

tow canada

2012 Media Kit



Advertising Rates • Editorial Calendar

www.arapublishing.com

Canada's National Towing and Recovery Magazine

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Our Readers

Tow Canada is the national trade magazine for the Towing and Recovery industry in Canada. Our editor, Rene Young, delivers the kind of constructive engagement our readers respect and trust.

Towers are entrepreneurial. They possess the passion and curiosity that enables them to tolerate the huge amount of hard work and frustration that this industry can entail.

These professionals are difficult to reach; they are seldom found sitting behind a desk. When they do take the time to sit down and read—

they pick up Tow Canada because they know it delivers honest, unbiased, intelligent coverage of their rapidly changing industry.

In 2011 we launched an interactive Tow Canada online presence www.towcanada.ca that now features a complete, digital edition of the magazine. Much more than just a dumping ground for press releases, it is a value-added offering to not only our readers, but to a global audience and therefore represents an additional opportunity for our advertisers.

Lea Allen, Associate Publisher



Circulation

Qualified Circulation

1. Towing companies: Including tow truck operators from the collision repair and auto recycling industries _____ 5,232
2. Towing equipment suppliers and auto clubs _____ 154
3. Manufacturers _____ 202

Non-Qualified Circulation

1. Non-automotive: Includes government, schools and insurance companies _____ 233
2. Miscellaneous and office copies _____ 100

Total Circulation _____ **5,921**

Pass-on Readership: Three qualified readers per copy

Estimated Total Readership _____ **17,763**

Geographical Breakdown

- Western Canada _____ 2,834
- Ontario _____ 1,429
- Quebec _____ 1,052
- Maritimes _____ 432
- US and International _____ 174

Total _____ **5,921**

Issue	2012 Editorial Calendar	Ad Closing	Material Due	Publish Date
January/February Vol. 14 • Issue 1	<ul style="list-style-type: none"> • The latest essential tools • In-cab hardware & software 	November 30, 2011	December 12, 2011	January 20, 2011
March/April Vol. 14 • Issue 2	<ul style="list-style-type: none"> • Tires – latest technology & innovations (part 1) • Cross-border towing 	January 23, 2012	January 30, 2012	February 27, 2012
May/June Vol. 14 • Issue 3	<ul style="list-style-type: none"> • 2012 Two Canada Beauty Contest launch • Marketing your fleet – truck photo wraps, websites, print ads 	March 19, 2012	March 26, 2012	April 23, 2012
July/August Vol. 14 • Issue 4	<ul style="list-style-type: none"> • Storage boxes – easy access to the right stuff • What's in your yard? Security & liability issues 	May 22, 2012	May 29, 2012	June 25, 2012
September/October Vol. 14 • Issue 5	<ul style="list-style-type: none"> • Lighting - on the truck and illuminating the scene • Tires – latest technology & innovations (part 2) 	July 16, 2012	July 23, 2012	August 20, 2012
November/December Vol. 14 • Issue 6	<ul style="list-style-type: none"> • Outriggers – getting a grip • Chains, hooks & straps – securing your payload 	September 10, 2012	September 17, 2012	October 15, 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.

REGULAR FEATURES: Human resources • Health & safety • Community involvement
• Business management • Technical tips • Profile of a professional

Frequency

Tow Canada is published bi-monthly - 6 times a year.

Rates

4 Colour Process	1X	6X	12X
Full page	\$3,067	\$2,788	\$2,651
2/3 page	\$2,739	\$2,518	\$2,411
1/2 page island	\$2,389	\$2,136	\$2,091
1/2 page horizontal	\$2,136	\$1,845	\$1,749
1/3 page	\$1,490	\$1,313	\$1,265
1/4 page	\$1,199	\$1,092	\$1,038
1/6 page	\$984	\$871	\$818

B&W	1X	6X	12X
Full page	\$1,938	\$1,661	\$1,579
2/3 page	\$1,661	\$1,390	\$1,313
1/2 page island	\$1,497	\$1,219	\$1,155
1/2 page horizontal	\$1,283	\$1,101	\$1,053
1/3 page	\$954	\$789	\$748
1/4 page	\$778	\$690	\$655
1/6 page	\$554	\$477	\$454

Classified	1X	6X
Single classified	\$106	\$85
Double classified	\$204	\$159

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:

For more information contact Lea Allen, Associate Publisher
tel 416-558-9635 • allenmarketing@rogers.com

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

Shipping: ad material

Automotive Retailers Publishing,

Unit #1-8980 Fraserwood Court, Burnaby, B.C. Canada V5J 5H7
tel 416-558-9635 • allenmarketing@rogers.com

Shipping: space orders and supplied inserts

For more information contact:

Lea Allen, Associate Publisher
tel 416-558-9635 • allenmarketing@rogers.com

Contact Information

Lea Allen, Associate Publisher
tel 416-558-9635
fax 416-489-7543
allenmarketing@rogers.com

Ad Sizes (inches):

	Bleed:	Width	Depth
Full Page	8 1/4	11 1/8	
	Trim:	8 1/8	10 7/8
	Live:	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

Introducing TowCanada.ca

Long established as Canada's Towing Industry Magazine, Tow Canada now has a new home on the World Wide Web, and we'd like your company to be there!

TowCanada.ca features late-breaking industry news, events, new products and extra content to compliment the magazine such as additional photos and continuations of stories from the print edition. Readers of the magazine will be directed to this website, giving our advertisers an opportunity for added exposure.

In the table on the right, typical web page ad sizes, positioning and frequency options are shown. Design services are available, or you can send us your existing web ad. Each ad will include a hyperlink to your website at no extra charge. The following is a description of each ad type:

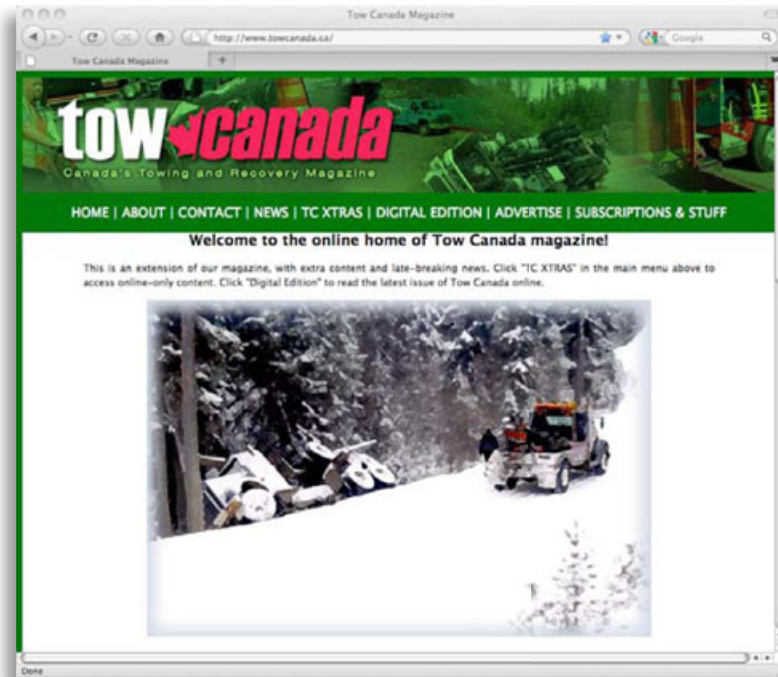
The "Box" ad is rectangular (240 pixels by 300 pixels) and can be either landscape or portrait oriented. These can be placed almost anywhere within a web page.

The "Skyscraper" is a tall, narrow ad (160 pixels by 600 pixels) and typically appears as a column on the right-hand side of the web page.

The "Banner" is a wide, but not so tall ad (728 pixels by 90 pixels) and will appear near the top of the page (Just below the menu) or at the bottom.

The "Button" ad is a small thumbnail-size ad, (160 pixels by 60 pixels) typically displaying not much more than a logo. These fit well above or below a skyscraper ad, but can be placed just about anywhere.

Ads can be JPG, GIF or PNG formats at 72dpi. GIF files can be animated, and Flash animations are also accepted. Again, we can produce any of these for you if required.



Ad Size (pixels)		1 month	3 months	12 months
240x300	Box-Home Page	\$1,195	\$3,500	\$11,950
240x300	Box-Secondary page	\$1,100	\$2,900	\$11,000
160x600	Skyscraper-Home Page	\$800	\$2,300	\$8,000
160x600	Skyscraper-Secondary Page	\$750	\$2,000	\$7,500
728x90	Banner-Home Page	\$1,000	\$2,800	\$10,000
728x90	Banner-Secondary Page	\$900	\$2,500	\$9,000
160x60	Button-Home Page	\$500	\$1,400	\$5,000
160x60	Button-Secondary Page	\$480	\$1,350	\$4,800

Sales

Lea Allen, Associate Publisher
 Allen Marketing
 allenmarketing@rogers.com
 cell 416-558-9635
 fax 416-489-7543

Editorial

Rene Young, Editor
 Automotive Retailers Publishing
 publish@ara.bc.ca
 tel 604-432-7987
 fax 604-432-1713

Production

Patti Zazulak, Design/Production
 Automotive Retailers Publishing
 araproduction@ara.bc.ca
 tel 604-432-7987
 fax 604-432-1713