



## **NABD & SubPrime Auto Finance News Launch Monthly BHPH Report on NABD Website**

### **BHPH Report & Affiliated Media to Launch**

The National Alliance of Buy Here Pay Here Dealers (NABD) and Cherokee Automotive Group (CAG), the publishers of *Auto Remarketing* and *SubPrime Auto Finance News* will combine forces to launch the *BHPH Report* for the industry later this month.

# **BHPH REPORT**

This effort will capitalize on the joint strength of NABD and CAG to provide a powerful digital publication and supporting media assets that will serve to benefit operators (franchise and independent), vendors, owners, and executives involved in the BHPH industry.

“NABD believes that the BHPH industry wants and needs a publication devoted exclusively to this important segment of the auto industry,” said Ken Shilson, NABD founder. “We look forward to working with Cherokee Automotive Group on this joint Report. We ask BHPH operators and industry product and service providers to help provide quality content and timely information. Working together the industry can make a difference!”

“We’ve always worked very closely with Ken, Ingram and the entire NABD team”, said Bill Zadeits, president and publisher of CAG. “We think this is a great fit, and we’re excited about teaming up to help dealers and others invested in the success of the BHPH industry. We want to provide them with the best information and insight possible. We want to help them succeed.”

The *BHPH Report* will be a monthly digital magazine which will be made available to 30,000+ franchise and independent operators. NABD and CAG are working together to develop a strong readership that will create a targeted, valuable audience for advertisers and sponsors. Additional distribution will include vendors, suppliers, analysts, executives, and automotive industry owners involved with the BHPH industry.

In addition to the monthly *BHPH Report* digital magazine to appear on NABD’s website at [www.bhphinfo.com](http://www.bhphinfo.com), there are three other media assets that make up the foundation of the *BHPH* media family: **BHPH Extra** newsletter will debut with periodic, fresh updates, news and information to keep readers engaged, updated and informed.

Coming in 2014 is an exciting, new design and improved functionality for [www.autoremarketing.com](http://www.autoremarketing.com) and [www.subprimenews.com](http://www.subprimenews.com). *BHPH* will have an exclusive channel and site [www.bhphreport.com](http://www.bhphreport.com) as part of these popular websites and, along with [bhphinfo.com](http://bhphinfo.com), will offer robust content with exclusive, targeted information and data developed through e-news, digital magazine sources and content creators.

This fresh and focused content on BHPH topics will drive increasing audience share to these websites and provide additional value to advertisers.

For both the spring and fall NABD Conferences, a bonus-circulation print edition of *BHPH Report* will be distributed to all attendees. Bonus print distribution will be 1500-2000 copies onsite for each event. Ron Smith, CEO and publisher/editor emeritus for CAG, “In today’s media marketplace, you have to be on the leading edge of technology and innovation. Our company is committed to taking the lead in this area and we applaud NABD for its efforts to do the same.”

### **Relevant & Compelling Content Exclusively for the *BHPH Report***

NABD & CAG will work collaboratively to generate relevant content that is exclusive for the BHPH market segment. Content will be derived from credible and varied sources including key contributors including successful operators with exclusive content and BHPH market analysis.

Nick Zulovich, editor of *SubPrime Auto Finance News*, will also serve as editor for *BHPH*. Joining Zulovich will be CAG’s editorial team of Joe Overby, editor of *Auto Remarketing*, Sara Rubenoff, editor of *Auto Remarketing Canada* and Nancy Pardue, CAG staff writer.

More news and information will be gathered from NABD Conferences, NABD Boot Camps, Dealer and Compliance Academies, and expert contributors, analysts and trainers.

“Content is king,” Zulovich went on to say. “We know that there are many different media outlets; we want to be the ONE that dealers turn to for news and information related to the BHPH industry, and that’s what we plan to deliver. When you combine great content with a great audience, you have the recipe for success.”

Advertising will be managed by CAG in partnership and coordination with NABD.

This joint effort team will ensure that NABD and CAG sponsors and advertisers have every opportunity to participate in these new and powerful media opportunities.

\*If you already have an account representative for *SubPrime Auto Finance News* and/or *Auto Remarketing*, your contact for *BHPH* will be that same person.

Interested in advertising or digital sponsorships? The premiere edition of *BHPH Report* will be released the last week of this month. Be a partner to this historic launch and contact us today to reserve your ad space in the *BHPH Report*.

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