

2019 MEDIA KIT AND EDITORIAL CALENDAR

DIGITAL + PRINT + SOCIAL

INDIE//GARAGE

A CHAT Integrated Media Brand

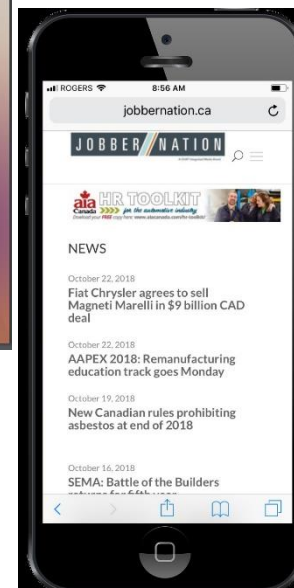
For Canada's independent automotive aftermarket service community.



JOBBER//NATION

A CHAT Integrated Media Brand

For Canada's aftermarket auto parts and supplies distribution professionals.



CHAT

CHAT INTEGRATED MEDIA INC.

An approach to B2B media designed for today, and tomorrow

“Those who work in the automotive aftermarket consume media differently than they did even a few years ago.

“The fresh approach at CHAT Integrated Media is aligned with the omni-channel realities of today’s media needs.

“We are dedicated to providing content of value, reflecting the diversity of our industry, and working in partnership with the industry to serve its needs today and help it attract much-needed talent for its future prosperity.

“I have dedicated my entire career to the aftermarket and I look forward to helping the industry connect with the fresh approach at CHAT Integrated Media.”

**Andrew Ross
Publisher and Director of Content
CHAT Integrated Media Inc.**



Engagement Driven

- Media channels may change, but the need for quality content to assist the industry and ensure strong engagement with readers has not.
- To be truly effective at delivering your marketing impact, engagement needs to take hold throughout organizations: owners, managers and key personnel within each organization.
- We focus our content on the specific needs of our readers and their functions within their aftermarket operations, in formats aligned with their media consumption needs, and with the evolving needs of you, our clients, in mind.

Our Team

Andrew Ross

**Publisher and
Director of Content**

A lifetime around cars and motorsport and three decades in Canada's Automotive Aftermarket Media.



Vanessa Mariga

Digital Content Advisor

A communications professional with a strong knowledge and experience in digital and social media tools and practices in corporate and B2B environments.



Martha Uniacke Breen

Content Management

An experienced content professional with extensive experience working in B2B automotive aftermarket media in Canada.



Murray Voth

**Contributing
Management Consultant**

One of Canada's most experienced aftermarket trainers, Murray contributes valuable management insights.



Jim Anderton

**Senior Content
Specialist**

Jim has decades of experience in B2B automotive media in Canada and worked extensively in the independent shop space.



Will Carcone

Technical Content Lead

An instructor with CARS OnDemand.com, Will provides useful video tips based on his training organization's comprehensive course offering.



Chloe Faith Ross

Graphic Layout Artist

A talented artist and dedicated member of the team, Chloe is key to maintaining the fresh look that helps define Indie Garage and Jobber Nation.



FOCUSED ON CANADA'S
INDEPENDENT/OWNER-
OPERATED AUTOMOTIVE
SERVICE PROVIDER
COMMUNITY.

CONTENT STREAMS FOR:

- OWNERS/MANAGERS
- SERVICE ADVISORS
- TECHNICIANS
- APPRENTICES

DIGITAL CHANNELS

www.IndieGarage.ca



LinkedIn



@IndieGarage



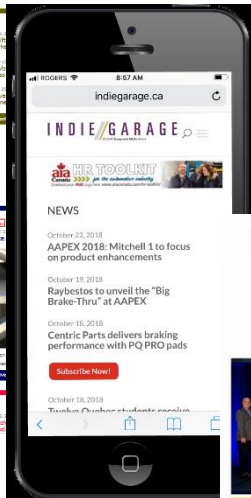
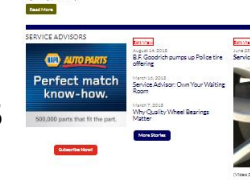
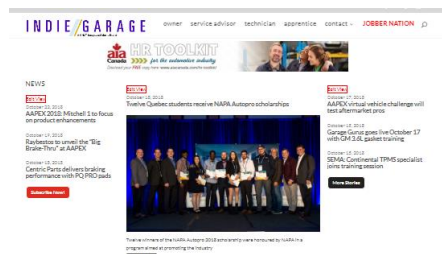
@IndieGarageCA



YouTube Channel



Indie Garage Board



Quarterly in Print to 15,000

Quarterly print editions to the independent auto aftermarket service sector in Canada* including the combined Aftermarket Intelligence Market Data issue.

*According to Statistics Canada, there are approximately 13,000 independent service locations in Canada. We focus on this sector, eliminating non-core categories. This means we can reduce print ad rates by as much as 40% over other brands without losing core market focus!

IndieGarage.ca provides a rich mix of daily updates, tips and video, and is mobile friendly, essential for today's professionals! Traffic growth is averaging 10% per month! (Contact us for current metrics.)

INDIE//GARAGE

A CHAT Integrated Media Brand

MAY

Inspection Tools
Working with ADAS
Brake Tech
Driveline Developments
AD SPACE BOOKING: APRIL 10

JULY

Emissions
Engine Controls and Ignition
EV & Hybrid Service
Ride Control
AD SPACE BOOKING: JUNE 10

OCTOBER

Engine Sealing
Starting & Charging
Lighting and Wipers
Tire Service and TPMS
AAPEX/SEMA PREVIEW
AD SPACE BOOKING: SEPT. 10

NOVEMBER/DECEMBER

AFTERMARKET INTELLIGENCE ISSUE
COMBINED JOBBER NATION/INDIE GARAGE
(Circulation @24,000, special ad rates apply)

JD POWER SERVICE MARKET DATA, SHARES AND DOLLARS

Total Canadian Service Market
Lube, Oil, Filter Change
Brake Service
Alignment/Suspension Service
Tire Service/Replacement
Battery Service/Replacement
Engine/Fuel System Service
Transmission Service
Electrical Service
Audio/Entertainment System Repair
HVAC Service
AD SPACE BOOKING: OCTOBER 10

In addition, regular
web features will
keep readers
engaged and
informed!



Web, Mobile, e-Newsletter, Social, Print

FOCUSED ON CANADA'S AUTO PARTS & SUPPLIES PROFESSIONALS AT WHOLESALERS AND WDS ACROSS CANADA

CONTENT STREAMS FOR:

- OWNERS/MANAGERS
- COUNTERPEOPLE
- OUTSIDE SALES
- DELIVERY PERSONNEL

DIGITAL CHANNELS

www.JobberNation.ca



LinkedIn



@JobberNationCa



@JobberNationCa



YouTube Channel



Jobber Nation Board



Quarterly in Print to 8,000

Quarterly in print including combined Aftermarket Intelligence Market Date issue, providing targeted, efficient exposure to Canada's aftermarket wholesale and distribution sector, alongside key allied segments.

JobberNation.ca provides a rich mix of daily updates, tips and video, and is mobile friendly, essential for today's professionals!

Traffic growth is averaging 10% per month! (Contact us for current metrics.)

JOBBER NATION

A CHAT Integrated Media Brand

APRIL

Incoming AIA Chair

Brake Market

Ride Control

Starting, Charging, Batteries

AD SPACE BOOKING: MARCH 10

JUNE

Chassis & Steering

Lighting and Wipers

Oil Change Business

Driveline

AD SPACE BOOKING: MAY 10

SEPTEMBER

Brake Market Developments

Emissions Components

Engine Controls and Ignition

AAPEX/SEMA PREVIEW

AD SPACE BOOKING: AUGUST 10

NOVEMBER/DECEMBER

AFTERMARKET INTELLIGENCE ISSUE

COMBINED JOBBER NATION/INDIE GARAGE

(Circulation @24,000, special ad rates apply)

JD POWER SERVICE MARKET DATA,
SHARES AND DOLLARS

Total Canadian Service Market

Lube, Oil, Filter Change

Brake Service

Alignment/Suspension Service

Tire Service/Replacement

Battery Service/Replacement

Engine/Fuel System Service

Transmission Service

Electrical Service

Audio/Entertainment System Repair

HVAC Service

AD SPACE BOOKING: OCTOBER 10

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web features will
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INDIE GARAGE & JOBBER NATION

CHARTER ADVERTISING RATES EFFECTIVE FOR 2019

CDN\$

AD Size (All rates include 4C PLUS 234X60 web ad in same month)

	1 X	3X	6X	234 x 60 Small Banner	UPSIZE to 250 X 300 (per insertion)
INDIE GARAGE /INDIEGARAGE.CA					
PRINT CIRC @15,000					
Double Page Spread	5925	5628	5332	included	450
Full Page	3950	3750	3555	included	550
Two-thirds Page	3150	2990	2835	included	600
Half Page (Island, Vertical, Horizontal)	2495	2365	2245	included	650
One Third Page (Horizontal, Vertical, Square0	1775	1685	1597	included	700
Quarter Page	1385	1315	1245	included	750

JOBBER NATION / JOBBERNATION.CA

PRINT CIRC. @ 8,000

Double Page Spread	5625	5345	5065	included	450
Full Page	3750	3565	3375	included	550
Two-thirds Page	2950	2800	2655	included	600
Half Page (Island, Vertical, Horizontal)	2300	2185	2075	included	650
One Third Page (Horizontal, Vertical, Square0	1656	1573	1490	included	700
Quarter Page	1290	1225	1160	included	750

AFTERMARKET INDUSTRY INTELLIGENCE ISSUE INOVEMBER/DECEMBER) PRINT CIRC @24,000

Double Page Spread	7425	5628	5065	included	450
Full Page	4950	3750	3375	included	550
Two-thirds Page	3910	2990	2655	included	600
Half Page (Island, Vertical, Horizontal)	3125	2365	2075	included	650
One Third Page (Horizontal, Vertical, Square0	2224	1685	1490	included	700
Quarter Page	1735	1315	1160	included	750

DIGITAL ONLY

ADVERTISING 1x 3x 6x 9x 12x

ALL ADS APPEAR ACROSS INDIEGARAGE.CA AND JOBBERNATION.CA!

Small Banner (234 x 60)

Leaderboard (728 x 90)

Big Box (250 X 300)

990	970	940	890	850
1150	1127	1092	1035	975

SPONSORED CONTENT: RATES PER MONTHLY INSERTION. CREATIVE EXTRA

DIGITAL ONLY

PRINT: SPACE ADVERTISING RATES APPLY (CREATIVE EXTRA).

990	970	940	890	850
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INDIE/GARAGE

A CHAT Integrated Media Brand

JOBBER NATION

A CHAT Integrated Media Brand

ADVERTISING RATE CARD (GROSS CAD)

Contact Information

Indie Garage and Jobber Nation
Are brands of CHAT Integrated Media Inc.

For more information and advertising rate cards contact:

Andrew Ross

Publisher and Director of Content

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www.linkedin.com/in/andrewericross/

Mailing address:

898 Crown Street,

Sudbury ON CANADA P3E 3R3