



MEDIA
MATTERS[®]
incorporated

Media Kit 2024

TOP TECHNOLOGY, SERVICES AND COLLISION REPAIR INFORMATION





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

Head Office:

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Canada

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

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**, **Bodyworx Professional**, **Training Directory**, **Buyers Guide** and **EV Repair magazine**.

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.

Contact your sales representative today for more information

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Ellen Smith	416.312.7446 ellen@mediamatters.ca
Wanja Mann	647.998-5677 wanjamann1@gmail.com

Thank you.

For more information visit mediamatters.ca

**CHOSEN
#1 IN THE
INDUSTRY!**

81%

**PREFER US OVER
ANY OTHER INDUSTRY
PUBLICATION**

80%

**TRUST US TO BEST
REPRESENT
THE INDUSTRY**

79%

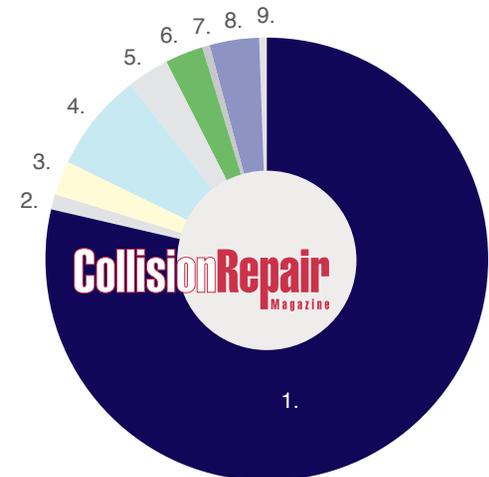
**READ EVERY
ISSUE COVER TO COVER**



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.

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.

Our websites provide compelling and relevant content to the collision repair industry on a daily basis. Like their print counterparts, **collisionrepairmag.com**, **bodyworxmag.com**, **canadianrecycler.ca**, **Collision Repair** daily E-zine, 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.**

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

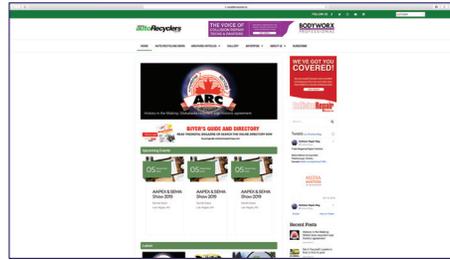
CollisionRepairmag.com

powered by Media Matters Inc.



collisionrepairmag.com

CANADIAN autoRecyclers magazine



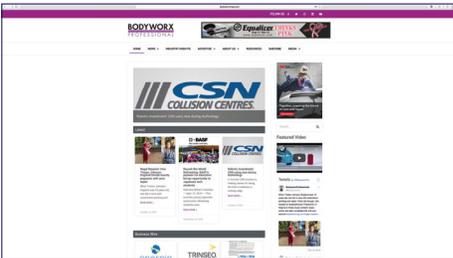
canadianrecycler.ca

Buyer's Guide AND BUSINESS DIRECTORY



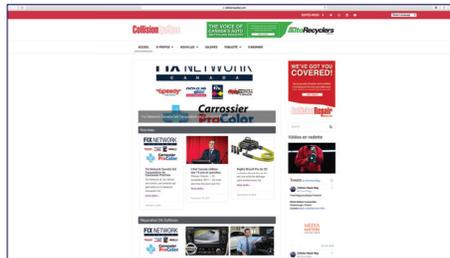
buyersguide collisionrepairmag.com

BODYWORX THE VOICE OF COLLISION REPAIR TECHS & PAINTERS PROFESSIONAL



bodyworxmag.com

CollisionQuébec



collisionquebec.com

EVREPAIR MAGAZINE



evrepairmag.com

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
Featured Rectangle	263 x 330 px
Leaderboard	728 x 90 px
Article Banner	728 x 90 px
Top Home Page	750 x 200 px
Bottom Home Page	750 x 200 px
Ezine	600 x 160 px
Video	263 x 250 px

All Website Artwork Due

14 days before launch

Ad Launch Date

1st of the month

Contact your sales representative for more information

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.

Contact your sales representative today for more information.

NEWSLETTER & E-ZINE

Connect with more than 6,500 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. **Ask your sales representative about the special EV Repair E-Zine and the Canadian Auto Recyclers E-zines.**

DAILY E-ZINE NEWSLETTER

Non-rotating ad space sent daily to over 6,500 active subscribers.

AD TYPE	AD SIZE
Ezine	600 x 160 px

All E-ZINE Artwork Due

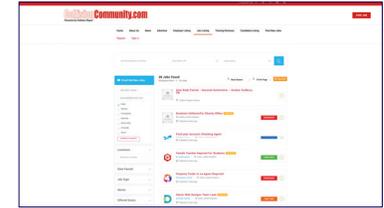
14 days before launch

E-ZINE BANNER



CollisionCommunity.com
 Powered by Collision Repair

ONLINE ONLY



collisioncommunity.com

collisioncommunity.com connects employers and potential employees—those looking to hire or be hired in the Canadian collision repair industry.



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.

CollisionRepair Magazine
 Bodyshop

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

Visit our Website



Industry Insider

novus glass

ENGAGEMENT WITH THE COLLISION REPAIR INDUSTRY

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.

WEBINAR HOSTING

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 the **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

Scan to visit
open-dialogue
webinars



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

PODCAST SPONSORSHIP

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 30 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 6,500+ subscribers, and advertised on the **Collision Repair** mag site.



AD BOOKING DEADLINE

4 weeks prior to launch date

RECORDING DEADLINE

2 weeks prior to launch date

LAUNCH DATE

determined by ezine scheduling

THE PODCAST PACKAGE INCLUDES:

- One on one planning assistance with a member of the editorial team
- Up to 30 minute final podcast (Speak to your sales associate for details)
- Top E-Zine slot placement at launch, sent to our 6500+ 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

Contact your sales rep for a detailed Podcast information package.

Podcasts available on the following platforms:

collisionrepairmag.com/podcast



Apple Podcasts

Scan to visit
podcasts



Buyer's Guide

AND BUSINESS DIRECTORY

CONTACT
YOUR SALES
REPRESENTATIVE
TO LEARN HOW
TO FEATURE YOUR
PRODUCTS

PRODUCT OF THE WEEK

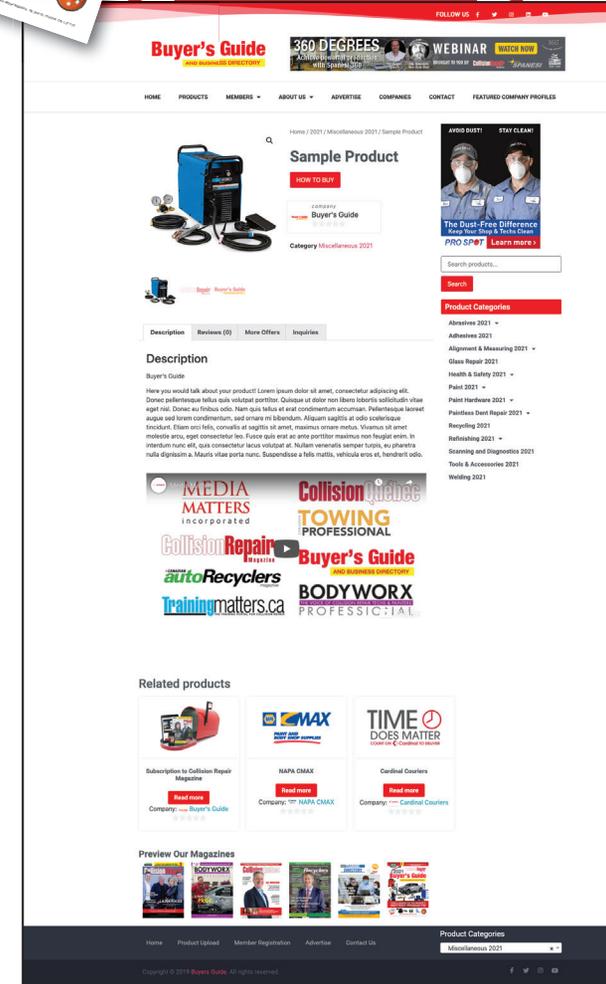
We have combined our *Buyer's Guide* digital listings with our Daily E-zine for an exciting new product placement opportunity! The Daily E-Zine goes out to more than 6,500 opt-in industry subscribers and is a great way to get more notice for your products!

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 buyersguide.collisionrepairmag.com 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 product spotlight print ad in *Collision Repair* magazine and in the annual *Buyer's Guide*.
 - *Buyer's Guide* and *Collision Repair* Homepage section for a week
 - An E-Zine announcement sent to 6,500+ subscribers
 - Option to add video, brochure and additional images to digital listing
 - "How To Buy" button linking to URL of your choice
 - Product added to the 2023 *Buyer's Guide* digital listings
 - 1 Customer E-Zine banner ad placed above the "product of the week" announcement in the E-Zine
- Contact your sales representative for a detailed Product of the Week information package.



PROFILES OF THE WEEK

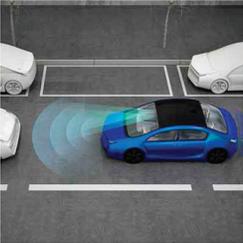
“**Training of the Week**” highlights outstanding training programs, courses, or educational initiatives that have made a significant impact. Whether it’s a groundbreaking online course or a unique workshop, we delve into the details of what makes these training opportunities exceptional.

“**Profile of the Week**” introduces you to inspiring individuals from the industry who have achieved remarkable milestones, contributed significantly to their communities, or demonstrated exceptional talents. Through their stories, you’ll gain insight into their journeys, motivations, and the lessons they’ve learned along the way.

“**Recycler Spotlight**,” we turn our attention to the Canadian auto recyclers members of our community who are making a positive difference through recycling initiatives. From innovative recycling projects to creative upcycling ideas, we explore the efforts of those who are leading the way in sustainable living. Join us each week as we celebrate the outstanding contributions and achievements of our industry members.



SPOTLIGHT ON TRAINING
TRAINING OF THE WEEK



Get your ADAS recognition to advance your career!

ADAS Technician Platinum Recognition

Newly created recognition! Received a wide variety of industry standard training with I-CAR Canada’s ADAS Technician Platinum Recognition to rapidly advance your career in the collision industry.

EXPLORE COURSES

ENROLL NOW!



www.trainingmatters.ca

Contact your sales representative today for more information on how to be featured in these sections.



GENSCO CREATES NEW AVENUES FOR CUTTING-EDGE VEHICLE RECYCLING EQUIPMENT



EXPLORE PROFILE

With a legacy spanning a century as a global recycling equipment supplier, Genesco Equipment has united with Iris-Mec, renowned for revolutionizing the Vehicle Recycling Industry. As Canada elevates End-of-Life Vehicle Recycling standards, Genesco acknowledges the need for elevated depollution and dismantling equipment among auto recyclers to meet regulations and sustain profitability. Genesco proudly assumes the role of exclusive distributor in Canada offering cutting-edge systems, tech support, and replacement parts, all at the fingertips of local customers. Our products facilitate comprehensive auto fluid and material recovery, with an intelligent design prioritizing safety, labor efficiency, and time optimization.

Serving Canada, the United States, Mexico, and regions of Latin America.

Reach out to Genesco at 1-800-268-6797 or visit genscoequip.com to learn more.

www.canadianrecycler.ca

PROFILE SAMPLES



EVREPAIR MAGAZINE
PROFILE OF THE WEEK



A timeless collision repair tradition

More than 50 years of passionate innovation



EXPLORE PROFILE

VISIT SPANESI

Spanesi innovates, designs and manufactures the entire range of collision repair equipment. With its worldwide reach incorporating local divisions and a large distribution network, Spanesi is the only manufacturer that owns and operates a collision repair facility at its headquarters, where all products are tested and proven on a daily basis.

Orazio Spanesi, panel beater with a passion for “the tools”, founded Spanesi in 1969. Staying in constant contact with body technicians represents the spirit of the entire Spanesi organization and reflected in its deep collision industry roots. Through the constant pursuit of high efficiency and OEM quality repairs, led Orazio to open his own bodyshop. He then set his sights on manufacturing equipment, with the exceptional insights of thinking like a technician.

Learn more about Spanesi Americas Inc. online at spanesi-americas.com

www.evrepairmag.com

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

collisionrepairmag.com

Collision Repair



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.



canadianrecycler.ca

Canadian Auto Recyclers



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.



buyersguide.collisionrepairmag.com

Buyer's Guide & Directory



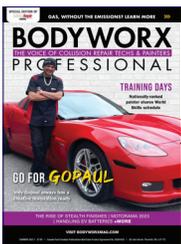
The Collision Repair Annual Buyer's Guide & Directory is a one-stop print and digital resource featuring 100+ products and services. It is an easy and accessible reference tool for the industry, its suppliers and manufacturers.

With the strength of our editorial reputation along with the *Buyer's Guide's* print and digital format, this resource includes 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.



bodyworxmag.com

Bodyworx Professional



Bodyworx Professional is written exclusively for professional autobody technicians. *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.



collisionquebec.com

Collision Quebec



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.



trainingmatters.ca

EV Repair

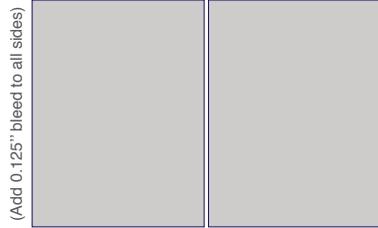


EV Repair magazine provides the latest information on electric vehicle collision repair in Canada. This website and magazine is your go-to source for information on electric vehicle repair in Canada. We provide safety tips, business advice, product reviews and more!

EV Repair website and magazine is the only publication in Canada that focuses exclusively on electric vehicle collision repair. From safety features to business opportunities, we cover everything you need to know about repairing EVs that have been in a collision.



PRINT RATE CARD



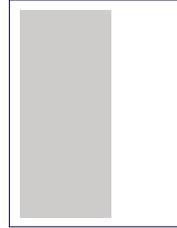
Double Page

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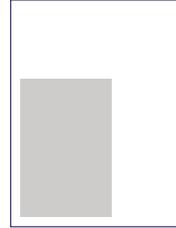
Full Page

W: (trim) 8.125"
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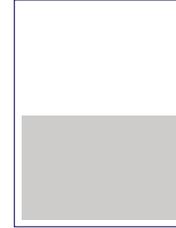
2/3 Page

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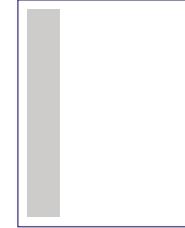
1/2 Island

W: 4.5"
H: 7.25"



1/2 Horizontal

W: 7.125"
H: 4.75"



1/3 Vertical

W: 2.25"
H: 9.75"

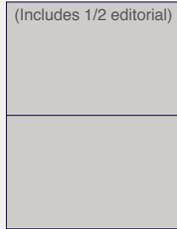
Contact your sales representative for more information.

All ads due 2 weeks prior to going to press.



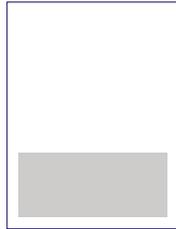
Full Page

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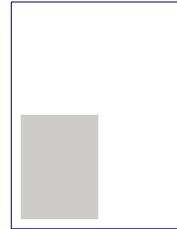
Profile Page

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1/3 Horizontal

W: (trim) 7.125"
H: (trim) 3.125"



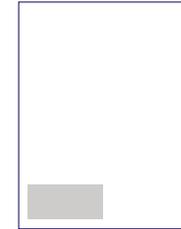
1/4 Square

W: 3.5"
H: 4.75"



1/4 Horizontal

W: 7.125"
H: 2"



Business Card

W: 3.5"
H: 2"

CANADIAN
autoRecyclers
magazine

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 2023 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

PUBLICATION CALENDAR

PUBLICATION	Ad Booking Deadline	Material Deadline	Final Print Deadline	Magazine Delivery Date
Collision Repair 23#1	January 2, 2024	January 9, 2024	January 30, 2024	February 13, 2024
Collision Repair 23#2	February 20, 2024	March 5, 2024	March 26, 2024	April 9, 2024
Collision Repair 23#3	April 23, 2024	May 7, 2024	May 28, 2024	June 11, 2024
Collision Repair 23#4	June 18, 2024	July 2, 2024	July 23, 2024	August 6, 2024
Collision Repair 23#5	August 13, 2024	August 27, 2024	September 17, 2024	October 1, 2024
Collision Repair 23#6	October 22, 2024	November 5, 2024	November 26, 2024	December 10, 2024
Bodyworx 11#1	January 16, 2024	January 30, 2024	February 13, 2024	February 27, 2024
Bodyworx 11#2	April 9, 2024	April 23, 2024	May 7, 2024	May 21, 2024
Bodyworx 11#3	July 16, 2024	July 30, 2024	August 13, 2024	August 27, 2024
Bodyworx 11#4	October 15, 2024	October 29, 2024	November 12, 2024	November 26, 2024
CAR 19#1	December 17, 2024	January 7, 2025	January 14, 2025	January 28, 2025
Collision Quebec 15#1	March 12, 2024	March 26, 2024	April 9, 2024	April 23, 2024
Collision Quebec 15#2	August 20, 2024	September 3, 2024	September 17, 2024	October 1, 2024
Buyers Guide 2025	October 1, 2024	October 15, 2024	November 5, 2024	November 19, 2024
EV Repair Mag 2#1	July 23, 2024	August 6, 2024	August 20, 2024	September 10, 2024
2024 Training Directory	June 25, 2024	July 9, 2024	July 23, 2024	August 6, 2024

Please reach out to your sales representative today to obtain further information. **We appreciate your business. Thank you.**