

tow canada

Canada's National Towing and Recovery Magazine



2018 Media Kit

ADVERTISING RATES • EDITORIAL CALENDAR

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
araproduction@ara.bc.ca
tel 604-432-7987
fax 604-432-1713

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Our Readers

Tow Canada is Canada's only national tow and recovery magazine. We tell the story of Canadian towing professionals, delivering educational content from industry experts and the latest industry news and information. As a forum for Canada's towing community, *Tow Canada* encourages our readers to share information through our pages.

Our mandate is to provide balanced coverage of the towing industry's top issues, and to supply useable ideas to Canada's lead tow and recovery business owners. We provide editorial that is responsive to the opportunities and current demands of the towing industry, and we have earned a reputation for top-notch reporting.

Tow Canada's subscriber list includes tow and recovery business owners and operators, insurance companies, police and municipal contractors, as well as members of provincial towing associations across Canada. These professionals are seldom found sitting behind a desk, and they are often difficult to reach. When they do take the time to read, they reach for *Tow Canada* because it is the only Canadian source of industry information, and they know our magazine delivers intelligent coverage of this rapidly changing industry. Our advertisers have direct access to tow and recovery business owners and operators across the country.

Published six times a year, *Tow Canada's* goal is to serve the advancement of the tow and recovery industry. We take pride in our publication, and we look forward to serving you.

Circulation

Qualified Circulation

Towing companies: Including tow truck operators from the collision repair and auto recycling industries 5,856

Towing equipment suppliers and auto clubs 227

Manufacturers 231

Non-Qualified Circulation

Non-automotive: Includes government, schools and insurance companies 245

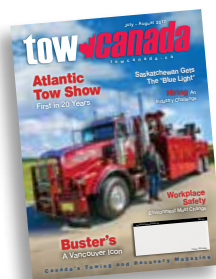
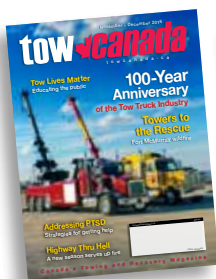
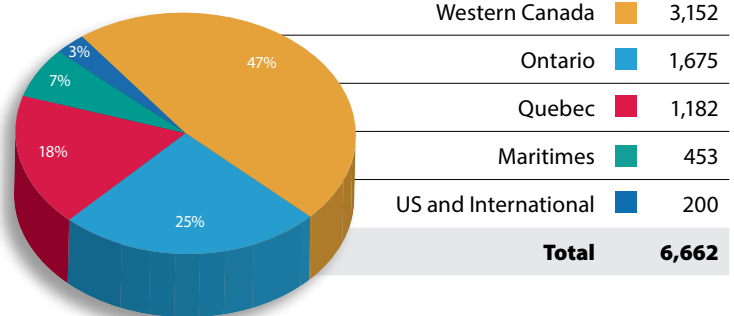
Miscellaneous and office copies 103

Total Circulation 6,662

Pass-on Readership: Three qualified readers per copy

Estimated Total Readership 19,986

Geographical Breakdown





2018 Editorial Calendar

Issue	Bonus Show Circulation	Ad Closing	Material Due	Publish Date
January/ February <i>Vol. 20 • Issue 1</i>	<ul style="list-style-type: none"> • Business Management & Profitability • Employee Management 	11/28/17	12/5/17	01/23/18
March/ April <i>Vol. 20 • Issue 2</i>	<ul style="list-style-type: none"> • Operator Training • New Truck Technology & Accessories <p>★ Bonus Circulation: Florida Tow Show</p>	01/23/18	01/30/18	02/27/18
May/ June <i>Vol. 20 • Issue 3</i>	<ul style="list-style-type: none"> • Health & Safety • Industry Professionalism <p>★ Bonus Circulation: 34th Annual ESTRA Show</p>	03/16/18	03/23/18	04/20/18
July/ August <i>Vol. 20 • Issue 4</i>	<ul style="list-style-type: none"> • Environmental Responsibility • The Right Rig for the Job <p>★ Bonus Circulation: PTAO Tow & Trade Show APDQ Trade Show & Convention</p>	05/23/18	05/30/18	06/27/18
September/ October <i>Vol. 20 • Issue 5</i>	<ul style="list-style-type: none"> • Communications - Internal & External • Social Media <p>★ Bonus Circulation: American Towman Show</p>	07/13/18	07/20/18	08/17/18
November/ December <i>Vol. 20 • Issue 6</i>	<ul style="list-style-type: none"> • Winter Equipment • Winter clothing 	08/30/18	09/06/18	10/04/18

Regular Features • Perspectives • Professional Profiles • Recovery Stories • Tow Tales • Events • Towing Industry News • 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.

2018 Rates & Ad Sizes

Frequency

Tow Canada is published bi-monthly – 6 times a year.

Rates (Effective January 1, 2017)

4 Colour Process	1X	6X	12X
Full page	\$3,067	\$2,788	\$2,651
2/3 page	\$2,739	\$2,518	\$2,411
1/2 page island	\$2,389	\$2,136	\$2,091
1/2 page horizontal	\$2,136	\$1,845	\$1,749
1/3 page	\$1,490	\$1,313	\$1,265
1/4 page	\$1,199	\$1,092	\$1,038
1/6 page	\$984	\$871	\$818
B&W	1X	6X	12X
Full page	\$1,938	\$1,661	\$1,579
2/3 page	\$1,661	\$1,390	\$1,313
1/2 page island	\$1,497	\$1,219	\$1,155
1/2 page horizontal	\$1,283	\$1,101	\$1,053
1/3 page	\$954	\$789	\$748
1/4 page	\$778	\$690	\$655
1/6 page	\$554	\$477	\$454
Classified	1X	6X	
Single classified		\$106	\$85
Double classified		\$204	\$159

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: araproductio@ara.bc.ca to send material less than 5MB.

Upload: large files (over 10MG) via WeTransfer: 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