



2019 Media Kit



MEDIA
MATTERS[®]
incorporated

PROVIDING FULL SERVICE SOLUTIONS; PRINT, DIGITAL, INTEGRATION, PRODUCTION, ANCILLARY SERVICES

Media Matters Inc., established in 2000, 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**, **Bodyworx School Spotlight** and **Canadian Towing and Recovery**.

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.

2019

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Chosen
No.1
by 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.

81%

PREFER US OVER ANY OTHER INDUSTRY PUBLICATION

79%

READ EVERY ISSUE COVER TO COVER

80%

TRUST US TO BEST REPRESENT THE INDUSTRY

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 IPAO readership study, 80% of respondents agreed that *Collision Repair* magazine best represents the industry, and 79% are regular readers, reading 3 out of 4 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

collisionrepairmag.com

The *Collision Repair Annual Buyer's Guide & Directory* is a one-stop print and digital resource which features over 270 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 its print and digital format, the Buyer's Guide is at your finger tips as well as those of your target customer within relevant and specific industry sectors such as parts, refinishing, tools, accessories and more. There is no better source to find centralized product and service information. Would you like to update your product offering throughout the year? We made that option easily available at collisionrepairmag.com. Talk to us. We'll show you how easy it can be!



Collision Québec

collisionquebec.com

Serving the Quebec based collision repair market; *Collision Québec* extends the mission of *Collision Repair* magazine by linking the auto claims economy in this distinct French-only publication. The magazine is published three time a year and is distributed to over 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, with all the information progressive repairers need to thrive in the unique 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.

Publications



Bodyworx Professional School Spotlight

bodyworxmag.com

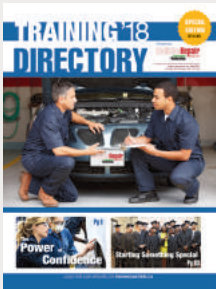
Top Talent is in demand and with rapidly advancing technology in today's vehicles, training and education are more important than ever. The **Bodyworx Professional School Spotlight** is an annual supplement which profiles every school and college in Canada offering certification and apprenticeship programs, which makes it easy to find your school of choice. School Spotlight is distributed with **Bodyworx Professional** to each school as well as to every collision repair facility across Canada. It provides educational institutions the opportunity to showcase what they have to offer as well as industries and facilities serving this community, the chance to support these schools through sponsoring their profiles.



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 a new generation coming forward. **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.

Digital Only Assets

CollisionCommunity.com

Powered by Collision Repair



Collision Community

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.

Trainingmatters.ca

THE TRAINING HUB FOR COLLISION REPAIR



Training Matters

trainingmatters.ca

Trainingmatters.ca is more than a destination for training. It is a hub of information which provides pertinent details on all collision repair related training in Canada. We are champions of training with our mission being to raise the bar relative to training within the industry.

Canadian Towing & Recovery

towpromag.com



Canadian Towing & Recovery

towpromag.com

Canadian Towing & Recovery informs today's towing professionals by connecting with other like-minded progressive towers. As a web destination, it provides the only frequently updated online news source for Canada's towing professionals. With information on training legislations, new and upcoming regulations and more.

Publication Calendar

Issue	Ad Booking Deadline	Ad Material Deadline	Magazines On Sale
Bodyworx 6#1	February 26, 2019	March 12, 2019	April 2, 2019
Bodyworx 6#2	March 27, 2019	April 10, 2019	May 1, 2019
Bodyworx 6#3	August 9, 2019	August 23, 2019	September 13, 2019
Bodyworx 6#4	October 3, 2019	October 17, 2019	November 7, 2019
Buyers Guide 2020	July 22, 2019	August 5, 2019	August 26, 2019
Canadian Auto Recyclers 14#1	December 28, 2019	January 11, 2019	February 1, 2019
Collision Quebec 10#1	May 3, 2019	May 17, 2019	June 7, 2019
Collision Quebec 10#2	September 13, 2019	September 27, 2019	October 18, 2019
Collision Repair 18#1	December 21, 2018	January 4, 2019	January 25, 2019
Collision Repair 18#2	February 13, 2019	February 27, 2019	March 20, 2019
Collision Repair 18#3	April 17, 2019	May 1, 2019	May 22, 2019
Collision Repair 18#4	June 14, 2019	June 28, 2019	July 19, 2019
Collision Repair 18#5	August 30, 2019	September 13, 2019	October 4, 2019
Collision Repair 18#6	October 31, 2019	November 14, 2019	December 5, 2019
Training Directory 2019	February 28, 2019	March 14, 2019	April 7, 2019



Thank you.

For more information, log on:
collisionrepairmag.com

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