

2020 MEDIA KIT AND EDITORIAL CALENDAR

DIGITAL + PRINT + SOCIAL

INDIE//GARAGE

A CHAT Integrated Media Brand

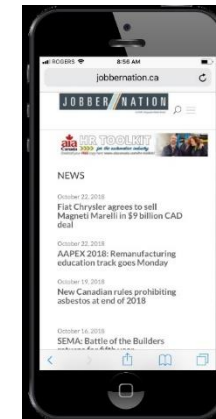
For Canada's independent automotive aftermarket service community.



JOBBER//NATION

A CHAT Integrated Media Brand

For Canada's automotive aftermarket distribution professionals.



Those who work in Canada's automotive aftermarket consume media differently than they did even a few short years ago.

The fresh approach at CHAT Integrated Media is aligned with the omni-channel realities of today's B2B media needs and the time imperatives of readers.

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 build talent for its future prosperity.



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



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*.

INDIE/GARAGE

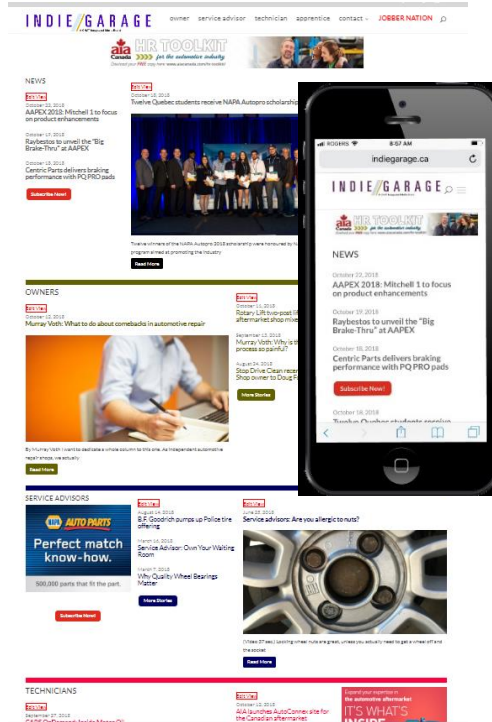
A CHAT Integrated Media Brand

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

Mobile friendly Web, weekly e-Newsletter, Social, Print

CONTENT STREAMS FOR:

- OWNERS/MANAGERS
- SERVICE ADVISORS
- TECHNICIANS
- APPRENTICES



SOCIAL CHANNELS



LinkedIn



@IndieGarage



@IndieGarageCA



YouTube Channel



Indie Garage Board

www.IndieGarage.ca

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

Print Editions to 15,000 PLUS 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. **AND PASS THE SAVINGS ON TO YOU!**

JOBBER NATION

A CHAT Integrated Media Brand

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

CONTENT STREAMS FOR:

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

SOCIAL CHANNELS

www.JobberNation.ca



LinkedIn



@JobberNationCa



@JobberNationCa

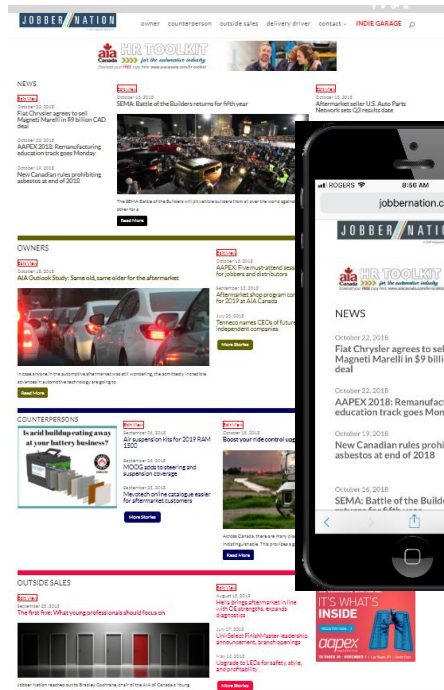


YouTube Channel



Jobber Nation Board

Mobile Friendly Web, Weekly e-Newsletter, Social, Print



www.JobberNation.ca

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

In Print Edition to 8,000 PLUS the combined Aftermarket Intelligence Market Date issue, providing targeted, efficient exposure to Canada's aftermarket wholesale and distribution sector, alongside key allied segments.

JOBBER NATION

A CHAT Integrated Media Brand

APRIL/MAY

Incoming AIA Chair
Brake Market
Ride Control
Starting, Charging, Batteries

AD SPACE BOOKING: MARCH 10

JUNE/JULY

Chassis & Steering
Lighting and Wipers
Oil Change Business
Driveline

AD SPACE BOOKING: MAY 10

SEPTEMBER/OCTOBER

Brake Market Developments
Emissions Components
Engine Controls and Ignition
AAPEX/SEMA PREVIEW

AD SPACE BOOKING: AUGUST 10

INDIE GARAGE

A CHAT Integrated Media Brand

MAY/JUNE

Inspection Tools
Working with ADAS
Brake Tech
Driveline Developments

AD SPACE BOOKING: APRIL 10

JULY/AUGUST

Emissions
Engine Controls and Ignition
EV & Hybrid Service
Ride Control

AD SPACE BOOKING: JUNE 10

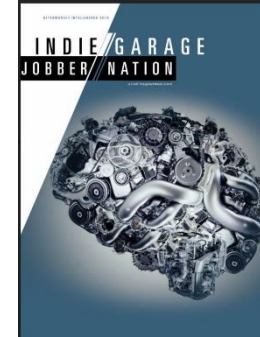
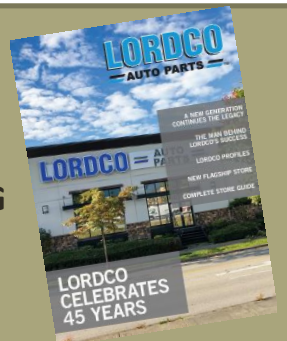
OCTOBER/NOVEMBER

Engine Sealing
Starting & Charging
Lighting and Wipers
Tire Service and TPMS
AAPEX/SEMA PREVIEW

AD SPACE BOOKING: SEPT. 10

PLUS AN ENGAGING SLATE OF WEB FEATURES, DAILY NEWS, AND WEEKLY E-NEWS UPDATES

CELEBRATING A MILESTONE? TALK TO US ABOUT CREATING A SPECIAL EDITION!



NOVEMBER/DECEMBER

AFTERMARKET INTELLIGENCE ISSUE

COMBINED JOBBER NATION/INDIE GARAGE
(Circulation @21,000, 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

WEB/DIGITAL RATES (per month)	1x	3x	6x	9x	12x
ALL WEB ADS APPEAR ACROSS INDIEGARAGE.CA AND JOBBERNATION.CA NETWORK!					
Small Banner (234 x 60 px)	INCLUDED WITH ALL PRINT INSERTIONS				
Leaderboard (728 x 90 px; 320 x 50 mobile)	990	970	940	890	850
Big Box (300 x 250 px)	1150	1127	1092	1035	975
E-NEWSLETTER RATES FOR WEEKLY INDIE GARAGE UPDATE & JOBBER NATION UPDATE					
Top banner (468 x 60 px)	NA	NA	750	NA	500
Middle banner (468 x 60 px)	NA	NA	650	NA	400
Bottom banner (468 x 60 px)	NA	NA	600	NA	350
SPONSORED CONTENT RATES PER MONTHLY POSTING. (CREATIVE EXTRA) ALL SPONSORED CONTENT INCLUDES SOCIAL AND E-NEWS PUSH AT NO ADDED CHARGE.					
WEB SPONSORED FEATURE	1150	1127	1092	1035	975

WEB SPONSORED POST \$299 PER POST (300 word max. Ideal for New Product Announcements)

PRINT SPONSORED CONTENT: SPACE ADVERTISING RATES APPLY (CREATIVE EXTRA).

PRINT AND PRINT/WEB COMBO RATES (All rates include 4C PLUS 234X60 web ad.)	1 X	3X	6X	WEB	UPSIZE 300 X 250 (per month)
				COMBO 234 x 60 Small Banner	
INDIE GARAGE/INDIEGARAGE.CA 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 (Horiz., Vertical, Square)	1775	1685	1597	included	700
Quarter Page	1385	1315	1245	included	750
JOBBER NATION/JOBBERNATION.CA 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 (Horiz., Vertical, Square)	1656	1573	1490	included	700
Quarter Page	1290	1225	1160	included	750
AFTERMARKET INDUSTRY INTELLIGENCE ISSUE (NOVEMBER/DECEMBER) CIRC @21,000					
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, Horiz.)	3125	2365	2075	included	650
One Third Page (Horiz., Vertical, Square)	2224	1685	1490	included	700
Quarter Page	1735	1315	1160	included	750



ADVERTISING MATERIAL

PRINT

QUARTER PAGE: 3-1/4" W x 5-1/8" H

ONE THIRD PAGE VERT.: 2-1/2" W X 10-7/8" H

ONE THIRD PAGE SQUARE: 5-1/8" W X 5-1/8" H

ONE THIRD PAGE HORIZ.: 7-3/4" W X 3-3/4" H

HALF PAGE HORIZ.: 7-3/4" W x 5-1/8" H

HALF PAGE ISLAND: 5-1/8" W X 7-3/4" H

HALF PAGE VERTICAL: 4" W X X 10-7/8" H

FULL PAGE: 8" W x 10-7/8" H

DOUBLE PAGE SPREAD: 16" W X 10-7/8" H

(Allow 1/4 " bleed where applicable)

DIGITAL

Small Banner (234 x 60 px)

Leaderboard (728 x 90 px; 320 x 50 px mobile)

Big Box (300 x 250 px)

E-Newsletter Banner (468 x 60 px)

REFER TO IAB DIMENSIONS AND SPECIFICATIONS FOR ADDITIONAL TECHNICAL SPECS.

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

For more information contact:

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Publisher and Director of Content

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