

Auto Recycling *canada*

2012 Media Kit



Advertising Rates • Editorial Calendar

www.arapublishing.com

Canada's Auto Recycling Magazine

Canada's Auto Recycling Magazine

Our Readers

The auto recycling industry has come of age. A far cry from the "junkyards" of the past, today's auto recycling business is a sophisticated operation focused on customer service and environmental concerns.

Now Canada's auto recycling industry has its own quarterly magazine

Our editor, Rene Young, has assembled a team of experts able to offer industry-specific journalism and analysis that will give our readers strategies for success. Auto Recycling Canada will be read by owners and staff of collision repair shops, mechanical repair shops, auto dealerships, auto glass installers, manufacturers, suppliers, jobbers, wholesalers, steel recyclers, towing companies, insurance

companies, government, schools and of course, auto recyclers themselves.

These industry segments and related entities are often tied together when servicing a common customer: the Canadian motoring public. A better understanding of each other's business models and the challenges and opportunities that exist between them is a key ingredient for success. To promote this, Auto Recycling Canada will serve as a communication tool. It will inform, educate, profile and entertain.

Automotive Retailers Publishing Company's ties to the provincial and regional tow associations across Canada ensures that the content of our pages is relevant and

on topic – the most important virtue for a trade publication to maintain. In this way, we engage our readers who will then, by association, trust our advertisers and look to them for solutions. This strategy is a proven winner in our sister publications, Tow Canada and Collision Quarterly.

Align your marketing strategy with Auto Recycling Canada – a winning strategy!



Circulation

Qualified Circulation:

1. Autobody repair, including independent, dealership and franchised facilities _____ 4,567
2. Glass installers _____ 946
3. Suppliers/jobbers wholesale and retail _____ 434
4. Manufacturers/suppliers outside of western Canada _____ 320
5. Auto recyclers & dismantlers _____ 439
6. Towing only _____ 294

Non-Qualified Circulation:

1. Non-automotive: Includes government, schools and insurance companies _____ 157
2. Miscellaneous and office copies _____ 136

Total Circulation _____ **7,293**

Pass-on Readership: Three qualified readers per copy

Estimated Total Readership _____ **21,879**

Geographical Breakdown:

- British Columbia/Yukon _____ 3,176
- Alberta, Northwest Territories _____ 1,537
- Saskatchewan _____ 646
- Manitoba _____ 482
- Ontario _____ 1,271
- Nova Scotia _____ 50
- US & International _____ 131

Total Geographical _____ **7,293**

Issue	Editorial Calendar	Ad Closing	Material Due	Publish Date
Fall/Winter 2011 Vol. 1 • Issue 2	<ul style="list-style-type: none"> • Retire Your Ride programs • EIL Insurance • Scrutinizing salvage 	November 07, 2011	November 14, 2011	December 23, 2011
Spring 2012 Vol. 2 • Issue 1	<ul style="list-style-type: none"> • Yard management systems – do you need one? • Steel recycling - what happens to the hulk that leaves your yard? 	February 10, 2012	February 17, 2012	March 30, 2012
Summer 2012 Vol. 2 • Issue 2	<ul style="list-style-type: none"> • The rebuilder market – bona-fide business or shell game? • Tools & Equipment to make the job easier • Auto recycling abroad 	April 30, 2012	May 7, 2012	June 11, 2012
Fall 2012 Vol. 2 • Issue 3	<ul style="list-style-type: none"> • Salvage - how do you acquire inventory, and at what cost? • Parts delivery – best practices 	August 7, 2012	August 14, 2012	September 17, 2012
Winter 2012 Vol. 2 • Issue 4	<ul style="list-style-type: none"> • Customer service - stand out be being outstanding • Are we protecting the environment the best we can? 	November 6, 2012	November 13, 2012	December 17, 2012

* 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.

IN EVERY ISSUE: Human resources • Health & safety • Community involvement • Business management
Technical tips • Profile of a professional • Regional news • Industry news & events • Product news

Frequency

Auto Recycling Canada is published quarterly - 4 times a year.

Rates

4 Color Process	1X	4X	8X
Full page	\$3,288	\$3,046	\$2,895
2/3 page	\$2,524	\$2,319	\$2,201
1/2 page island	\$2,303	\$2,061	\$1,959
1/2 page horizontal	\$1,899	\$1,738	\$1,642
1/3 page	\$1,420	\$1,302	\$1,238
1/4 page	\$1,055	\$948	\$899
1/6 page	\$871	\$764	\$721

B&W	1X	4X	8X
Full page	\$2,161	\$1,891	\$1,810
2/3 page	\$1,695	\$1,460	\$1,400
1/2 page island	\$1,495	\$1,317	\$1,258
1/2 page horizontal	\$1,281	\$1,109	\$1,052
1/3 page	\$966	\$839	\$799
1/4 page	\$672	\$558	\$522
1/6 page	\$522	\$442	\$419

Classified	1X	4X
Single classified	\$104	\$82
Double classified	\$198	\$153

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

Contact Lea Allen (see contact info below) for more information.

Material Specifications

Printing Process:

Litho'd 4 color process, 70lb gloss, saddle stitched and trimmed to 8.125" x 10.875".

File types and formats accepted:

- High-res PDF files preferred.
- InDesign document (packaged with fonts, links and PDF).
- 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.

Changes and Cancellations

Material changes and cancellations not accepted after closing dates.

Email and FTP

- **Email:** araproduction@ara.bc.ca to send material less than 5MB.
- **FTP site:** contact araproduction@ara.bc.ca. for instructions.

Shipping Address

Automotive Retailers Publishing

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Lea Allen, Associate Publisher

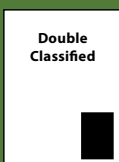
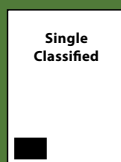
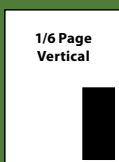
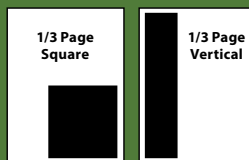
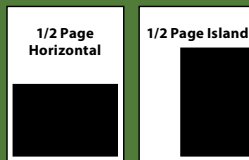
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Ad Sizes (inches):

	Bleed:	Width	Depth
Full Page	Trim:	8 1/4	11 1/8
	Live:	8 1/8	10 7/8
		7 1/8	9 7/8
2/3 Page		4 3/4	10
1/2 Page Horizontal		7 1/4	5
1/2 Page Island		4 3/4	7 1/2
1/3 Page Square		4 3/4	5
1/3 Page Vertical		2 1/4	10
1/4 Page		3 1/2	5
1/6 Page Vertical		2 1/4	5
1/6 Page Horizontal		4 3/4	2 3/8
Single Classified		2 1/4	1 1/2
Double Classified		2 1/4	3 1/4





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