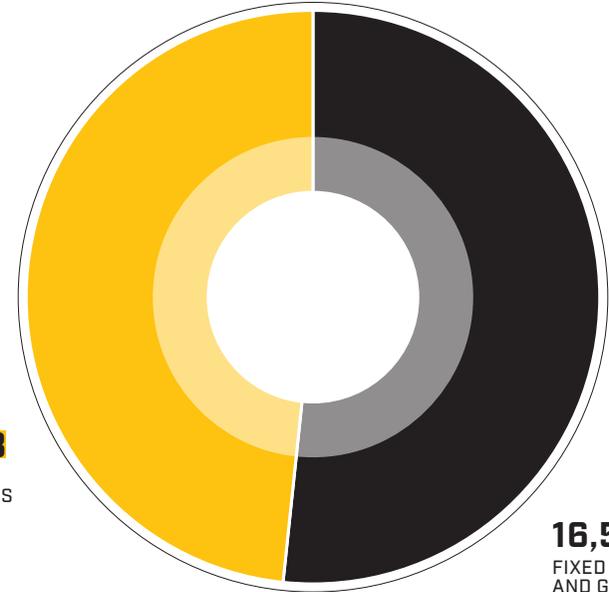
SERVICE MANAGERS

\$43B FROM 258
MILLION REPAIR
ORDERS PER YEAR*

To say service managers have purchasing power would be a massive understatement. On average, this department writes over 15,000 repair orders per year per dealership. It's big business at every dealership.

28,018
DECISION MAKERS

11,518
SERVICE
MANAGERS



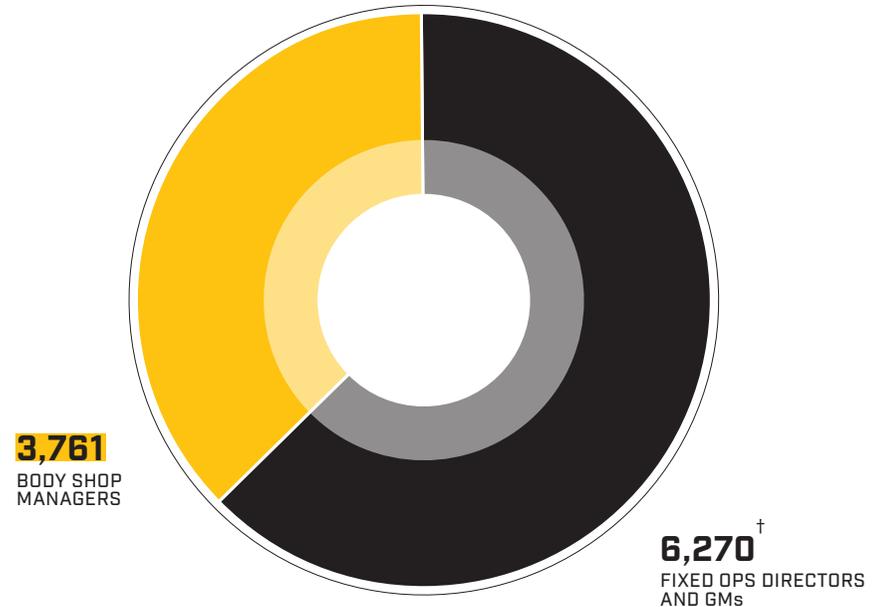
16,500
FIXED OPS DIRECTORS
AND GMs

BODY SHOP MANAGERS

\$7.5B MARKET
AND RISING*

Dealerships are becoming a bigger and bigger part of the collision industry. And like MSOs, they already make up a major piece of the entire collision market—20% in fact. Body shop managers generally control their own purchases too, so reaching them is integral.

10,031
DECISION MAKERS



*NADA Data †Fixed ops directors and GMs number reduced to reflect the number of dealerships with body shops (38%).
16,500 dealerships x 38% = 6,270 dealerships with body shops.

EDITORIAL

MAKE A DIRECT IMPACT WITH YOUR MESSAGE.

With individual sections and custom content for each audience segment in fixed ops, *Fixed Ops Business* will deliver your message directly to your target audience.

In Each Issue

- ▶ In-depth, themed feature well, analyzing the industry's most pressing issues
- ▶ Profiles of thriving fixed ops departments and their tactics for success
- ▶ Insight into the work methods of individual fixed ops pros
- ▶ Case studies exploring common shop challenges and solutions for each specific segment of the fixed ops department—parts, service and collision
- ▶ Columns from leading industry experts on real issues facing today's industry
- ▶ Proven strategies for business growth
- ▶ Q&As with top industry influencers
- ▶ Fixed ops news coverage from throughout the nation
- ▶ Numerical breakdowns of industry trends
- ▶ A roundup of industry conversation from *Fixed Ops Business*' social media channels

MONTH	EDITORIAL FEATURES
MARCH Ad Close: 1/31 Material Due: 2/4	MAIN FEATURE <i>"Customers for Life":</i> An in-depth examination of the state of customer service and perception in the fixed operations world, including a look at the business operator who wrote the book on how dealerships can create "customers for life," Carl Sewell. ADDITIONAL CONTENT <i>Service:</i> Using tire sales to increase brand awareness, shop efficiency, and customer retention <i>Parts:</i> An in-depth review of electronic parts procurement platforms <i>Collision:</i> The keys to implementing an effective drive-through estimate process
APRIL Ad Close: 2/28 Material Due: 3/3	MAIN FEATURE <i>The OEM Influence:</i> An investigation into how automakers shape the way fixed operations departments do business—and what your business can do to thrive. ADDITIONAL CONTENT <i>Service:</i> Turning diagnostics into a true profit center <i>Parts:</i> Mastering parts inventory <i>Collision:</i> An introduction to WIP and the secrets to better workflow
MAY Ad Close: 3/31 Material Due: 4/4	MAIN FEATURE <i>How the Big Get Bigger:</i> An inside look at what two of the largest, multiple-facility fixed operations departments in the country do to thrive in a challenging industry—and the lessons and strategies every dealer can learn from them. ADDITIONAL CONTENT <i>Service:</i> Best practices in properly scheduling warranty work <i>Parts:</i> A study in proper parts department staffing <i>Collision:</i> Use pre- and post-repair diagnostic scans to improve efficiency and increase ARO
JUNE Ad Close: 4/30 Material Due: 5/4	MAIN FEATURE <i>Profitability Bootcamp:</i> A full-on, fundamental breakdown of the key metrics, data, systems and strategies that allow thriving fixed operations departments to maximize profits. ADDITIONAL CONTENT <i>Service:</i> How to create a fool-proof parts-pricing matrix <i>Parts:</i> Common parts department marketing missteps—and the solutions to overcome them <i>Collision:</i> The critical steps to better scheduling and improved workflow
JULY Ad Close: 5/31 Material Due: 6/3	MAIN FEATURE <i>Digital Industry:</i> As fixed operations departments scramble to keep up with rapid technology changes, we examine the trends, tech and processes dealers have adopted to get ahead. ADDITIONAL CONTENT <i>Service:</i> Networking secrets to get the most out of your 20 Group experience <i>Parts:</i> Bad system or bad employee? A tangible solution to identify your most common workflow problems <i>Collision:</i> A deep dive into the investments, requirements and return of OEM certification

MONTH	EDITORIAL FEATURES
AUGUST Ad Close: 6/30 Material Due: 7/5	MAIN FEATURE <i>Maximum Efficiency:</i> The tried-and-true systems, processes and operational philosophies behind the country's most efficient fixed operations departments. ADDITIONAL CONTENT <i>Service:</i> How to successfully take on fleet work as a way to boost business <i>Parts:</i> Top tips for auditing your management system's data and using the information to improve parts operations <i>Collision:</i> A guide to getting fully reimbursed on every job
SEPTEMBER Ad Close: 7/31 Material Due: 8/4	MAIN FEATURE <i>Branding Reputation:</i> How thriving fixed operations businesses overhauled their branding and marketing efforts to better connect to modern customers. ADDITIONAL CONTENT <i>Service:</i> A proven process to quickly improve your sales closing ratio <i>Parts:</i> Implementing a performance-based pay plan in the parts department <i>Collision:</i> Developing a mentorship program to grow your own technicians
OCTOBER Ad Close: 8/31 Material Due: 9/2	MAIN FEATURE <i>Solving the Hiring Crisis:</i> A look at the surefire strategies many dealerships have in place to recruit and retain top talent from an ever-shrinking candidate pool. ADDITIONAL CONTENT <i>Service:</i> How to increase margins and make real money on routine maintenance work <i>Parts:</i> The key elements of a successful digital marketing campaign <i>Collision:</i> Testing gas catalytic paint-drying technology
NOVEMBER Ad Close: 9/30 Material Due: 10/3	MAIN FEATURE <i>How They Did It:</i> The captivating stories of how some of the industry's top operators overcame adversity to achieve new levels of success. ADDITIONAL CONTENT <i>Service:</i> Mastering the art of the upsell <i>Parts:</i> Beating the benchmark—a guide to increasing margins and bettering industry standards <i>Collision:</i> Utilizing community-based marketing tactics to improve shop reputation and revitalize referrals
DECEMBER Ad Close: 10/31 Material Due: 11/4	MAIN FEATURE <i>2017 Roadmap:</i> A look at the trends, challenges and solutions that lie ahead for fixed operations departments in 2017. ADDITIONAL CONTENT <i>Service:</i> How to make hybrid and electric vehicle repair your newest profit center <i>Parts:</i> Streamlining the parts delivery process <i>Collision:</i> Advanced steps to increase paint and materials profits

CHANNELS



BE EVERYWHERE
YOUR TARGET
AUDIENCE IS.

Fixed Ops Business will be integrated into everyday life for every fixed ops influencer. Whether it's in email, print, the web, or social media, *Fixed Ops Business* will be the source who's always there.



Print

12 times per year. Even with the most detailed insight around, one issue per month makes each issue easy to pick up and read in its entirety.



Daily Newsletter

Active outreach. These are busy people who often don't have time to seek out new info. *Fixed Ops Business* will actively deliver critical content so they never miss a beat.



Online and Social Media

Real solutions in real time. This industry is quickly evolving and it requires constant updates and easily accessible content for those who want to keep up.

The logo consists of a solid yellow square. Inside the square, the words "Fixed Ops" are stacked above "Business" in a bold, black, sans-serif font.

**Fixed Ops
Business**

GET THE EDGE IN FIXED OPS.

CONTACT US TO START MAKING A DIRECT IMPACT
WITH YOUR TARGET AUDIENCE.

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