



MEDIA
MATTERS[®]
incorporated

Media Kit

PROVIDING FULL SERVICE SOLUTIONS;

print, digital, integration, and production services



Media Matters Inc., established in 2001, continues to be the leading provider of news and information to the Canadian collision repair industry. Our mission is to reflect the professional standards of the industry to our readers and advertising partners. Our commitment is to bring you the most up-to-date and relevant content as well as solution driven services designed to connect you with your target customer.

Our top-of-the-line print and digital products serve the various industry segments and include *Collision Repair* magazine, *Collision Québec*, *Canadian Auto Recyclers*, *Bodyworx Professional*, *Training Directory*, *Buyers Guide*, and *Canadian Towing Professional*.

With our print, digital and ancillary services, we are the front-runners in connecting you with your target audience. By channeling experience, knowledge, passion, integrity and service, we effectively and efficiently reach your customers, delivering the best return on investment.

Head Office: 86 John Street, Thornhill, ON. L3T 1Y2
Phone: 905.370.0101 | Email: info@mediamatters.ca

CHOSEN #1 BY THE INDUSTRY!

81%

PREFER US OVER ANY OTHER INDUSTRY PUBLICATION

79%

READ EVERY ISSUE COVER TO COVER

80%

TRUST US TO BEST REPRESENT THE INDUSTRY

*Based on an independent survey conducted by IPAO Market Research, we are the undisputed leaders among print and digital media serving the Canadian collision repair industry. The results speak for themselves.

For full results, contact your sales representative or contact publisher@collisionrepairmag.com

PUBLICATIONS



Collision Repair

collisionrepairmag.com

Collision Repair magazine is the authoritative voice of the Canadian collision repair industry. In a recent IPAQ readership study, 80% of respondents agreed that *Collision Repair* magazine best represents the industry, and 79% are regular readers, reading three out of four issues or more. With an audited circulation of more than 8,600, readers, we reach key decision makers in virtually all collision repair facilities nationally, manufacturers, OEMs, insurers, distributors, jobbers and educators. Every issue features the most current and relevant news impacting the collision repair industry today, making *Collision Repair* magazine the voice of the Canadian collision repair industry.



Buyer's Guide & Directory

buyersguide.collisionrepairmag.com

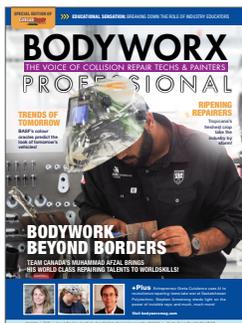
The Collision Repair Annual Buyer's Guide & Directory is a one-stop print and digital resource that features more than 120 products and services. It is an easy and accessible reference tool for the industry, its suppliers and manufacturers. With the strength of our editorial reputation along with the Buyer's Guide's print and digital format, this resource is at your fingertips in addition to those of your target customer within relevant and specific industry sectors such as parts, refinishing, tools, accessories and more. There is no better source for finding centralized product and service information. Would you like to update your product offering throughout the year?



Collision Quebec

collisionquebec.com

Serving the Quebec-based collision repair market, *Collision Québec* extends the mission of *Collision Repair* magazine in this distinct French-only publication published two times a year and distributed to more than 2,400 collision repair facilities and Quebec-based companies serving the industry throughout the province. Every edition includes profiles on the province's industry leaders as well as regional news and trends, providing all the information progressive repairers need to thrive in the Quebec market.



Bodyworx Professional

bodyworxmag.com

Bodyworx Professional is the only publication in Canada written exclusively for professional autobody technicians. Introduced in 2014, *Bodyworx Professional* is dedicated to celebrating the pride, passion and skill of the men and women working back of shop. The magazine features their accomplishments, underscores the importance of training in a rapidly developing technology-based industry, showcases career achievements and highlights the burgeoning customization and restyling market. The focus is on providing relevant content that taps into the dreams, aspirations, and excitement that this industry offers.



Canadian Auto Recyclers

canadianrecycler.ca

In partnership with the Automotive Recyclers of Canada, the bilingual *Canadian Auto Recyclers* showcases the most modern and progressive auto recycling facilities from across the country. Along with the most up-to-date news on changing market conditions, trends and the rise of a new generation. *Canadian Auto Recyclers* brings the perfect blend of tradition, progressive, future-friendly practices and environmentally conscious programs.



Training Directory

trainingmatters.ca

The Training Directory is Canada's first comprehensive guide to training in the collision repair industry. The importance of training within the Canadian collision repair industry has never been more evident or critical. Advancing technology and the reality of artificial intelligence is here. *The Training Directory* and its website complement has everything you need to know about collision repair training and more. It is a must-have for students starting a career in collision repair and for technicians looking to upgrade their skills.



Canadian Towing Professional

towpromag.com

Introducing *Canadian Towing Professional*, a new magazine from Media Matters Inc. We are embarking on a new mission; to bring the industry news that matters to Canada's towing community in a sharp, tightly written magazine, *Canadian Towing Professional*. Dedicated to improving the image of the industry, *CTP* is dedicated to celebrating the heroes, industry best practices and novel strategies being pursued by members of Canada's towing sector.

ONLINE ASSETS

Our websites provide compelling and relevant content to the collision repair industry on a daily basis. Like their print counterparts, **Collisionrepairmag.com**, **Bodyworxprofessional.com**, **Canadianrecycler.ca**, **Towpromag.com**, the online *Training Directory* and the digital *Buyer's Guide* keep the collision repair industry up-to-date with the latest business, industry, training, product news and more. With new content uploaded to each site daily, including exclusive interviews and industry event coverage, there's something for everyone in the industry.

CollisionRepairmag.com
powered by Media Matters Inc.



collisionrepairmag.com

BODYWORX
THE VOICE OF COLLISION REPAIR TECHS & PAINTERS
PROFESSIONAL



bodyworxmag.com

Trainingmatters.ca
THE TRAINING PORTAL FOR COLLISION REPAIR



trainingmatters.ca

Buyer's Guide
AND BUSINESS DIRECTORY



buyersguide.collisionrepairmag.com

TOWING
PROFESSIONAL



towpromag.com

CANADIAN autoRecyclers
magazine



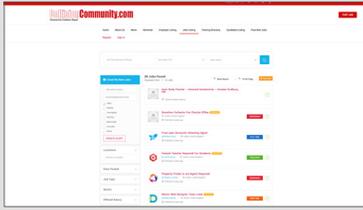
canadianrecycler.ca

CollisionQuébec



collisionquebec.com

CollisionCommunity.com
Powered by Collision Repair



collisioncommunity.com

Collisioncommunity.com is the Indeed.com of the Canadian collision repair industry. This site connects employers and potential employees—those looking to hire or be hired. **Collisioncommunity.com** is the one stop destination for your employment needs.

ONLINE ONLY



CONSUMERS GUIDE TO COLLISION REPAIR



collisionrepairbureau.com

A comprehensive online guide helping Canadian drivers understand what to do after they've been in an accident and how their car will be repaired.

ONLINE ONLY

DIGITAL RATE CARD

Standard IAB sizes are available on all websites with links and SEO applied, Contact your rep for more information on integrations and bundled packages

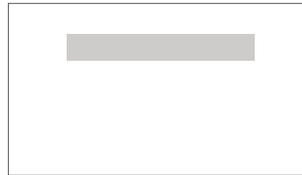
URL required. All ads due 2 weeks prior to posting.



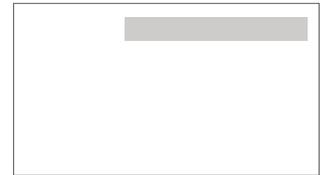
Featured Rectangle
(263 x 330)



Video
(263 x 250)



Body Banner
(848 x 100)



Leaderboard
(728 x 90)

File Size 80K or Less

Conditions

Only one ad per digital display unit. Refresh of creative recommended per three month period. If more than one ad is required, multiple ad units or page domination* is available.

Format JPEG OR PNG

Links

Please provide specified URL for desired website or social designation.

Material Deadline

Two weeks prior to post.

NEWSLETTER & E-ZINE

Connect with over 9,000 opt in subscribers with the **Collision Repair** magazine daily e-zine. Our daily E-Zine contains fresh news content sent directly to you every morning. Advertising banners are available in 600 x 160 format with links to your website or social media destination.

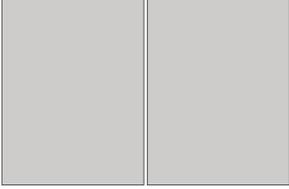
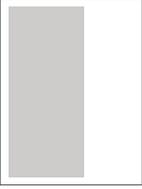
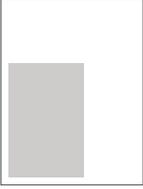
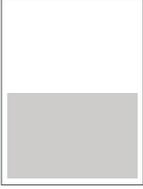
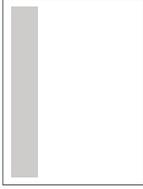
DAILY E-ZINE NEWSLETTER (600 x 160)

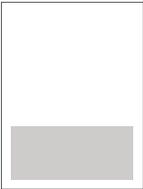
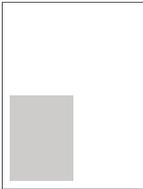
Non-rotating ad space sent daily to over 9,000 active subscribers.



PRINT RATE CARD

All ads due 2 weeks prior to going to press.

 <p>(Add 0.125" bleed to all sides)</p>		 <p>(Add 0.125" bleed to all sides)</p>									
Double Page		Full Page		2/3 Page		1/2 Island		1/2 Horizontal		1/3 Vertical	
W: (trim) 16.25" H: (trim) 10.875"		W: (trim) 8.125" H: (trim) 10.875"		W: (trim) 4.75" H: (trim) 9.75"		W: 4.5" H: 7.25"		W: 7.125" H: 4.75"		W: 2.25" H: 9.75"	
1x	\$6,122.00	1x	\$3,688.00	1x	\$2,765.00	1x	\$2,212.00	1x	\$2,212.00	1x	\$2,200.00
3x	\$5,816.00	3x	\$3,503.00	3x	\$2,627.00	3x	\$2,102.00	3x	\$2,102.00	3x	\$2,090.00
6x	\$5,525.00	6x	\$3,328.00	6x	\$2,495.00	6x	\$1,996.00	6x	\$1,996.00	6x	\$1,935.00

 <p>(Add 0.125" bleed to all sides)</p>		 <p>(Includes 1/2 editorial)</p>									
Full Page		Profile Page		1/3 Horizontal		1/4 Square		1/4 Horizontal		Business Card	
W: (trim) 8.5" H: (trim) 10.875"		W: (trim) 8.5" H: (trim) 10.875"		W: (trim) 7.125" H: (trim) 3.125"		W: 3.5" H: 4.75"		W: 7.125" H: 2"		W: 3.5" H: 2"	
1x	\$3,688.00	1x	\$3,688.00	1x	\$1,661.00	1x	\$1,290.00	1x	\$1,290.00	1x	\$922.00
3x		3x		3x	\$1,577.00	3x	\$1,225.00	3x	\$1,225.00	3x	\$875.00
6x		6x		6x	\$1,499.00	6x	\$1,164.00	6x	\$1,164.00	6x	\$832.00



Sponsored columns/advertorial rates on request.

MATERIAL REQUIREMENTS

Ads under 20MB can be sent via email to info@mediamatters.ca. If the ad is over 20MB, please provide a link or FTP information.

SPECIAL CLASSIFICATIONS

The word "Advertisement" will be placed above copy which, in the opinion of the publisher, resembles editorial matter.

CANCELLATION

Not accepted after material deadline. Please see the 2020 publication schedule.

Magazine Trim

8.125" x 10.875"

Resolution

300 DPI

Format

CTP

Colour Mode

CMYK

Print Type

Web Offset

SUPPLIED MATERIALS:

PDF/X1a, or a general PDF, including fonts and CMYK data, created to digital Magazine Advertising Canadian Specifications (dMACSCS). Media Matters Inc. does not accept responsibility for colour or colour trapping of material content that does not conform to Magazines Advertising Canadian Specifications (MACSCS). Production charges applied for material will be stored by Publisher for one year and then destroyed unless otherwise stated.

PODCAST SPONSORSHIP

The industry Insider podcast is the most popular podcast covering Canada's collision industry news, telling its stories through a mixture of interviews, expert discussions and newsreading. First airing in the summer, the podcast received its first sponsor—the BMW Group of Canada—after six episodes. Look for us on iTunes/Spotify and Soundcloud!

For more information please contact samuel@mediamatters.ca



PUBLICATION CALENDAR

Issue	Ad Booking Deadline	Final Print Deadline	Magazines On Sale
Bodyworx 7#1	January 24, 2020	February 21, 2020	March 6, 2020
Bodyworx 7#2	April 24, 2020	May 22, 2019	June 5, 2020
Bodyworx 7#3	July 24, 2020	August 21, 2020	September 4, 2020
Bodyworx 7#4	October 9, 2020	November 5, 2020	November 19, 2020
Buyers Guide 2020	May 22, 2020	June 19, 2020	July 3, 2020
Collision Quebec 11#1	March 27, 2020	April 24, 2020	May 8, 2020
Collision Quebec 11#2	September 4, 2020	October 2, 2020	October 16, 2020
Collision Repair 19#1	December 20, 2019	January 17, 2020	January 31, 2020
Collision Repair 19#2	February 21, 2020	March 20, 2020	April 2, 2020
Collision Repair 19#3	May 1, 2020	May 29, 2020	June 12, 2020
Collision Repair 19#4	June 26, 2020	July 24, 2020	August 7, 2020
Collision Repair 19#5	August 28, 2020	September 25, 2020	October 2, 2020
Collision Repair 19#6	October 23, 2020	November 20, 2020	November 11, 2020
Training Directory 2020	March 30, 2020	April 17, 2020	May 1, 2020
Candian Auto Recyclers 14#1	February 7, 2020	March 6, 2020	March 20, 2020

Thank you.

For more information visit collisionrepairmag.com

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