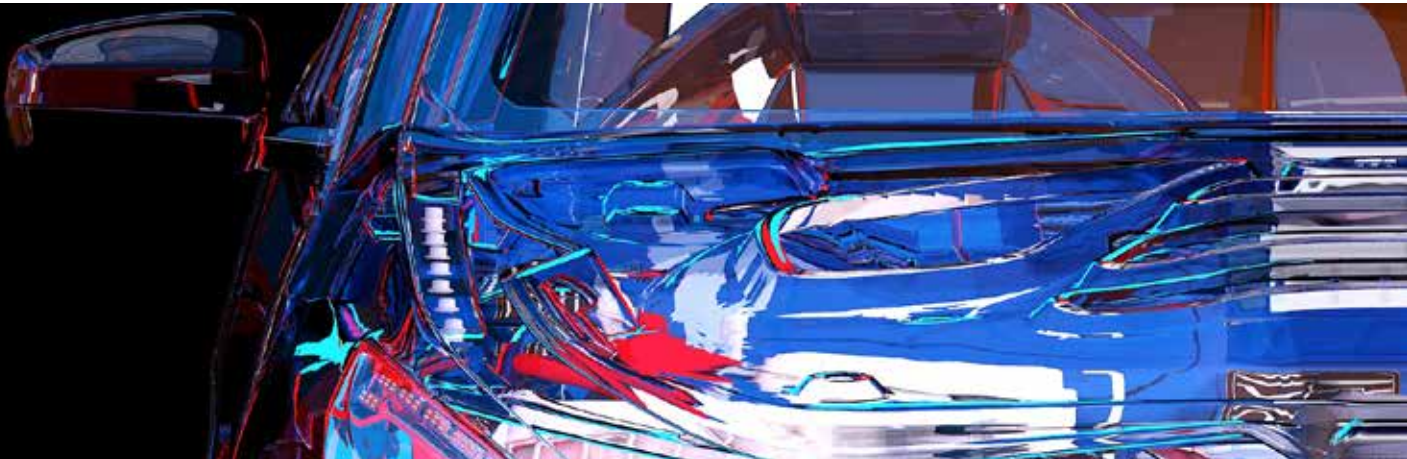


# Collision

## QUARTERLY

The Voice of Canada's Collision Repair Associations



## 2018 Media Kit

ADVERTISING RATES • EDITORIAL CALENDAR

[automotiveretailer.ca](http://automotiveretailer.ca)

### SALES

Carol McNeil-Gardner

*Associate Publisher*  
arpgardner@rogers.com  
tel 289-660-0139  
fax 289-660-0566

### EDITORIAL

Rene Young

*Publisher/Editor*  
publish@ara.bc.ca  
tel 604-432-7987  
fax 604-432-1713

### PRODUCTION

Patti Zazulak

*Design/Production*  
araproduct@ara.bc.ca  
tel 604-432-7987  
fax 604-432-1713

### OUR PARTNERS



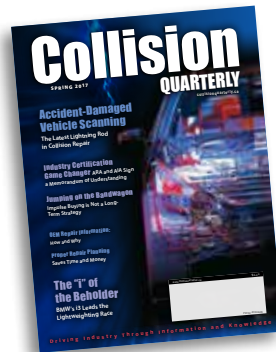
# Collision QUARTERLY

## Our Mission

As the voice of Canada's collision repair industry, *Collision Quarterly* is committed to providing quality, informed editorial with a robust emphasis on the issues facing today's industry professionals. Our goal is to provide readers with relevant, comprehensive, expert-driven commentary on the issues, trends, and practices driving business and professional development within the industry we serve. Our objective is to augment and facilitate industry knowledge, best practices, and information.

*Collision Quarterly* is set apart from competing publications by our close relationship with the provincial and regional automotive trades associations across Canada that use our "regional" pages to communicate with their members, industry stakeholders, and their counterparts. Our ties with these associations ensure that our content is relevant, reliable, and on topic. *Collision Quarterly* also reports on the events that shape the repair and refinishing industry from coast to coast, including environmental, public policy, and other government regulations that affect shops.

The depth of our industry roots and our leading-edge content has made *Collision Quarterly* the most trusted voice in the collision repair industry in Canada. If you serve the industry, there is no better way to reach shop owners than through *Collision Quarterly*. We take pride in our publications, and we look forward to serving you.



## Circulation

### Qualified Circulation

|  |       |
|--|-------|
| Autobody repair, including independent, dealership and franchised facilities | 4,683 |
| Glass installers   | 959   |
| Suppliers/jobbers wholesale and retail                                       | 505   |
| Manufacturers/suppliers outside of western Canada                            | 349   |
| Auto recyclers & dismantlers   | 496   |
| Towing only  | 699   |

### Non-Qualified Circulation

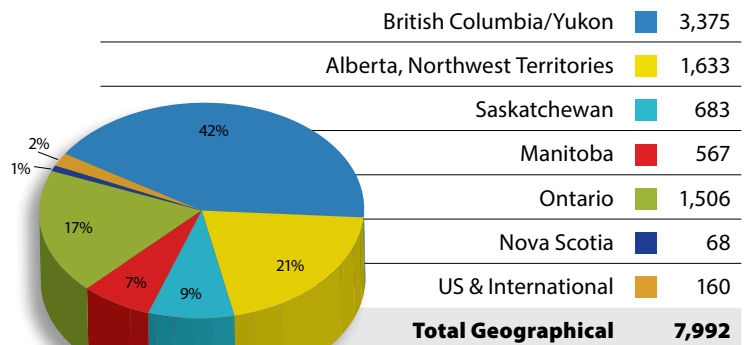
|  |     |
|--|-----|
| Non-automotive: Includes government, schools and insurance companies | 161 |
| Miscellaneous and office copies                                      | 140 |

**Total Circulation 7,992**

Pass-on Readership: Three qualified readers per copy

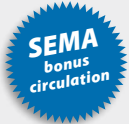
Estimated Total Readership 23,907

### Geographical Breakdown





# 2018 Editorial Calendar

| Issue  | Editorial Features & Highlights   | Ad Closing       | Material Due      | Publish Date      |
|--|---|------------------|-------------------|-------------------|
| <b>Spring 2018</b><br>Vol. 22 • Issue 4  | <ul style="list-style-type: none"> <li>• Business Management &amp; Profitability</li> <li>• Repair Information Access</li> </ul> <p>★ <b>Bonus Circulation:</b><br/> <b>CCIF Montreal, May 24-25 2018</b></p>                         | February 6, 2018 | February 13, 2018 | March 28, 2018    |
| <b>Summer 2018</b><br>Vol. 23 • Issue 1  | <ul style="list-style-type: none"> <li>• Training &amp; Vehicle Technology</li> <li>• New Repair Equipment Technology &amp; Techniques</li> </ul> <p>★ <b>Bonus Circulation:</b><br/> <b>CCIF Vancouver, September 27-28 2018</b></p> | April 25, 2018   | May 2, 2018       | June 6, 2018      |
| <b>Fall 2018</b><br>Vol. 23 • Issue 2<br> | <ul style="list-style-type: none"> <li>• Health &amp; Safety</li> <li>• Employee Management</li> </ul> <p>★ <b>Bonus Circulation:</b><br/> <b>SEMA Las Vegas, November 2018</b></p>   | July 27, 2018    | August 3, 2018    | September 8, 2018 |
| <b>Winter 2018</b><br>Vol. 23 • Issue 3  | <ul style="list-style-type: none"> <li>• New Refinishing Equipment Technology &amp; Techniques</li> <li>• The Right Tools for the Job</li> </ul> <p>★ <b>Bonus Circulation:</b><br/> <b>CCIF Toronto, January 2019</b></p>            | November 5, 2018 | November 12, 2018 | December 14, 2018 |

**Regular Departments** • Features • Perspectives • Technology • Regional • Industry Events

**Regular Features** • Regional & Association News • Industry News • Professional Profiles • Technical Tips • Business Management • Human Resources • Health & Safety • Perspectives • Technology • Events • New Products

\* Editorial Calendar subject to change

\* Publish date is the date the magazine is delivered to the Post Office. Street delivery can take up to 3 weeks.

# Collision

QUARTERLY

## 2018 Rates & Ad Sizes

### Frequency

Collision Quarterly is published quarterly – 4 times a year.

### Rates (Effective January 1, 2017)

| <b>4 Color Process</b> | <b>1X</b> | <b>4X</b> | <b>8X</b> |
|------------------------|-----------|-----------|-----------|
| Full page              | \$3,288   | \$3,046   | \$2,895   |
| 2/3 page               | \$2,524   | \$2,319   | \$2,201   |
| 1/2 page island        | \$2,303   | \$2,061   | \$1,959   |
| 1/2 page horizontal    | \$1,899   | \$1,738   | \$1,642   |
| 1/3 page               | \$1,420   | \$1,302   | \$1,238   |
| 1/4 page               | \$1,055   | \$948     | \$899     |
| 1/6 page               | \$871     | \$764     | \$721     |
| <b>B&amp;W</b>         | <b>1X</b> | <b>4X</b> | <b>8X</b> |
| Full page              | \$2,161   | \$1,891   | \$1,810   |
| 2/3 page               | \$1,695   | \$1,460   | \$1,400   |
| 1/2 page island        | \$1,495   | \$1,317   | \$1,258   |
| 1/2 page horizontal    | \$1,281   | \$1,109   | \$1,052   |
| 1/3 page               | \$966     | \$839     | \$799     |
| 1/4 page               | \$672     | \$558     | \$522     |
| 1/6 page               | \$522     | \$442     | \$419     |
| <b>Classified</b>      | <b>1X</b> | <b>4X</b> |           |
| Single classified      |           | \$104     | \$82      |
| Double classified      |           | \$198     | \$153     |

### Ad sizes

(inches-width x depth)

|                     |        |                 |                |
|---------------------|--------|-----------------|----------------|
| Full Page           | Bleed: | 8 3/8 x 11 1/8  | 8.375 x 11.125 |
|                     | Trim:  | 8 1/8 x 10 7/8  | 8.125 x 10.875 |
|                     | Live:  | 7 1/4 x 9 1/2   | 7.25 x 9.5     |
| Double Page Spread  | Bleed: | 16 1/2 x 11 1/8 | 16.5 x 11.125  |
|                     | Trim:  | 16 1/4 x 10 7/8 | 16.25 x 10.875 |
|                     | Live:  | 15 1/4 x 9 1/2  | 15.25 x 9.5    |
| 2/3 Page            |        | 4 3/4 x 10      | 4.75 x 10      |
| 1/2 Page Horizontal |        | 7 1/4 x 5       | 7.25 x 5       |
| 1/2 Page Island     |        | 4 3/4 x 7 1/2   | 4.75 x 7.5     |
| 1/3 Page Square     |        | 4 3/4 x 5       | 4.75 x 5       |
| 1/3 Page Vertical   |        | 2 1/4 x 10      | 2.25 x 10      |
| 1/4 Page            |        | 3 1/2 x 5       | 3.5 x 5        |
| 1/6 Page Vertical   |        | 2 1/4 x 5       | 2.25 x 5       |
| 1/6 Page Horizontal |        | 4 3/4 x 2 3/8   | 4.75 x 2.375   |
| Single Classified   |        | 2 1/4 x 1 1/2   | 2.25 x 1.5     |
| Double Classified   |        | 2 1/4 x 3 1/4   | 2.25 x 3.25    |

## Production Requirements

### Preferred positions

Guaranteed position: 10% extra.

Inside cover: 15% extra.

Outside cover: 25% extra

### Agency commission & terms

15% commission to advertising agencies only.

Accounts payable at office of publication in Canadian funds.

### Special services

#### Inserts, blow-in cards, stitch-in and enveloped:

For more information contact Carol McNeil-Gardner.

tel 289-660-0139 • arpgardner@rogers.com

### Material specifications

#### Printing process:

Litho'd 4 color process, 70lb gloss, saddle stitched and trimmed to 8.125" x 10.875".

#### File formats accepted:

- Press ready PDF files. High resolution images (300 dpi). Fonts embedded.
- EPS and AI files (with outlined fonts).
- Additional charges will apply if the material does not meet these specifications. The advertiser is responsible for the accuracy of the information.
- We will design ads on request, additional charges will apply.

#### Color:

No RGB, no pantone or spot colors, please convert to CMYK.

### Changes and cancellations

Material changes and cancellations not accepted after closing dates.

### Email and File Upload

**Email:** araproduct@ara.bc.ca to send material less than 10MB.

**Upload:** large files (over 10MG) via WeTransfer: [wetransfer.com](http://wetransfer.com)

### Shipping ad material

#### Automotive Retailers Publishing

Unit #1-8980 Fraserwood Court, Burnaby, B.C. Canada V5J 5H7

tel 289-660-0139 • arpgardner@rogers.com

### Shipping space orders and supplied inserts

#### For more information contact:

Carol McNeil-Gardner

tel 289-660-0139 • arpgardner@rogers.com