



For Immediate Release

For More Information, Contact:

Bill Babcox
President
Babcox Media, Inc.
330-670-1234 ext. 217
bbabcox@babcox.com

MARY DELLAVALLE APPOINTED EDITOR OF TIRE REVIEW AT BABCOX MEDIA

Akron, Ohio – April 16, 2019 – Babcox Media, Inc. is pleased to announce that Mary DellaValle has been appointed editor of the *Tire Review* brand.

Since 1901, *Tire Review* has been committed to helping today’s independent tire dealers run and grow a more competitive business. It was the first brand in the Babcox Media portfolio, acquired in 1920, and continues to deliver a strong mix of operational advice, tire and service information and up-to-the-minute news across its print, digital and video platforms.

Bill Babcox, President of Babcox Media, said, “Owners and operators depend on *Tire Review* to deliver market intelligence and news to drive their business. The brand needs a fiercely committed, experienced and innovative force at the content helm, and we know Mary D. to be just that.”

DellaValle joined Babcox Media in 1988 as the Senior Editor of *Brake & Front End*. Since then, she’s held various roles, most recently serving as the editor of *ImportCar* in addition to contributing her talents across the entire portfolio in a variety of ways.

“I am excited to immerse myself in the tire industry and get to work on our flagship brand. I’m thrilled to bring my experience to *Tire Review*, where we will continue to provide premium content to its valued and loyal readership,” said DellaValle.

DellaValle’s appointment makes her only the 10th editor of the brand in its 118-year history.

About Babcox Media Inc.

Founded in 1920, Babcox Media (babcox.com) is a business-to-business media and information services company serving the auto care, tire, performance, commercial trucking, auto dealer, powersports and enthusiast markets. Today, Babcox produces more than 100 industry-specific print and digital properties, show dailies and event guides for leading trade shows. In addition to webinars, video, custom content and market research, the Babcox Media Innovation Group provides lead generation, list rental services, event media management and strategic communication plans and campaigns on behalf of our clients. With its vast portfolio of print and digital products and services, Babcox Media is dedicated to developing and delivering content in innovative formats that meet the needs of today’s readers and advertisers.



3550 Embassy Pkwy, Akron, OH 44333

330.670.1234 www.babcox.com