

www.thebrakereport.com

The BRAKE ReportTM

Engaging, informing, and connecting the brake community

MEDIA KIT

Updated: September 2019

The BRAKE Report™

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The BRAKE Report is a leading source of news and information for the global brake industry. Our mission is to inform, engage and connect you – the most avid members of the brake community.

Since 2012, The BRAKE Report has been a trusted source for daily business intelligence on the automotive and commercial vehicle brake segments. The Website, e-Newsletter, and social media channels reach thousands of brake industry professionals and executives around the world.

Statistics and Reach

30,000+ **15,000+** **3,500+**

Monthly Pageviews

Unique Monthly Visitors

Newsletter Subscribers

28,000+ **100+**

LinkedIn Audience

Countries Reached

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Sponsorship Opportunities

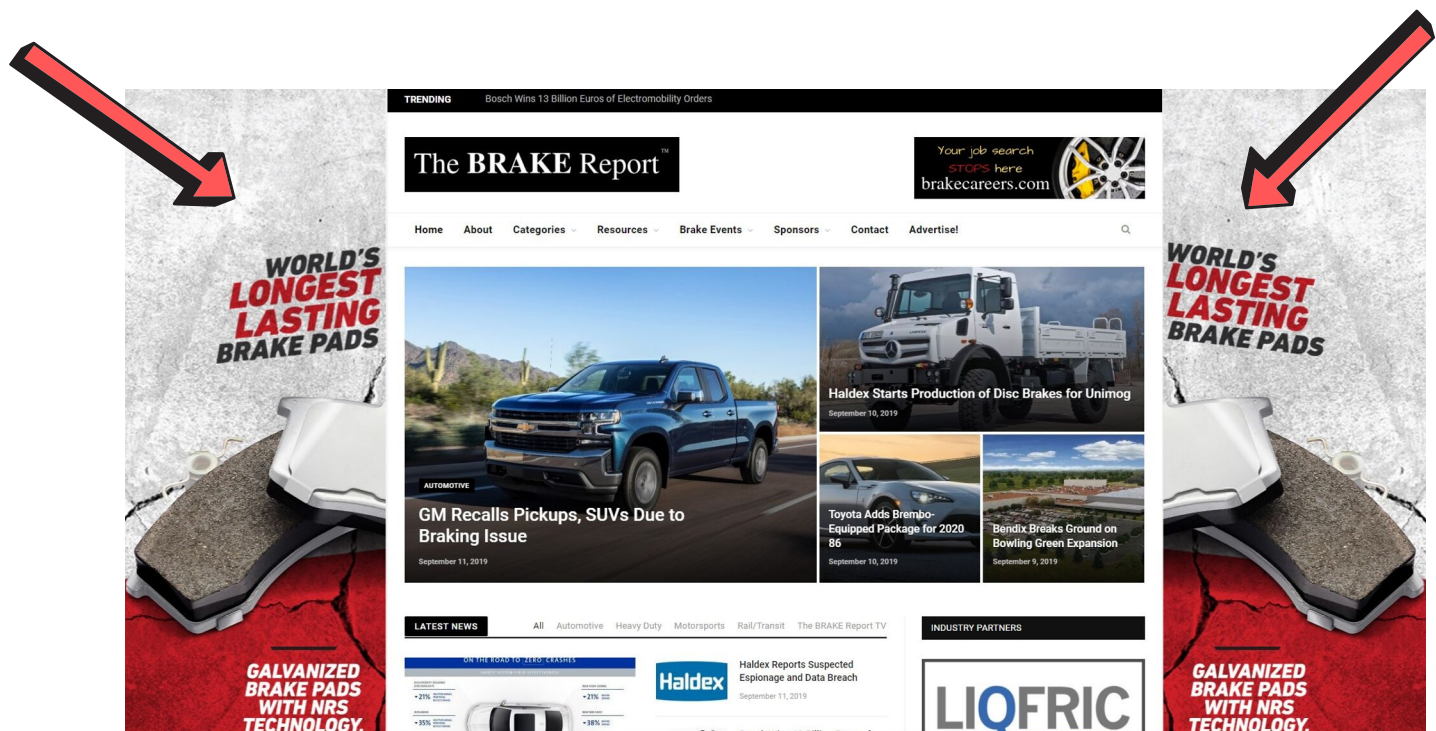
PRIME SPONSOR

Annual Sponsorship

(SOLD: NOT AVAILABLE)

(Availability - 1 Sponsor)

As the Prime Sponsor of The BRAKE Report, your company will own the rights to the Home Page Takeover area of the website to advertise and promote your brand. This highly sought after real estate is a great way to catch anyone's attention. This sponsorship also comes with mobile advertising feature to grab the attention of this growing segment.



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INDUSTRY PARTNER

Annual Sponsorship

\$10,000 USD / YR

\$1,000 USD / mo. if paid monthly

As an **Industry Partner**, your organization will gain exposure through multiple branding & advertising opportunities on the website, weekly newsletter, and social media channels.

- Ad/logo (360 x 200) prominently displayed and rotated on right side bar of every page of The BRAKE Report website.
- Unlimited updates can be made throughout the year.
- Link to landing page or website of your choice included.
- Listed in the Industry Partner directory located on The BRAKE Report website.
- Acknowledgement of support in weekly newsletter.
- Acknowledgement of support at end of video segments.

The screenshot displays the homepage of The BRAKE Report website. On the left, a vertical banner for NRS Brakes promotes 'GALVANIZED BRAKE PADS WITH NRS TECHNOLOGY' and 'LONGEST LIFE AND LESS NOISE', directing users to NRSBRAKES.COM. The main content area is titled 'LATEST NEWS' and features several articles: 'ON THE ROAD TO ZERO CRASHES' with statistics on rear auto braking, 'Reports Suspected Data Breach' by Haldex, 'Bosch Wins 13 Billion Electromobility Order', 'Bendix Tips Can Help Prepare for Brake Safety Week', 'Paccar Recalls Trucks for Potential Brake Problems', 'Knorr-Bremse Wins Order for New High-Speed Trains', and 'Haldex Starts Production of Disc Brakes for Unimog'. A large red arrow points from the 'Reports Suspected Data Breach' article to the 'INDUSTRY PARTNERS' section on the right. This section lists logos for Lapinus, HORIBA Automotive Test Systems, and NRSBRAKES. A bottom banner for NRS Brakes repeats the product benefits and website information.

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INDUSTRY PARTNER +

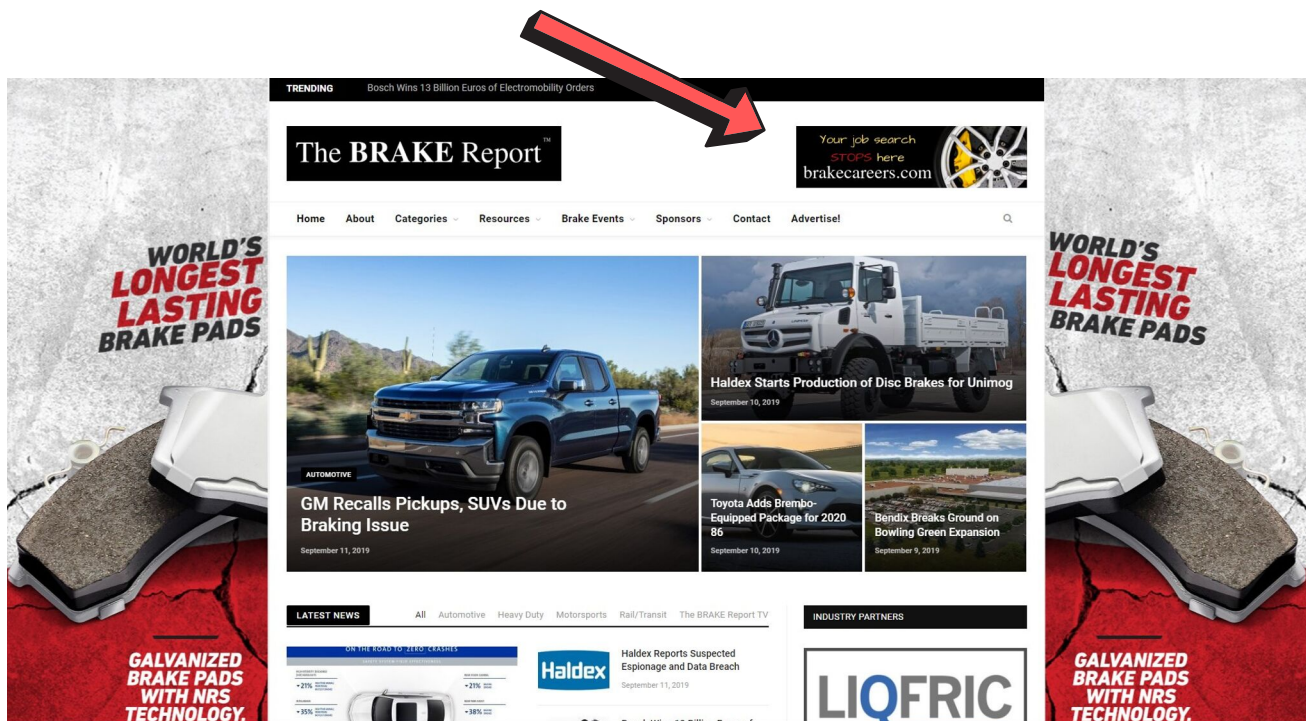
Annual Sponsorship

\$20,000 USD / YR

\$2,000 USD / mo. if paid monthly

(Availability - 1 Sponsor)

As the **Industry Partner +** sponsor, you will enjoy all of the benefits of the Industry Partner sponsorship plus full ownership of the top right-hand banner ad location on The BRAKE Report website. This prominent feature can also rotate a selection of multiple ads you create to provide engaging content for returning visitors.



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VIDEO SPONSOR

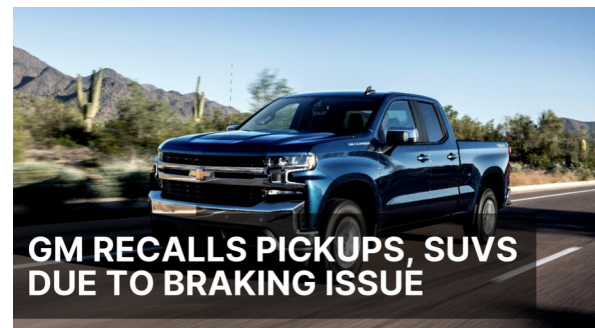
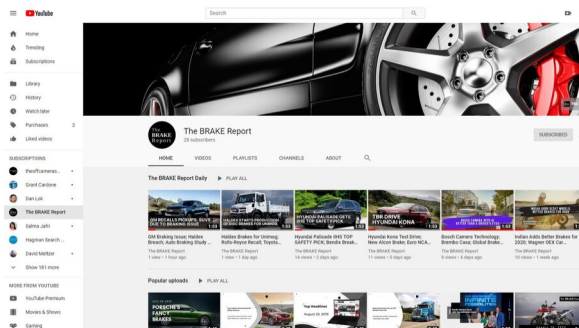
Annual Sponsorship

\$20,000 USD / YR

\$2,000 USD / mo. if paid monthly

(Availability - 1 Sponsor)

New to The BRAKE Report is the addition of consistent daily and weekly video content to the website and social channels. As the primary Video Sponsor of The BRAKE Report, all video content will be "presented by" your organization and given prominent exposure and branding to the audience.



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Advertising Opportunities

SPONSORED CONTENT

Weekly Newsletter

\$4,000 USD

4 weeks

Have a white paper or advertorial article you would like to promote to The BRAKE Report subscriber base? Purchase a Sponsored Content slot in our weekly newsletter and have your ad and link to your article displayed for 4 consecutive weeks.

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Contact The BRAKE Report to learn more about our sponsorship opportunities.

BRIAN HAGMAN

Founder and Publisher

Brian is Founder and Publisher of The BRAKE Report, an online media platform dedicated to the automotive and commercial vehicle brake segments.

He is also President of Hagman Search Group, an executive search firm focused on serving clients in this industry.

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MIKE GEYLIN

Senior Editor

Mike is Senior Editor of The BRAKE Report. Geylin has been in automotive communications for five decades working in all aspects of the industry from OEM to supplier to motorsports as well as reporting for both newspapers and magazines on the industry

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