

Collision

QUARTERLY

Driving Industry Through Information and Knowledge

2024 Media Kit

EDITORIAL CALENDAR

ADVERTISING

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PRODUCTION

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Kara Cunningham
Editorial Consultant

AutomotiveRetailer

Growth | Innovation | Practice | Trends

collisionquarterly.ca • automotiveretailer.ca

Collision

QUARTERLY

For nearly three decades, *Collision Quarterly* magazine has taken immense pride in being the trusted source of information for Canada's collision repair and refinishing industry. With our finger firmly on the industry's pulse, *Collision Quarterly* consistently reflects the latest challenges, trends, and critical issues. We uphold the values of integrity, transparency, and an unwavering commitment to excellence.

Our mission is to serve the advancement of the collision repair and refinishing industry in Canada. We achieve this by consistently delivering top-tier content that empowers business owners and managers with the knowledge and resources essential for success in this ever-evolving sector. In collaboration with provincial automotive trade associations, industry experts, and other stakeholders, *Collision Quarterly* ensures our readers have access to relevant and reliable information that aids both business growth and professional development.

Collision Quarterly stands as the go-to print and digital medium for connecting with Canada's collision shop owners. Our readership includes collision repair business owners and other key industry decision-makers. Our circulation extends to automotive trade associations and their members, auto manufacturers, suppliers, distributors, insurance companies, educational institutions, government ministries, crown corporations, and more.

By supporting *Collision Quarterly*, you can actively participate in the advancement of the collision repair and refinishing industry. Partner with us and let your brand shine within the pages of the ultimate industry insider's guide. Reach out to us today to explore the variety of advertising possibilities of advertising with us.

Print Distribution

Breakdown by business type:

Autobody repair, including independent, dealership and franchised facilities	4,248
Auto glass installers	753
Suppliers, jobbers, wholesalers, and retailers	390
Manufacturers outside Western Canada	281
Auto recyclers and dismantlers	405
Towing only	529
Non-automotive, including government, schools and insurance companies	108
Other	179
Total	6,993

Pass-on readership (3 qualified readers per copy)	20,979
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Collision Quarterly is also distributed at major industry events across Canada and the United States, including CCIF and the SEMA Show, as well as provincial trade shows.

Breakdown by region:

British Columbia & Yukon	3,788
Alberta & Northwest Territories	1,004
Saskatchewan	485
Manitoba	720
Ontario	753
Quebec	45
Maritimes	43
U.S. & International	155
Total	6,993

Collision Quarterly by the numbers

6,993	Print magazine subscribers
2,166	Facebook followers
2,613	E-newsletter subscribers

Collision

QUARTERLY

Print Advertising

Collision Quarterly is published quarterly – four times a year.

Preferred positions

Guaranteed position: 10% extra
Inside cover: 15% extra
Outside cover: 25% extra

Agency commission and terms

15% commission to advertising agencies only.
Accounts payable at office of publication in Canadian funds.

File formats

Print-ready artwork files must be in high-resolution PDF format. All files and images must be at least 300 dpi with fonts embedded. We also accept 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.

Colour

All artwork must be in 4C CMYK colour mode.

Bleed

All double-page spreads and full-page ads must have a 0.125 in bleed all around.

Printing process

Litho'd four-colour process, 70 lb. gloss, saddle stitched and trimmed to 8.125" x 10.875".

Design services

We will design ads on request, additional charges apply.

Inserts

Magazine inserts are an effective way to reach your target audience. Inserts are priced on weight and can be included in the full print-run or distributed to targeted business types.

For more information contact:

Carol McNeil-Gardner:

Phone: 613-439-8990 • advertising@ara.bc.ca

Email and file upload

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

Upload: send large files (over 10 MB) via WeTransfer: wetransfer.com

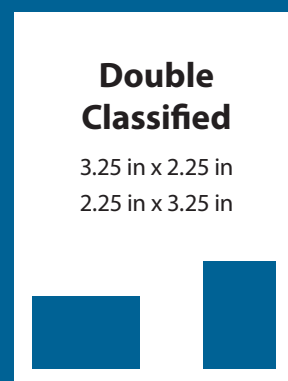
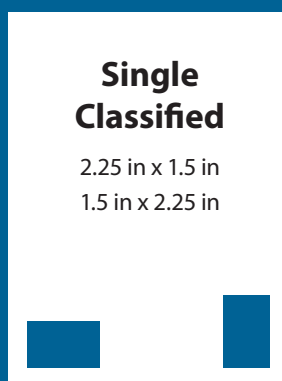
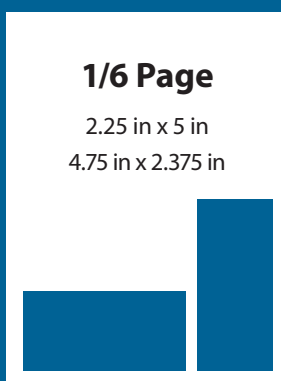
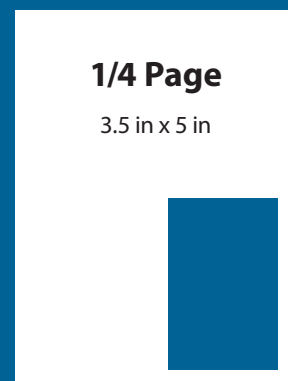
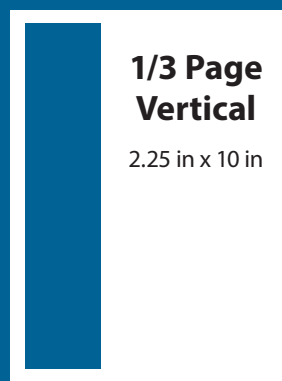
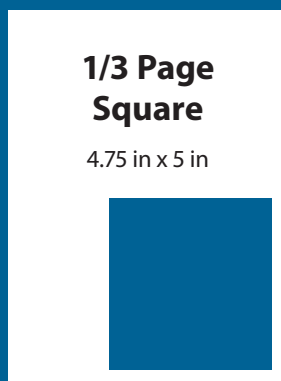
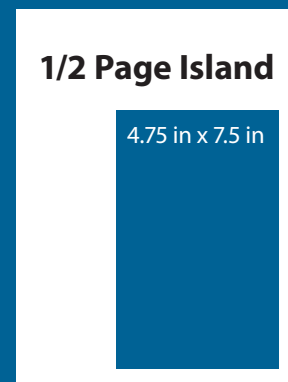
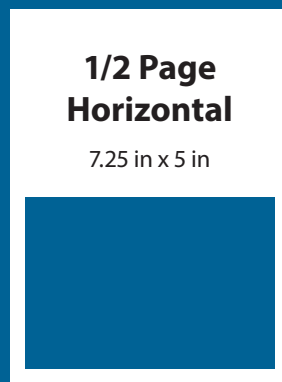
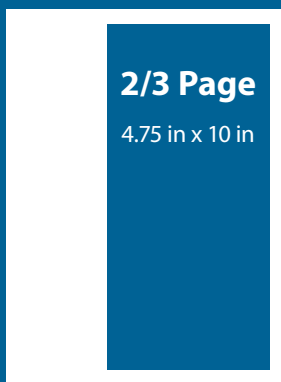
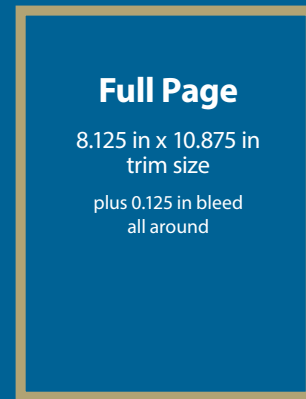
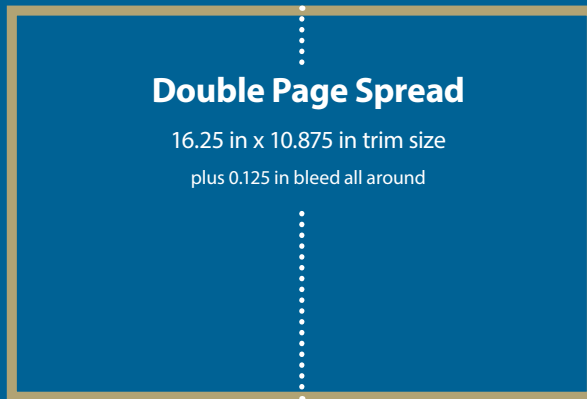
Shipping ad material

Automotive Retailers Publishing
Unit #1-8980 Fraserwood Court, Burnaby, B.C.
Canada, V5J 5H7
Phone: 613-439-8990 • advertising@ara.bc.ca

Changes and cancellations

Material changes and cancellations not accepted after closing dates.

2024 Ad Sizes (inches)



Collision QUARTERLY

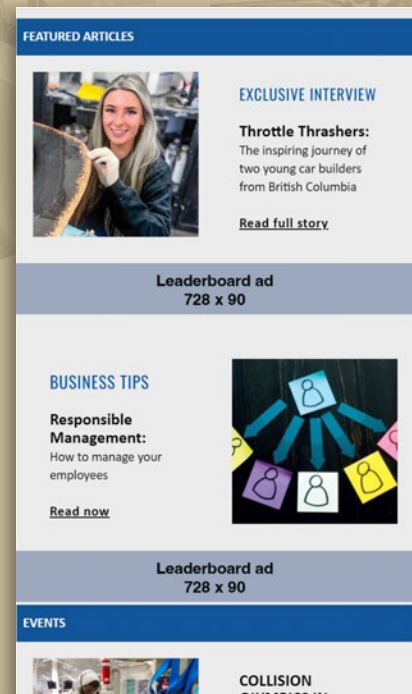
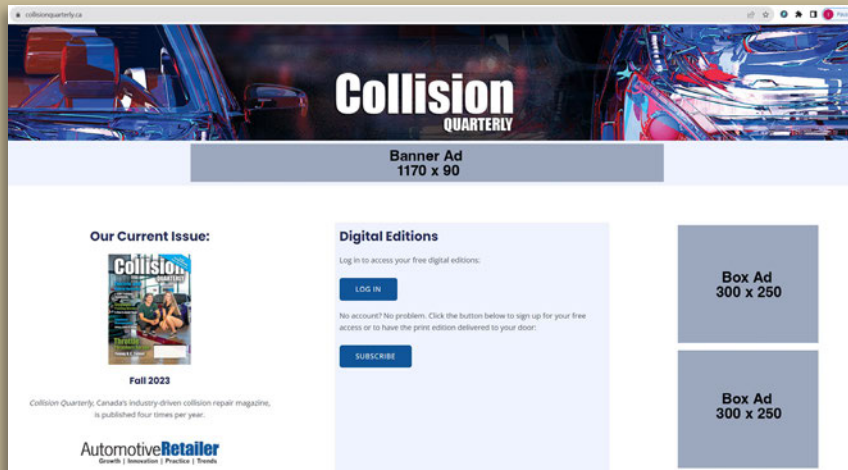
Digital Advertising Opportunities

Collision Quarterly E-Newsletter

Delivered directly to the inbox of more than 2,600 subscribers, we offer leaderboard ad placements (728 px X 90 px), and spaces to embed videos.

Website

Banner ads, box ads, featured videos, and sponsored pages are all available on www.collisionquarterly.ca. Our website features three different ad placement opportunities:



Banner Ad – our most coveted placement on Home page, exclusive to one advertiser. The dimensions are 1170 px X 90 px and can be JPG, PNG, GIF, or in animated GIF formats. The image will be linked to the URL of the advertiser's choice.

Box Ad – these ads are stacked vertically in the right column of the home page, adjacent to the page content. A limit of five (5) Box Ad placements are available. The dimensions are 300 px X 250 px and can be JPG, PNG, GIF, or in animated GIF formats. They will be linked to the URL of the advertiser's choice.

Featured Video – videos can be embedded in the E-Newsletter or in the sidebar of the website.

Social media



Collision Quarterly's Facebook page has a growing number of followers and engagements, currently over 2,100 followers. Our team will work with you to create posts derived from your content (marked as sponsored content if advertorial) and share posts from your social media accounts.

2024 Editorial Calendar

Issue	Editorial Features	Ad Closing	Material Due	Publish Date
Spring 2024 <i>Vol. 28 Issue 4</i>	<ul style="list-style-type: none"> Robotics Artificial Intelligence (AI) in Collision Repair 	February 2, 2024	February 9, 2024	March 25, 2024
Summer 2024 <i>Vol. 29 Issue 1</i>	<ul style="list-style-type: none"> ADAS Calibration The Road to Electrification <p>★ Bonus Circulation: CCIF Montréal <i>September 19-20, 2024</i> ARA's 2024 Members Retreat & Gala Fundraiser <i>September 26-28, 2024</i></p>	April 22, 2024	April 29, 2024	June 3, 2024
Fall 2024 <i>Vol. 29 Issue 2</i>	<ul style="list-style-type: none"> Optimizing the Parts Supply Chain Operational Excellence <p>★ Bonus Circulation: SEMA – November 5-8, 2024</p>	July 26, 2024	August 6, 2024	September 6, 2024
Winter 2024 <i>Vol. 29 Issue 3</i>	<ul style="list-style-type: none"> Women in the Collision Industry Coating & Painting <p>★ Bonus Circulation: CCIF – TBD</p>	November 4, 2024	November 11, 2024	December 9, 2024

Magazine Content: • Regular Features • Regional & Association News • Industry News • Technology • Business Development • Professional Profiles • Supplier's 360° • EVfriendly • Human Resources • Health & Safety • Perspectives • 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.

AVAILABLE IN PRINT AND DIGITAL