

# NEWCOM AUTOMOTIVE GROUP

## 2019 Media Kit



MAGAZINE  
**Jobber News**

**L'automobile**

PIÈCES D'AUTO, SERVICE ET ENTRETIEN

## KEY FACTS

- The Canadian light vehicle aftermarket is valued at \$21 billion
- On average, our readers spend 45 minutes per issue\*
- Our average pass along readership is 2.95, so our total readership is 3.95 readers per copy\*
- 80% of our readers took one or more actions after reading our publication\*

\*2018 Signet Ad Study





CARS covers the world of automotive repair in Canada, offering business and technical articles to help shop owners, managers, and repair technicians work more efficiently and more profitably. We closely follow new vehicle technology, industry developments, management and consumer trends, and evolving auto repair procedures.

## 2019 Editorial Calendar

### JANUARY / FEBRUARY / MARCH

**Spring prep:** Belts, hoses, ignition, filters, engine cooling

**Brakes:** Quality parts lead to optimum performance

**Oil:** Managing your supply

**Ad reservations close:** Feb. 8, 2019

**Material deadline:** Feb. 15, 2019

**Mail date:** Mar. 8, 2019

### APRIL / MAY

**Shop planning:** What tools, equipment, and shop supplies are right for your business

**Parts:** Finding the perfect balance when it comes to import parts and OE brands

**Step by Step:** Emissions and exhaust diagnostics

**Ad reservations close:** Apr. 10, 2019

**Material deadline:** Apr. 17, 2019

**Mail date:** May 8, 2019

### JUNE / JULY

#### SHOP OF THE YEAR ISSUE

**Brakes and oil changes:** Building customer loyalty with basic services

**Chassis and undercar:** The aftermarket's response to vehicle light-weighting

**Chemicals and additives:** Making the case for added vehicle protection

**Ad reservations close:** June 10, 2019

**Material deadline:** June 17, 2019

**Mail date:** July 8, 2019

### AUGUST / SEPTEMBER

**Franchises and banners:** Growing with a program

**Management software:** Finding business efficiencies

**Fall prep:** Batteries, wipers, lighting, belts, hoses, filters

**Ad reservations close:** Aug. 12, 2019

**Material deadline:** Aug. 19, 2019

**Mail date:** Sept. 9, 2019

### OCTOBER

**New tools:** The latest in hand-held, air-powered, and diagnostic tooling

**Jobber relations:** Working more closely with your key suppliers

**Step by step:** Diagnosing unusual brake conditions

**Ad reservations close:** Sept. 11, 2019

**Material deadline:** Sept. 18, 2019

**Mail date:** Oct. 8, 2019

### NOVEMBER / DECEMBER

#### Technician of the Year issue

- Understanding the latest trends and specs in motor oil

- Customer retention and social media strategies

- Engine management and diagnostics

**Ad reservations close:** Nov. 12, 2019

**Material deadline:** Nov. 19, 2019

**Mail date:** Dec. 9, 2019

## Ad Rates: (Gross) Including Colour (CDN Dollars)

Effective until December 31, 2019

Ad Size	1x	3x	6x	9x	12x
Full	5,500	5,365	5,225	5,090	4,950
1/2	3,440	3,350	3,265	3,180	3,095
1/3	2,475	2,415	2,350	2,290	2,225
1/4	1,925	1,875	1,830	1,780	1,735
1/6	1,375	1,340	1,300	1,270	1,240

Please send your advertising material to:  
**alicia@newcom.ca**  
 Alicia Lerma  
 Production Manager  
 (416) 510-6845

# Jobber News

Those who want to be in the know read Jobber News, Canada's longest-established publication serving the distribution segment of the Canadian automotive aftermarket. Founded in 1931, it is sent to warehouse distributors, jobbers, wholesalers, manufacturers, suppliers and key players across the industry.

## 2019 Editorial Calendar

### JANUARY / FEBRUARY / MARCH

#### 5th Annual Tech Report

Industry Forecast

Plus: Hot Summer Products – Oil, filters, cooling systems, chemicals and additives

**Ad reservations close:** Feb. 1, 2019

**Material deadline:** Feb. 8, 2019

**Mail date:** Mar. 1, 2019

### JUNE / JULY

#### Jobber of the Year

Business Management

Plus: Batteries

**Ad reservations close:** June 4, 2019

**Material deadline:** June 11, 2019

**Mail date:** July 2, 2019

### OCTOBER

#### Counterperson of the Year

Selling Premium Products

Plus: Brake Technology

**Ad reservations close:** : Sept. 4, 2019

**Material deadline:** Sept. 11, 2019

**Mail date:** Oct. 1, 2019

### APRIL / MAY

#### Annual AIA Chairman's Issue

Biz Tech Report

Plus: Wheels – TPMS, brakes

**Ad reservations close:** Apr. 3, 2019

**Material deadline:** Apr. 10, 2019

**Mail date:** May 1, 2019

### AUGUST / SEPTEMBER

#### 16th Annual Retail Intelligence Report

Import Report

Plus: Hot Winter Products - Oil, filters, wipers, lighting

**Ad reservations close:** : Aug. 6, 2019

**Material deadline:** Aug. 13, 2019

**Mail date:** Sept. 3, 2019

### NOVEMBER / DECEMBER

#### The Industry Issue

Reader surveys and the latest market data

**Ad reservations close:** : Nov. 5, 2019

**Material deadline:** Nov. 12, 2019

**Mail date:** Dec. 1, 2019

## Ad Rates: (Gross) Including Colour (CDN Dollars)

Effective until December 31, 2019

Ad Size	1x	3x	6x	9x	12x
Full	4,600	4,485	4,370	4,255	4,140
1/2	2,875	2,800	2,730	2,660	2,590
1/3	2,070	2,015	1,965	1,915	1,865
1/4	1,610	1,570	1,530	1,490	1,450
1/6	1,150	1,120	1,095	1,065	1,035

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Production Manager  
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# L'automobile

Founded in 1939, L'automobile reaches Canada's French language automotive aftermarket at both the parts distribution and service and repair levels. It includes a mix of industry and product trends, technical content, news, and event coverage. In 2019, the magazine will celebrate its 80th anniversary, a testament to its exceptional popularity and longevity.

## 2019 Editorial Calendar

### SPRING

#### The Industry Perspectives Issue

TPMS

**Plus:** Battery

**Ad reservations close:** Jan. 25, 2019

**Material deadline:** Feb. 1, 2019

**Mail date:** Feb. 22, 2019

### SUMMER

#### The Technology Issue

Engine management, diagnostics, and new technologies in the shop

**Plus:** Tools, equipment, and shop supplies

**Ad reservations close:** April 24, 2019

**Material deadline:** May 1, 2019

**Mail date:** May 22, 2019

### FALL

#### The Training Issue

Technical training, career development

**Plus:** Wheel service

*Special 80th Anniversary Issue*

**Ad reservations close:** July 25, 2019

**Material deadline:** Aug. 1, 2019

**Mail date:** Aug 22, 2019

### WINTER

#### The Success Issue

Shop of the year Award

Financial health

**Plus:** Import parts, OE parts

**Ad reservations close:** Oct. 28, 2019

**Material deadline:** Nov. 4, 2019

**Mail date:** Nov. 22, 2019



## Ad Rates: (Gross) Including Colour (CDN Dollars)

Effective until December 31, 2019

Ad Size	1x	3x	6x	9x	12x
Full	4,300	4,195	4,085	3,980	3,870
1/2	2,690	2,620	2,555	2,485	2,420
1/3	1,935	1,890	1,840	1,790	1,740
1/4	1,505	1,470	1,430	1,395	1,355
1/6	1,075	1,050	1,020	995	970

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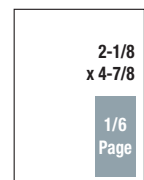
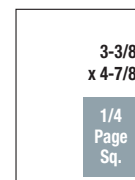
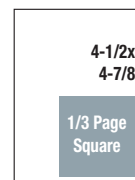
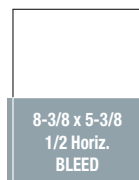
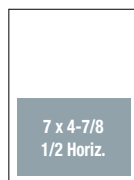
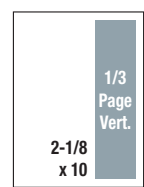
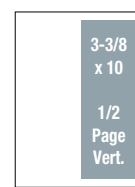
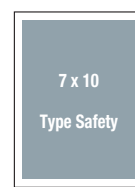
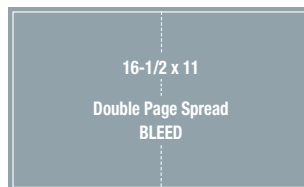
Newcom Automotive Group Combo Rates apply.

## Mechanical Requirements for:

**CARS**  
**JOBBER NEWS**  
**L'AUTOMOBILE**

- **TRIM SIZE:**  
8-1/8" x 10-3/4"
- **BLEED:**  
Add 1/8" to all sides

- **PRINT SPECIFICATIONS:**  
Web offset
- **SCREEN:** 133 line
- **SADDLE STITCHED**



# DIGITAL ADVERTISING OPPORTUNITIES

## AutoServiceWorld.com

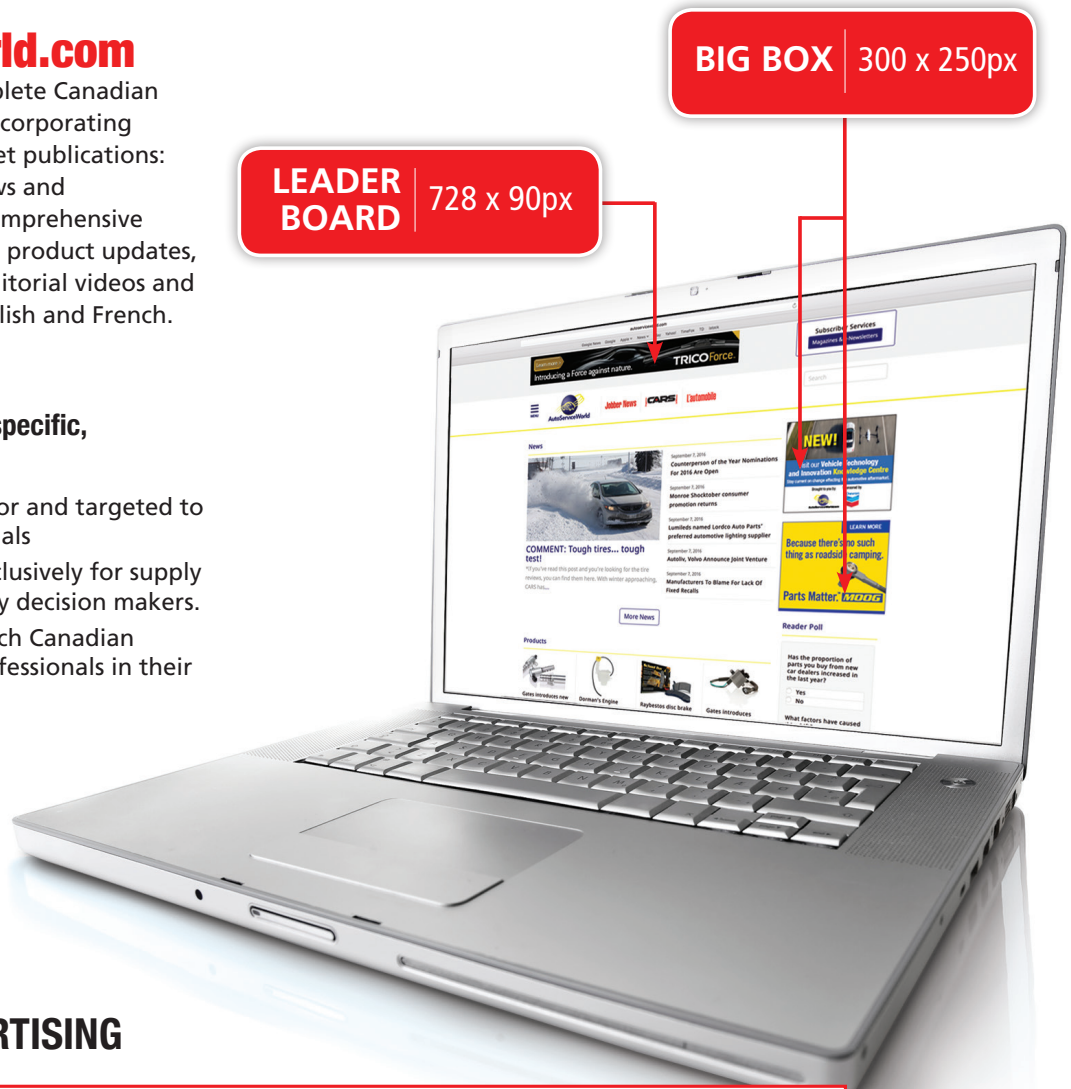
is your gateway to the complete Canadian automotive aftermarket! Incorporating Canada's leading aftermarket publications: CARS magazine, Jobber News and L'Automobile, ASW.com's comprehensive content includes daily news, product updates, features, industry events, editorial videos and more, delivered in both English and French.

**We can also provide more specific, targeted audiences**

**CARS:** Specifically written for and targeted to service and repair professionals

**Jobber News:** Designed exclusively for supply chain executives and industry decision makers.

**L'automobile:** Serving French Canadian automotive aftermarket professionals in their native language



## RUN OF SITE ADVERTISING

Rate per month for		1 month	3 months	6 months	12 months
<b>AutoServiceWorld.com - Jobber News &amp; CARS</b>					
Big Box	300 x 250	\$1,450	\$1,300	\$1,305	\$1,200
Leaderboard	728 x 90	\$1,350	\$1,215	\$1,215	\$1,150
<b>lautomobile.ca - French Canadian aftermarket</b>					
Big Box	300 x 250	\$1,050	\$945	\$945	\$895
Leaderboard	728 x 90	\$950	\$855	\$855	\$800
Mobile size 300 x 90 for ROS and E-news		<i>Digital combo rates apply across e-news and ROS</i>			

### RICH MEDIA:

(available on Big Box Ads Only)  
additional 25% charge

### WALLPAPER | \$2,000 per month

480 x 800 pixels  
100 KB static single image GIF/JPEG

## SPECIAL PROMOTIONAL OPPORTUNITIES

Innovative and exciting options to help you promote your company's products and services to the Canadian aftermarket.

### VIDEOS

With a dedicated professional in-house video department, we can create unique cost-effective videos that work in virtually any marketing medium: company websites, social media channels, online ads, e-mail campaigns, trade shows and conference and much more.

**Video Series Sponsorships** – starting as low as \$1000 per month  
**Custom Video Creation** – ask us for details

### NATIVE / CUSTOM CONTENT

This is content contributed by you! Online native articles can include banners, video, audio, logos etc. Your sponsored article will be promoted in newsletters and also appear on our home page. In print, use this as a way to tell your story in greater depth, expand your message and build your presence. Great for press releases, new product announcements, acquisitions etc.

**Note:** Content will be labelled "Sponsored/Paid" and is subject to approval by our editorial team.

**Native:** \$1500 per native article

**Custom Content:** prices start at \$5000, ask us for details

\*minimum buy required

### POLYBAGS

Delivering your product literature, brochure, catalogue, samples and seminar/course information right into the hands of your buyers! You choose the targeted distribution that works best for you – we deliver the reach and readership you need! Ask us for details and pricing.

### COVER OPPORTUNITIES / PREMIUM POSITIONING

When you really want to command the attention of our readers, this prominent option is ideal! Heighten your visibility and selling power with this eye-catching opportunity!

**Barn Door or "Z" Covers** – starting from \$10,500, ask for details

**Cover positions (IFC, IBC, OBC)** – limited availability, additional premium charge ask for details



## AFTERMARKET *place*

Launching in 2019,  
 this cost effective section  
 can help you:

- ✓ Introduce new products
- ✓ Promote product improvements and innovations
- ✓ Begin a campaign to the Canadian aftermarket
- ✓ Complement your existing display and program



RATES	Full Page	½ Page	¼ Page	1/8 Page
CARS	\$2340	\$1460	\$820	\$530
JOBBER NEWS	\$1955	\$1225	\$685	\$445
L'AUTOMOBILE	\$1825	\$1145	\$640	\$420

### CONTACT

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