



MEDIA
MATTERS[®]
i n c o r p o r a t e d



TOP TECHNOLOGY, SERVICES AND COLLISION REPAIR INFORMATION



Media Kit 2022



MEDIA MATTERS®

incorporated

For more information visit
mediamatters.ca

Head Office:

86 John Street, Thornhill, ON. L3T 1Y2

Phone: 905.370.0101

Email: info@mediamatters.ca

PROVIDING FULL SERVICE SOLUTIONS

print, digital, integration, and production services

Established in 2001, **Media Matters Inc.** continues to be the cornerstone and leading provider of news and information to the Canadian collision repair industry. We bring top-of the line products and services to this market with our print and digital properties which include *Collision Repair* magazine, *Collision Québec*, *Canadian Auto Recyclers*, *Bodywork Professional*, *Training Directory*, *Buyers Guide* and *Canadian Towing Professional*.

Our mission is to reflect the professional standards of the industry. Our commitment is to bring you the most up-to-date and relevant content coupled with solution driven services designed to deliver results. 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.

**CHOSEN
#1 IN THE
INDUSTRY!**

81%
PREFER US OVER
ANY OTHER INDUSTRY
PUBLICATION

80%
TRUST US TO BEST
REPRESENT
THE INDUSTRY

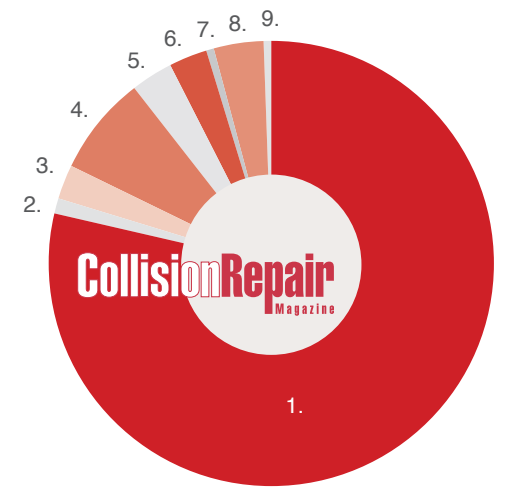
79%
READ EVERY
ISSUE COVER TO COVER



CANADIAN DISTRIBUTION

COLLISION REPAIR MAGAZINE DISTRIBUTION

1. Collision Repair Facilities	5,853	6. Recyclers/Towers	207
2. Automotive Mechanics	76	7. Educational Institutions	28
3. Subletting	194	8. Manufacturers/Suppliers	280
4. Jobber/Wholesalers	542	9. Other	27
5. Appraisers/Insurers	229	Total	7,436



*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.



For further information and to discuss your digital marketing needs contact your sales representative today.

DIGITAL OPPORTUNITIES

Digital marketing is prevalent and now more than ever, an integral part of marketing efforts within the Canadian collision repair community. It's immediate, measurable, flexible and cost effective. Designed to deliver your message and stay connected through multiple platforms which deliver the rich experience of Media Matters Inc.'s most read news, opinion and analysis in the Canadian collision repair industry. Enhance your static ad with interactive features such as a video overlay or engage through our Podcasts and Webinars. Our digital offerings capture the attention and imagination of readers. Speak to your Account Representative for more information and pricing for our **Collision Repair** daily E-zine, **Canadian Auto Recyclers** bi-weekly Ezine or ad placement on any of our websites. Podcast and Webinar sponsorships are available. All print ads repeat in each of our Digital editions.

Our websites provide compelling and relevant content to the collision repair industry on a daily basis. Like their print counterparts, **Collisionrepairmag.com**, **Bodyworxprofessional.com**, **Canadianrecycler.ca**, **Towpromag.com**, the online **Training Directory** and the digital **Buyer's Guide** keep the collision repair industry up-to-date with the latest business, industry, training, product news and more. New content is uploaded to each site daily, with exclusive interviews and industry event coverage, to keep you up to date with the latest.

ANCILLARY SERVICES

We believe in partnership. That is why we are committed to helping you get the job done. We offer creative services for your print or digital advertising needs whether it's a simple banner, sponsored content, webinar listing or an advertorial. We also provide translation for those active in the Québec market. Whether it's video, polybag sampling, sponsorship or inserts we are here to serve. All you have to do is ask. Ask your sales representative for more information and quotes.



DIGITAL RATE CARD

Standard IAB sizes are available on all websites with links and SEO applied, Contact your rep for more information on integrations and bundled packages

AD TYPE	AD SIZE	1x	3x	6x	12x
Featured Rectangle	263 x 330 px	\$600	\$540	\$535	\$510
Body Banner	848 x 100 px	\$300	\$260	\$250	\$225
Leaderboard	728 x 90 px	\$600	\$540	\$535	\$510
Ezine	600 x 160 px	\$125	N/A	N/A	N/A
Video	263 x 250 px	\$600	\$540	\$535	\$510

File Size 80K or Less

Conditions Only one ad per digital display unit. Refresh of creative recommended per three month period. If more than one ad is required, multiple ad units or page domination* is available.

Format JPEG OR PNG

Links Please provide specified URL for desired website or social designation.

Material Deadline Two weeks prior to post.

Video Cover image size 500 x 280 px jpeg or png. Must provide cover photo, sentence and web link.

URL required. All ads due 2 weeks prior to posting.

ONLINE ONLY

CollisionCommunity.com
Powered by Collision Repair



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.



**CONSUMERS GUIDE
TO COLLISION REPAIR**



collisionrepairbureau.com

A comprehensive online guide helping Canadian drivers understand what to do after they've been in an accident and how their car will be repaired.

All Website Artwork Due

14 days before launch

Ad Launch Date

1st of the month

CollisionRepairmag.com
powered by Media Matters Inc.



collisionrepairmag.com

BODYWORX
THE VOICE OF COLLISION REPAIR TECHS & PAINTERS
PROFESSIONAL



bodyworxmag.com

Trainingmatters.ca
THE TRAINING PORTAL FOR COLLISION REPAIR



trainingmatters.ca

Contact your sales representative to advertise on any of the following websites.

Buyer's Guide
AND BUSINESS DIRECTORY



buyersguide.collisionrepairmag.com

TOWING
PROFESSIONAL



towpromag.com

CANADIAN autoRecyclers
magazine



canadianrecycler.ca

CollisionQuébec



collisionquebec.com

Various ad sizes available online or in print.

NEWSLETTER & E-ZINE

Connect with more than 7,000 opt in subscribers with the **Collision Repair** magazine daily e-zine. Our daily E-Zine contains fresh news content sent directly to industry professionals every morning. Additional advertising banner options are available in 600 x 160 format with links to your website or social media destination.

DAILY E-ZINE NEWSLETTER

Non-rotating ad space sent daily to over 9,000 active subscribers.

AD TYPE	AD SIZE	1x
Ezine	600 x 160 px	\$125

Contact your sales representative for more information.

All E-ZINE Artwork Due

14 days before launch

E-ZINE BANNER



CollisionRepair
Bodyshop Magazine

THE Voice of Canada's Collision Repair Industry

The ONLY Canadian news source for the Collision Repair industry delivered daily to your inbox.

Bringing you the news you need to know to stay informed

View our Website

THE 360 APPROACH
IMPACT AUTO AUCTIONS' MERCHANDISING PLATFORM TRANSFORMS THE BUYING PROCESS

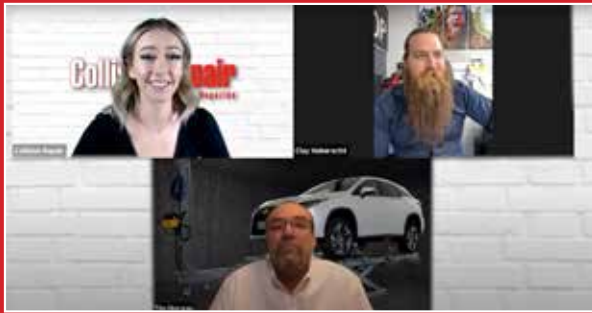


Industry Insider: Blaine Earle on Impact Auto Auctions

WEBINAR HOSTING

ENGAGEMENT WITH THE COLLISION REPAIR INDUSTRY

Webinars are a highly effective way to connect, communicate technology advancements, build awareness of your company's technical expertise, showcase customer testimonials and explain product differentiators. Each live event is available on demand and promoted on *Collision Repair* website for 12 months.



What the *Collision Repair* webinar experience offers:

- 3 custom email deployment promotions
- 4 weeks of promotional advertising on collisionrepairmag.com
- Splash page that can be customized. Options available
- Social Media Postings before during and after webinar
- Media Matters team will work closely with your team through advertising, presentation and post deployment
- Simulcast/ live streaming on Facebook with ability to comment
- Post webinar advertisement of recording
- Link to webinar recording for further advertisement via your website and social media accounts
- Post webinar distribution of one piece of relevant collateral on your behalf
- Ability to engage with the audience via a live Q&A and interactive polls



PODCAST SPONSORSHIP



Be part of either of our popular biweekly industry Insider podcast and webinar series designed to bring you the last industry insights and information through a combination of interviews, and discussions with leaders, influencers and experts across the collision repair industry.

Collision Repair's Industry Insider podcast features collision repair experts tackling the chief trends and topics affecting the Canadian sector. From deep dives into the top technologies of today's market to collision claims trends and upcoming ventures from industry-leading companies, our podcast provides a comprehensive opportunity to share information with your target audience and parlay your message across the collision community. Our bi-weekly episodes, up to 15 minutes in length, are published to all podcast hosting sites: Spotify, Apple Podcasts, Soundcloud, Amazon music/audible and YouTube. Podcasts are also shared in the **Collision Repair** daily e-zine, which is sent to more than 7,000+ subscribers, and advertised on the **Collision Repair** mag site.



Contact your sales representative to learn how your company can book its own feature podcast or webinar presentation!

THE PODCAST PACKAGE INCLUDES:

- One on one planning assistance with a member of the editorial team
- Up to 15 minute final podcast (Speak to your sales associate for details)
- Top E-Zine slot placement at launch, sent to our 7000+ subscribers
- Included for multiple days in the ezine post launch as a promo ezine banner
- Available on our website and streaming services for 6+ months
- Leaderboard or featured rectangle for 2 weeks post podcast launch on CRM

THE PROCESS:

- A call with editorial to discuss the idea and plan
- Review sample questions sent via email and provide feedback prior to recording
- Set up a time to record over zoom
- Review recording and give feedback
- Approve final recording

CLIENT MUST PROVIDE:

- Company logo
- Profile image

AD BOOKING DEADLINE

4 weeks prior to launch date

RECORDING DEADLINE

2 weeks prior to launch date

LAUNCH DATE

determined by ezine scheduling

Conditions

All podcast content is subject to approval. Promotional materials will be created by the Collision Repair Magazine team in a standardized format.

Material Deadline

Two weeks prior to post.

Image Format

JPEG OR PNG

Brought to you by

CollisionRepair
Magazine

Contact your sales representative for a detailed Podcast information package.

collisionrepairmag.com/podcast



Buyer's Guide

AND BUSINESS DIRECTORY

CONTACT
YOUR SALES
REPRESENTATIVE
TO LEARN HOW
TO FEATURE YOUR
PRODUCTS

PRODUCT OF THE WEEK

For the first time we have decided to combine our *Buyer's Guide* digital listings with our Daily E-zine for an exciting new product placement opportunity! The Daily E-Zine goes out to more than 7000 opt-in industry subscribers and is a great way to get more notice for your products!

Your selected product will appear in our new product of the week slot within the *Collision Repair* Daily E-Zine, on the homepage of the *Buyer's Guide* website and in the next print edition of *Collision Repair* magazine.

Feature a new product or one that already exists in the catalog! Your product will connect to your new or existing listing on the *Buyer's Guide* website where you can provide more information, display additional photos and more!

INCLUDED WITH YOUR PRODUCT OF THE WEEK

- 1/4 page printed spotlight in *Collision Repair Magazine*
- *Buyer's Guide* Homepage section for a week
- An E-Zine placement sent to 7000+ subscribers
- Option to add video and additional images to digital listing
- "How To Buy" button linking to URL of your choice
- Product added to the 2021 *Buyer's Guide* digital listings

Contact your sales representative for a detailed Product of the Week information package.





CHECK OUT OUR 20TH ANNIVERSARY EDITION



AVAILABLE IN PRINT OR DIGITAL!

MAGAZINE PUBLISHING & MANAGEMENT

Media Matters Inc. supplies decades of magazine publishing experience in a variety of subjects, types, and formats. We can advise you on proper strategies, procedures, and resources – including finding a printer, organizing sales contacts, and maintaining circulation lists – to make a conceptual magazine into a printed reality. No matter what stage of the publishing process you are at or what level of experience, Media Matters Inc. can help.

PUBLICATIONS



Collision Repair

collisionrepairmag.com

Collision Repair magazine is the authoritative voice of the Canadian collision repair industry. This is supported by the IPAO readership study indicating that 80% of respondents agreed that Collision Repair magazine best represents the industry. With an audited circulation of more than 8,600, readers, we reach key decision makers in virtually all corners of the industry, including 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.





PUBLICATIONS



Canadian Auto Recyclers

canadianrecycler.ca

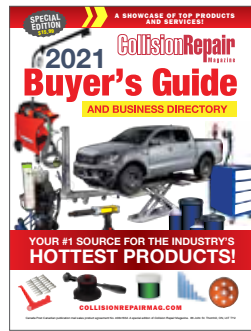
In partnership with the *Automotive Recyclers of Canada*, the bilingual *Canadian Auto Recyclers* showcases the most modern and progressive auto recycling facilities from across the country. Along with the most up-to-date news on changing market conditions, trends and the rise of a new generation. *Canadian 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 has never been more evident or critical. Advancing technology and the reality of artificial intelligence is here. *The Training Directory* and its website complement have 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.



Buyer's Guide & Directory

buyersguide.collisionsrepairmag.com

The Collision Repair Annual Buyer's Guide & Directory is a one-stop print and digital resource featuring more than 120 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 the Buyer's Guide's print and digital format, this resource is at your fingertips with relevant and specific industry sectors such as parts, refinishing, tools, accessories and more. There is no better source for finding centralized product and service information. Would you like to update your product offering throughout the year? Upload your product online at buyersguide.collisionsrepairmag.com





**AVAILABLE
IN PRINT
OR DIGITAL!**

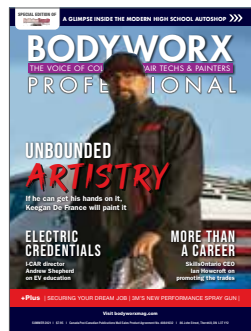
PUBLICATIONS



Collision Québec

collisionquebec.com

Serving the Quebec-based collision repair market, **Collision Québec** extends the mission of **Collision Repair** magazine in this distinct French-only publication published two times a year and distributed to more than 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, providing all the information progressive repairers need to thrive in the 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.



Canadian Towing Professional

towpromag.com

Canadian Towing Professional informs today's towing community by helping them connect with other like-minded progressive towers. It is a destination which it provides updated news source for Canada's towing professionals. With information on training opportunities, new and upcoming regulations and legislations, new products, equipment and trucks, towpromag.com is the destination of choice for towing professionals looking to grow their business and raise the image of their industry.



PRINT RATE CARD



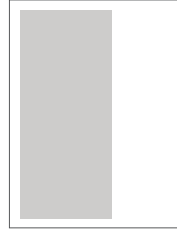
Double Page

W: (trim) 16.25"
H: (trim) 10.875"



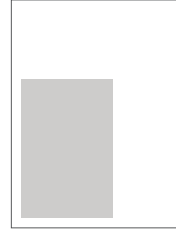
Full Page

W: (trim) 8.125"
H: (trim) 10.875"



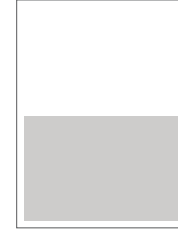
2/3 Page

W: (trim) 4.75"
H: (trim) 9.75"



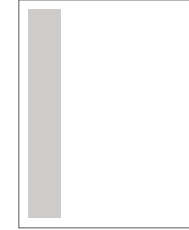
1/2 Island

W: 4.5"
H: 7.25"



1/2 Horizontal

W: 7.125"
H: 4.75"



1/3 Vertical

W: 2.25"
H: 9.75"

1x	\$6,122.00	1x	\$3,688.00	1x	\$2,765.00	1x	\$2,212.00	1x	\$2,212.00	1x	\$2,200.00
3x	\$5,816.00	3x	\$3,503.00	3x	\$2,627.00	3x	\$2,102.00	3x	\$2,102.00	3x	\$2,090.00
6x	\$5,525.00	6x	\$3,328.00	6x	\$2,495.00	6x	\$1,996.00	6x	\$1,996.00	6x	\$1,935.00

All ads due 2 weeks prior to going to press.

<p>(Add 0.125" bleed to all sides)</p>		<p>(Includes 1/2 editorial)</p>									
<h3>Full Page</h3> <p>W: (trim) 8.5" H: (trim) 10.875"</p>		<h3>Profile Page</h3> <p>W: (trim) 8.5" H: (trim) 10.875"</p>		<h3>1/3 Horizontal</h3> <p>W: (trim) 7.125" H: (trim) 3.125"</p>		<h3>1/4 Square</h3> <p>W: 3.5" H: 4.75"</p>		<h3>1/4 Horizontal</h3> <p>W: 7.125" H: 2"</p>		<h3>Business Card</h3> <p>W: 3.5" H: 2"</p>	
1x	\$3,688.00	1x	\$3,688.00	1x	\$1,661.00	1x	\$1,290.00	1x	\$1,290.00	1x	\$922.00
				3x	\$1,577.00	3x	\$1,225.00	3x	\$1,225.00	3x	\$875.00
				6x	\$1,499.00	6x	\$1,164.00	6x	\$1,164.00	6x	\$832.00

Sponsored columns/advertorial rates on request.

MATERIAL REQUIREMENTS

Ads under 20MB can be sent via email to info@mediamatters.ca. If the ad is over 20MB, please provide a link or FTP information.

SPECIAL CLASSIFICATIONS

The word "Advertisement" will be placed above copy which, in the opinion of the publisher, resembles editorial matter.

CANCELLATION

Not accepted after material deadline. Please see the 2020 publication schedule.

SUPPLIED MATERIALS:

PDF/X1a, or a general PDF, including fonts and CMYK data, created to digital Magazine Advertising Canadian Specifications (dMACSCS). Media Matters Inc. does not accept responsibility for colour or colour trapping of material content that does not conform to Magazines Advertising Canadian Specifications (MACSCS). Production charges applied for material will be stored by Publisher for one year and then destroyed unless otherwise stated.

Magazine Trim

8.125" x 10.875"

Resolution

300 DPI

Format

CTP

Colour Mode

CMYK

Print Type

Web
Offset



PRINT PUBLICATION CALENDAR

PUBLICATION	Ad Booking Deadline	Material Deadline	Final Print Deadline	Magazine Delivery Date
Collision Repair 21#1	January 7, 2022	January 14, 2022	January 31, 2022	February 14, 2022
Collision Repair 21#2	February 3, 2022	March 10, 2022	March 25, 2022	April 11, 2022
Collision Repair 21#3	May 4, 2022	May 12, 2022	May 27, 2022	June 13, 2022
Collision Repair 21#4	June 30, 2022	July 7, 2022	July 22, 2022	August 8, 2022
Collision Repair 21#5	August 30, 2022	September 6, 2022	September 20, 2022	October 5, 2022
Collision Repair 21#6	November 10, 2022	November 17, 2022	December 2, 2022	December 16, 2022
Bodyworx 9#1	January 24, 2022	January 31, 2022	February 14, 2022	February 28, 2022
Bodyworx 9#2	April 22, 2022	April 29, 2022	May 13, 2022	May 27, 2022
Bodyworx 9#3	July 22, 2022	July 29, 2022	August 15, 2022	August 29, 2022
Bodyworx 9#4	October 21, 2022	October 28, 2022	November 14, 2022	November 28, 2022
Canadian Auto Recyclers 16#1	December 16, 2022	December 23, 2022	January 16, 2023	January 30, 2023
2022 Training Directory	June 27, 2022	July 4, 2022	July 25, 2022	August 8, 2022
Collision Quebec 13#1	March 25, 2022	April 1, 2022	April 15, 2022	April 29, 2022
Collision Quebec 13#2	September 2, 2022	September 9, 2022	September 23, 2022	October 7, 2022
Buyers Guide 2023	October 7, 2022	October 17, 2022	November 11, 2022	November 25, 2022



MEDIA
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Head Office:

86 John Street, Thornhill, ON. L3T 1Y2

Phone: 905.370.0101

Email: info@mediamatters.ca

Canada

"We acknowledge the financial support
of the Government of Canada"

Thank you.

Contact your sales representative today for more information

Gloria Mann 647.998.5677 | gd.mann@rogers.com

Ellen Smith 416.312.7446 | ellen@mediamatters.ca

Wanja Mann (647) 998-5677 | [wanjamann1@gmail.com](mailto:wanimann1@gmail.com)

For more information visit mediamatters.ca