

Collision

QUARTERLY

Driving Industry Through Information and Knowledge

2025 Media Kit

EDITORIAL CALENDAR

ADVERTISING

Carol McNeil-Gardner
Associate Publisher
advertising@ara.bc.ca
phone 613.439.8990 • cell 905.409.4068

PRODUCTION

Patti Zazulak
Senior Graphic Designer
araproduction@ara.bc.ca
phone 604.432.7987, ext. 223

EDITORIAL

Rene Young
Publisher
publish@ara.bc.ca
phone 604.432.7987, ext. 230

Kara Cunningham
Editorial Consultant

AutomotiveRetailer
Growth | Innovation | Practice | Trends

collisionquarterly.ca • automotiveretailer.ca

Collision

QUARTERLY

Why Advertise in *Collision Quarterly* magazine?

We know you have choices when it comes to where to spend your advertising dollars. When you get to know us better, you begin to see why *Collision Quarterly* is different than other collision repair industry publications. It's our history, our people, and our content.

Collision Quarterly is published by Automotive Retailers Publishing Co. Ltd. (ARP), which is owned by the Automotive Retailers Association of British Columbia. Our history dates back to the late 1940s, and we partner with sister associations across Canada.

Selling advertising for profit is not ARP's primary focus. Instead, we provide editorial content that reflects the current interests of the collision repair industry. We serve as a communication tool for Canada's collision repair industry and its associations.

Your advertising dollars help pay for it, so by advertising with us, you are supporting the industry your customers are part of. It does not go unnoticed.

Furthermore, much of the content in *Collision Quarterly* magazine comes from the provincial and national trade associations and partnering industry experts. That means the content is relevant, which means it is more widely read. We serve the advancement of the collision repair industry.

That is the *Collision Quarterly* difference!

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

Collision Quarterly is also distributed at major industry events across Canada and the United States, including CCIIF 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

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.

2025 Ad Sizes (inches)

Double Page Spread
16.25 in x 10.875 in trim size
plus 0.125 in bleed all around

Full Page
8.125 in x 10.875 in trim size
plus 0.125 in bleed all around

2/3 Page
4.75 in x 10 in

1/2 Page Horizontal
7.25 in x 5 in

1/2 Page Island
4.75 in x 7.5 in

1/3 Page Square
4.75 in x 5 in

1/3 Page Vertical
2.25 in x 10 in

1/4 Page
3.5 in x 5 in

1/6 Page
2.25 in x 5 in
4.75 in x 2.375 in

Single Classified
2.25 in x 1.5 in
1.5 in x 2.25 in

Double Classified
3.25 in x 2.25 in
2.25 in x 3.25 in

Collision QUARTERLY

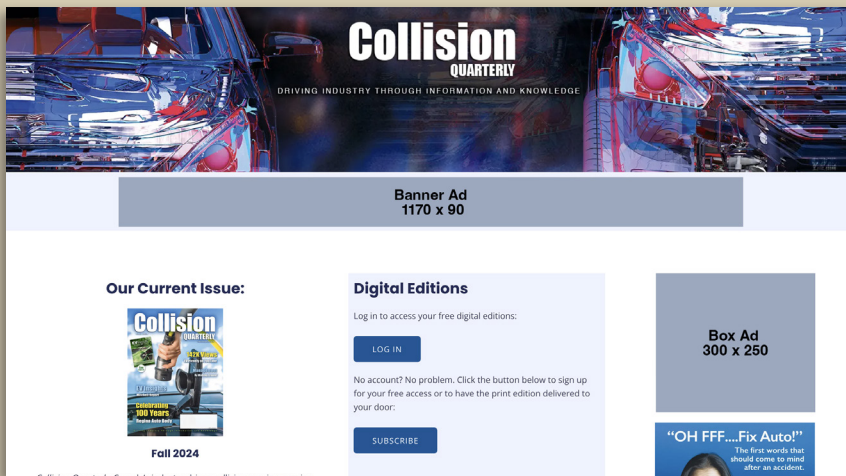
Digital Advertising Opportunities

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.

2025 Editorial Calendar

Issue	Editorial Features	Ad Closing	Material Due	Publish Date
Spring 2025 <i>Vol. 29 Issue 4</i>	<ul style="list-style-type: none"> Investing in tools & technology Employee attraction & retention EVfriendly Insider 	February 3, 2025	February 10, 2025	March 25, 2025
Summer 2025 <i>Vol. 30 Issue 1</i>	<ul style="list-style-type: none"> Investing in education & training Environmental considerations EVfriendly Insider <p>★ Bonus Circulation: CCIF – TBA</p>	April 22, 2025	April 29, 2025	June 3, 2025
Fall 2025 <i>Vol. 30 Issue 2</i>	 <ul style="list-style-type: none"> ADAS calibration update New trends & techniques EVfriendly Insider <p>★ Bonus Circulation: SEMA, Las Vegas – TBA</p>	July 25, 2025	August 5, 2025	September 5, 2025
Winter 2025 <i>Vol. 30 Issue 3</i>	<ul style="list-style-type: none"> Health & safety in the workplace New trends in vehicle design, technologies, repair techniques EVfriendly Insider <p>★ Bonus Circulation: CCIF Toronto – TBD</p>	November 4, 2025	November 12, 2025	December 9, 2025

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