

# THE POPULAR MECHANICS **TEST ZONE**

## EASTON, PA

Anything but an office, this experiential space provides a unique, authentic editorial platform to showcase product, capture premium content, and host engaging activations.

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### FEATURES:

- Editorial Headquarters
- State-of-the-Art Test Facility
- Consumer-Facing Storefront
- Popular Mechanics Workshop & Garage

### BRAND OPPORTUNITIES:

- Custom Content Capture at Popular Mechanics Studios
- Brand and Product Displays
- Behind-the-Scenes Testing with Editors

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