

INTRODUCING

AUTO HUB SHOW



BobGarlickPhotography.com

MEDIA KIT 2023

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Podcast on a page SUMMARY

THE AUTO HUB SHOW

The Auto Hub Show is a Weekly "Live" automotive podcast with a very simple mission, to help the Automotive industry get better every day. We bring together industry professionals, experts, and Car Nuts from all over the world to discuss the state of the industry, share knowledge to help the industry we love Level Up every single week and have fun at the same time.

TOP EPISODES

- **The BDC Show**
1215 downloads | 890 total listens
- **Brian Benstock Interview**
686 downloads | 788 total listens
- **How To Maximize / Empty Lot**
463 downloads | 603 total Listens

AUDIENCE

- 75% Male | 25% Female
- 70% of listeners based in the US, 15% in Canada, 15% Global
- Interests in entrepreneurship Automotive, Investment and Travel

PODCAST STATISTICS



1579

LISTENS PER
PODCAST



8625

TOTAL
DOWNLOADS



4.2

RATING
ON ITUNES



3463

SUBSCRIBERS



21568
followers



27123
Connections



26328
followers



59,700
Impressions

SHOW SPONSORSHIP PACKAGES

The Auto Hub Show is always interested in partnering with the automotive industry and helping companies grow.

SEASON SPONSORSHIP

PLATINUM, GOLD
SILVER, BRONZE

**STARTING AT
\$999**

SHOW SPONSORSHIP

CREATE YOUR OWN
AUTO HUB SHOW
EPISODE

**STARTING AT
\$1088**

DONATION



NO LIMIT



ABOUT US

Jeff is an automotive industry professional with over 30 years of experience. Having held every position in variable operations, ranging from sales up to GM, Jeff has a solid understanding of the automotive retail industry and the automotive world in general. He has worked with a wide range of manufacturers, ranging from pickups, luxury brands, and even motorcycles.



Ian is a senior leader in the automotive industry with over 20 years of industry experience including 10 years of automotive retail experience. He is also an experienced trainer with deep experience in Sales, Service, F&I, and BDC departments in large dealer groups and small dealerships. Ian's family has been in the automotive industry for generations in Ontario starting with his grandfather and Nethercott Chevrolet.

Ian has had the opportunity to work with large and small dealer groups all over North America and he has always had a customer service and experience focus.

Podcast STATISTICS

SOCIAL MEDIA CHANNELS



59,700

IMPRESSIONS



20,145

FOLLOWERS



25,234

CONNECTIONS



25,636

FOLLOWERS



3K

MAILING LIST

PODCAST STATISTICS



1579

LISTENS PER
PODCAST



8625

TOTAL
DOWNLOADS



4.2

RATING
ON ITUNES



3,463

SUBSCRIBERS

Since launching, the podcast has achieved a phenomenal growth rate of **12%** month-on-month and continues to grow

lets work together

THE HOSTS



Ian And Jeff **THE PODCAST HOSTS**

IAN & JEFF HAVE BEEN POWERING THE AUTO HUB SHOW TOGETHER FOR ALMOST THREE YEARS NOW. THE SHOW HAS BEEN AN ADVENTURE FOR EVERYONE.



Our Amazing TEAM!

THE AUTO HUB SHOW TEAM



IAN NETHERCOTT

H O S T

Ian Nethercott has been part of the Auto Hub Show since the early days and continues to get things done every single week in front of the camera and behind the scenes



JEFF POLO

H O S T

Jeff Polo is not only a pretty face he is also part of the dynamic duo that is the Auto Hub Show. He is part of the development of the show and is not afraid to do live interviews at Nada, Used Car week and elsewhere with a smile.



LARRY FELDMAN

TRAINER
MUSICIAN
RECRUITER
SHOW PARTNER

Larry Feldman is not only North America's best trainer he is a former dealer who loves to help dealerships find staff and he is "Out of His Mind" his words not ours and as the owner of Career Changers USA and now Canada he loves helping dealers take their team to the next level.



GAIL RUBINSTEIN

SOCIAL MEDIA GURU
SHOW PARTNER
AUTOMOTIVE EXPERT

Gail Rubenstein is not only our Social Media Guru for the show she is also a major sponsor of the Auto Hub Show and her firm Retail Resilient helps car dealers all over North America sell cars using social media every single day

OUR TEAM MAKES THE AUTO HUB SHOW POSSIBLE

Podcast AUDIENCE



DEMOGRAPHICS

SEX

75% MALE

25% FEMALE

AGE

20-65 (Linkedin)

DEMOGRAPHICS

INCOME

\$150-500K P.A

OCCUPATION

PROFESSIONALS

TOP MARKETS

70% USA

15% CANADA

15% GLOBAL

INTERESTS

ENTREPRENUERSHIP

BUSINESS

AUTOMOTIVE

MANAGEMENT

release **SCHEDULE**

1 week

SHOW CONCEPT

1 week

**SCRIPT
FINALIZED**

1 day

LIVE SHOW

1 Day

**EDIT,
FINALIZE**

WEEKLY SHOW

Show **FORMAT**

INTRO | 10 MINS

TOPIC 1 | 15 MINS

The first Topic or question for our panel of live speakers.

TOPIC 2 | 15 MINS

Building on question one we add a new topic and ask our panel live.

TOPIC 3 | 15 MINS

As we move to the third topic of question we also take questions from the audience.

EXIT | 5 MINS



Show GUESTS



MATHEW GROWDEN [LISTEN HERE](#)

AUTOMOTIVE RETAIL GOOGLE

Mathew Growden has been a speaker on multiple Episodes of the Auto Hub Show over the years. He is a data driven automotive professional who always has something to say about the industry and how Google and data plays an important role in the changing marketplace.



GLENN PASCH [LISTEN HERE](#)

CEO PCG

Glenn Pasche always has something to say about the state of the automotive world and how various OEM's and Digital Players play a role in how the industry evolves over time. Glenn is never lacking of a point of view and not afraid to share it for the automotive professionals on the auto hub show



DANNY ZASLAVSKY [LISTEN HERE](#)

MANAGING PARTNER VINCUE

Danny Zaslavsky is not only the managing partner of Vincue he is also the DP of Country Hills Motors in Mission Kansas. He is a young, trailblazer who is helping change the automotive industry for the better every single day.

WORKING IN PARTNERSHIP WITH GUESTS ON OUR SHOW

TOP EPISODES

#1

THE PERFORMANCE CAR SHOW

This is a Show for Car Nuts and aspiring car nuts. Don't miss three great Guests and your entertaining host discussing Cars and upgrading your ride on this episode.

Need more reason's to check out the show?

[LISTEN HERE](#)

#2

THE AUTOMOTIVE F&I SHOW

Don't miss two exciting Guest speakers discussing the current state of F&I in automotive and how to drive more sales, retention and profit in your dealership today.est

[LISTEN HERE](#)

#3

THE AFTERSALES SHOW

As the Automotive world goes through a high-stress period with the pandemic and the EV tidal wave gets ready to change the way dealerships do business forever we thought a show about how to tune up the profitability and enhance the customer experience for your existing customers made a lot of sense.

[LISTEN HERE](#)

SPONSORSHIP PACKAGES

WE HAVE A RANGE OF PACKAGES TO BEST SUIT YOUR NEEDS

PACKAGE 1

Season Sponsorship

**MULTIPLE
SPONSORSHIP
LEVELS
AVAILABLE**



Platinum

Gold

Silver

Bronze

FROM \$999

PACKAGE 2

Create Your Own Episode

**SPONSOR THE
SHOW & CREATE
YOUR OWN
CUSTOM
EPISODE**

Sell Your
Products
& Services
& Create
Great Content

FROM \$1088

PACKAGE 3

*Power
The Auto
Hub Show*

**Recruiting &
TRAINING
SERVICES**



Platinum

Gold

Silver

FROM \$999

Partnership PACKAGE

SEASON SPONSORSHIP PACKAGES

The Auto Hub Show is quite literally powered by our signature season partners every single day. We have 8 season sponsorship opportunities available every season.

- Pre- Show Video - Sponsors showcase their products every week at the start of each show.
- The Auto Hub Show List - We promote our Sponsors every week to our list.
- Live Events - We interview our sponsors at live events (NADA, Driving Sales, Used Car Week for example)
- Share Posts - We quite simply promote their businesses any way we can.
- Show Sponsorship - The auto Hub show also offers show sponsorship as another way to create great content for your business and support the show.

The Auto Hub show is offering **4 New Season Sponsorship Opportunities For 2023** in the training and human resources side of the business.

**PRICES START AT
ONLY \$999**





BobGarlickPhotography.com

Ian & Jeff

WORKING WITH US

What you can EXPECT

The Auto Hub Show team is quite simply a dream to work with, and we understand the automotive industry and it's unique challenges because we come from the automotive industry ourselves.

Both Jeff Polo and Ian Nethercott have a personal history in the industry and we have years of experience working with large and small firms in the industry and vendors and OEM's as well.

If your firm is just getting into the industry or you are very Experiences, we are happy to help.

Case studies & **PARTNERSHIPS**



RAPID RECON

The Rapid Recon team started supporting the Auto Hub Show in 2021 as a Show Sponsor and has upgraded their support to season sponsorship in 2022.

MORE **VISIBILITY** | MORE **LEADS**



BROOKE.AI

As Proactive Dealer Solutions expanded into the Ai space with Brooke.ai we knew we needed to get the word out about our game-changing product and the Auto Hub Show was the perfect place to start.

MORE **VISIBILITY** | MORE **LEADS**



RETAIL RESILIENT

The team at Retail Resilient is not only a season sponsor of the Auto Hub Show we also work with Ian and Jeff personally to help them grow the show and help more dealers every single week.

MORE **VISIBILITY** | MORE **LEADS**



POLLY

The Auto Hub Show team has been a fantastic partner with the team at Polly and Jeff Polo and Ian Nethercott even supported us with live appearances at NADA in 2022 at our booth.

MORE **VISIBILITY** | MORE **LEADS**

LETS WORK TOGETHER



"HAD A GREAT TIME AS ALWAYS AND I THANK ALL OF YOU FOR YOUR WORDS OF ENCOURAGEMENT"

JOHN LATKA, 2021 AUTOMOTIVE BUSINESS SOLUTIONS



"LOVE WHAT YOU GUYS DO TO SUPPORT WOMEN JEFF IT MEANS A LOT. WOMEN STILL HAVE IT TOUGH OUT THERE."

JANIS SHOWERS, 2021 THE CAR GIRLS



"HI JEFF, THANK YOU FOR INVITING ME, I HAD A GREAT TIME WITH YOU AND IAN. "

MONICA ARORA BIR, 2022 DIGITAL MONK MEDIA



"HI HELLO JEFF, GREAT SHOW! ...LOVE ALL THE EV STUFF! "

DAVID GILES, 2022 ALL EV- STEELE AUTO GROUP



"...CAN'T WAIT TO BE ON YOUR SHOW AGAIN "

BRENT SEAVEY, 2022 EX-TESLA, XCELLERATE



"I LOVE WHAT YOU AND IAN ARE UP TO. LOOKING FORWARD TO NEXT WEEK."

AMANDA TROUPE, 2021 LADIES CAR SENSE



"I WAS LISTENING TO THE SHOW TODAY AND IT WAS GREAT! "

FARID AHMED, 2021 DSMA, FOUNDER



"I APPRECIATE YOU GUYS AND LOVE YOUR SHOW. YOU AND IAN ALWAYS MAKE IT FUN "

LARRY FELDMAN, 2022 CAREER CHANGERS USA

Jan & Jeff

AUTO HUB SHOW

HELPING THE AUTOMOTIVE
INDUSTRY EVERY WEEK

GET IN TOUCH!

IANANDJEFF@AUTOHUBSHOW.COM



PODCASTS.APPLE.COM/US/
PODCAST/THE-AUTO-HUB-
SHOW/ID1573315771



HTTPS://OPEN.SPOTIFY.CO
M/SHOW/7AXK5YPA9MBMM
HPU4INOWY



HTTPS://WWW.YOUTUBE.CO
M/CHANNEL/UCTC0HB89YE
A4UCXVWLM25G



HTTPS://WWW.FACEBOOK.C
OM/AUTOHUBSHOW/



HTTPS://WWW.LINKEDIN.CO
M/SHOWCASE/AUTOHUBSHO
W/

with Jan and Jeff



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