

# 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*.

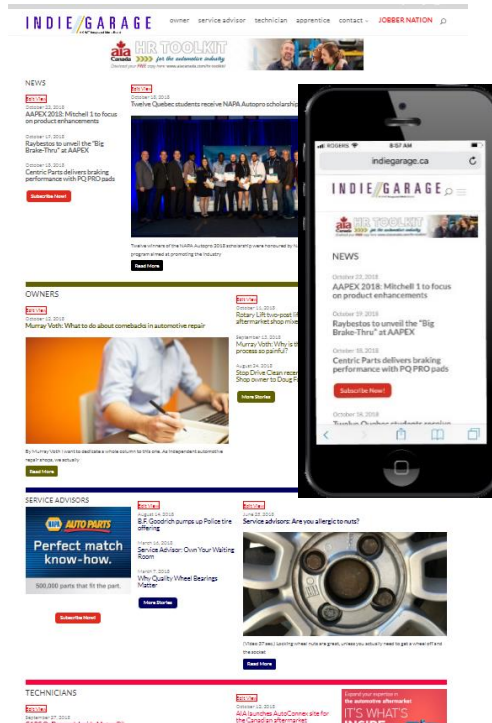


**FOCUSED ON CANADA'S INDEPENDENT/OWNER-OPERATED AUTOMOTIVE SERVICE PROVIDER COMMUNITY.**

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](http://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](http://www.JobberNation.ca)



LinkedIn



@JobberNationCa



@JobberNationCa

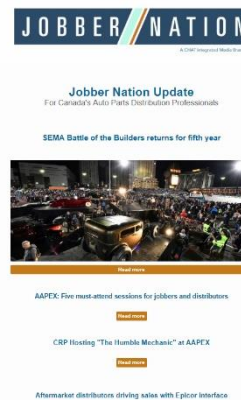
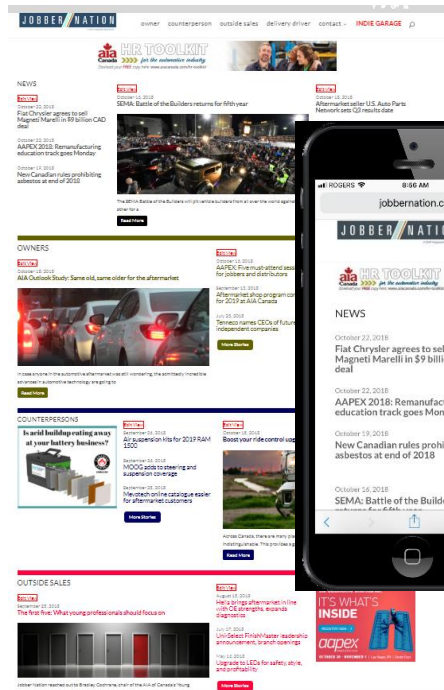


YouTube Channel



Jobber Nation Board

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



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

[www.JobberNation.ca](http://www.JobberNation.ca)

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

# 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

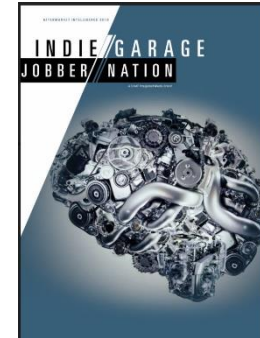
Chassis & Steering  
Lighting and Wipers  
Oil Change Business  
Driveline

**AD SPACE BOOKING: MAY 10**

## SEPTEMBER/OCTOBER

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

**AD SPACE BOOKING: AUGUST 10**



## NOVEMBER/DECEMBER

### AFTERMARKET INTELLIGENCE ISSUE

COMBINED JOBBER NATION/INDIE GARAGE  
(Circulation @21,000, special ad rates apply)

# 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**

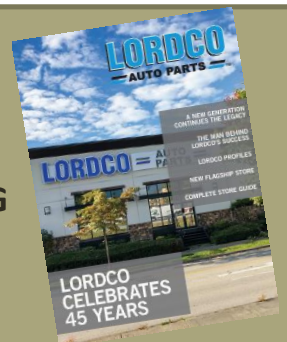
## JD POWER SERVICE MARKET DATA, SHARES AND DOLLARS

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**

**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!**





WEB/DIGITAL RATES (per month)	1x	3x	6x	9x	12x
<b>ALL WEB ADS APPEAR ACROSS INDIEGARAGE.CA AND JOBBERNATION.CA NETWORK!</b>					
<b>Small Banner (234 x 60 px)</b>	INCLUDED WITH ALL PRINT INSERTIONS				
<b>Leaderboard (728 x 90 px; 320 x 50 mobile)</b>	765	749	725	685	655
<b>Big Box (300 x 250 px)</b>	885	865	840	795	750
<b>E-NEWSLETTER RATES FOR WEEKLY INDIE GARAGE UPDATE &amp; JOBBER NATION UPDATE</b>					
Top banner (468 x 60 px)	NA	NA	575	NA	385
Middle banner (468 x 60 px)	NA	NA	495	NA	305
Bottom banner (468 x 60 px)	NA	NA	465	NA	275
<b>SPONSORED CONTENT</b>					
RATES PER MONTHLY POSTING. (CREATIVE EXTRA)					
ALL SPONSORED CONTENT INCLUDES SOCIAL AND E-NEWS PUSH AT NO ADDED CHARGE.					
WEB SPONSORED FEATURE	885	865	840	795	750

WEB SPONSORED POST \$235 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 COMBO 234 x 60 Small Banner	UPSIZING 300 X 250 (per month)
<b>INDIE GARAGE/INDIEGARAGE.CA CIRC @15,000</b>					
Double Page Spread	4565	4335	4105	included	345
Full Page	3045	2885	2735	included	425
Two-thirds Page	2425	2305	2185	included	465
Half Page (Island, Vertical, Horizontal)	1925	1825	1725	included	505
One Third Page (Horiz., Vertical, Square)	1365	1295	1235	included	535
Quarter Page	1065	1015	955	included	575
<b>JOBBER NATION/JOBBERNATION.CA CIRC. @ 8,000</b>					
Double Page Spread	4335	4115	3905	Included	345
Full Page	2885	2745	2595	included	425
Two-thirds Page	2275	2155	2045	included	465
Half Page (Island, Vertical, Horizontal)	1775	1685	1595	included	505
One Third Page (Horiz., Vertical, Square)	1275	1215	1145	included	535
Quarter Page	995	945	895	included	575
<b>AFTERMARKET INDUSTRY INTELLIGENCE ISSUE (NOV./DEC.) CIRC@21,000 Dist./Jobber &amp; Garage</b>					
Double Page Spread	5715	4335	3905	included	345
Full Page	3815	2885	2595	included	425
Two-thirds Page	3015	2305	2045	included	465
Half Page (Island, Vertical, Horiz.)	2405	1825	1595	included	505
One Third Page (Horiz., Vertical, Square)	1715	1295	1145	included	535
Quarter Page	1335	1015	895	included	575



**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 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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