

L'automobile

PIÈCES D'AUTO, SERVICE ET ENTRETIEN • PUBLIÉ DEPUIS 1939

2018

MEDIA INFORMATION



L'automobile

L'automobile, founded in 1939, reaches Canada's French language automotive aftermarket. With a **100% request circulation**, L'automobile covers both **parts distribution** as well as the **service and repair side** of the aftermarket. The editorial package includes a mix of industry and product trends, **technical content**, and news and events. The magazine is led by **Nathalie Savaria**, a seasoned journalist who learned to love this business in her father's repair shop while growing up.

L'automobile on the web

L'automobile.ca complements its print edition with daily news on Canada's automotive aftermarket. It's a stand-alone French-only site, but closely aligned with our aftermarket portal, **www.autoserviceworld.com**, which is home to our other automotive properties, supplementary products and content.

E-newsletter:

Once a week, L'automobile delivers industry news and updates via e-newsletter, ensuring our audience stays current on industry developments. This is an excellent way to get your message out fast to the entire French automotive aftermarket in Canada.

See our separate DIGITAL media kit for comprehensive information and pricing.

Other Services:

- VIDEO PRODUCTION
- DATABASE RENTAL
- E-PUSH TO A QUALIFIED DATABASE
- INDUSTRY RESEARCH
- CUSTOM PUBLISHING
- TRANSLATION



Jobber News

CARS

L'automobile



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2018 Editorial Calendar

January - February

Closing: January 9, 2018
Material: January 15, 2018

Special Topic: Succession Planning
Technical Feature: Ignition and Starting
Product Feature: Oil & Filter

March - April

Closing: February 12, 2018
Material: February 20, 2018

Special Topic: Customer Purchasing Habits
Technical Feature: AC and Climate Control
Product Feature: Belts & Hoses

May - June

Closing: April 16, 2018
Material: April 23, 2018

Special Topic: Banners & Franchising
Technical Feature: Shocks and Struts
Product Feature: Tools & Equipment

July - August

Closing: June 29, 2018
Material: July 9, 2018

Special Topic: Technical Info & Training
Technical Feature: Brakes
Product Feature: Chemicals & Additives

September - October

Closing: August 15, 2018
Material: August 21, 2018

Special Topic: Wheel Service
Technical Feature: Engine Management
Product Feature: OE Parts

November - December

Closing October 16, 2018
Material: October 22, 2018

Special Topic: Business Management
Technical Feature: Chassis & Steering
Product Feature: Lighting and Visibility
Annual Award: Shop of the Year

Also included in our editorial:

- Editor's comment
- Aftermarket events
- Engine management
- Environmental issues
- Legal issues
- Tire features
- Product news
- Customer service
- Shop management
- Distribution news

SHOP of the year



* Editorial lineup subject to change.

Ad Rates: (Gross) Including Color

Effective until December 31, 2018

	1x	3x	6x	9x	12x
Full	4,300	4,193	4,085	3,978	3,870
2/3	3,440	3,354	3,268	3,182	3,096
1/2 isl	3,010	2,935	2,860	2,784	2,709
1/2	2,688	2,620	2,553	2,486	2,419
1/3	1,935	1,887	1,838	1,790	1,742
1/4	1,505	1,467	1,430	1,392	1,355
1/6	1,075	1,048	1,021	994	968

Newcom Automotive Division Combo Rates apply.

INSERT/OUTSERT RATES: Available on request.

Please send your advertising material to:
alicia@newcom.ca
Alicia Lerma
Production Manager
(416) 442-5600 ext. 3588

See our separate **DIGITAL** media kit.



AutoServiceWorld.com

Mechanical Requirements

- **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**

