

2024 MEDIA KIT AND EDITORIAL CALENDAR

B2B MEDIA FOR TODAY'S AUTOMOTIVE AFTERMARKET



INDIE / GARAGE
A CHAT Integrated Media Brand

For Canada's automotive aftermarket service community.



JOBBER / NATION
A CHAT Integrated Media Brand

For Canada's automotive aftermarket distribution professionals.



The Great Canadian Aftermarket Conference

The Great Canadian Aftermarket **PODCAST**
BY INDIE / GARAGE
JOBBER / NATION

Connecting with Canada's Automotive Aftermarket with focused web, e-news, print, podcast and conference.

CHAT
CHAT INTEGRATED MEDIA INC.



*One of the **Top 10 Canadian Automotive Podcasts** as selected by Feedspot!

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.



Martha Uniacke Breen

Content Management

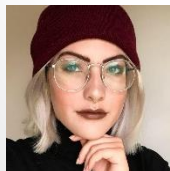
A content professional with extensive experience working in automotive aftermarket media.



Steve Pawlett

Senior Contributing Writer

An experience aftermarket journalist with a personal interest in the world of cars and bikes,



Chloe Faith Ross

Graphic Layout Artist

Chloe is key to maintaining the fresh look of our media brands.

Murray Voth

Management Consultant

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



Dean Law

Technical Expert

Dean Law is owner of Law's Automotive in Portage la Prairie, Man., and contributes diagnostic expertise.



Paul Reed

Retail Expert

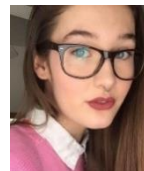
Paul Reed, "The Showroom Guy" presents expert content on the retail environment and trends.



Norm Rose

Professional Sales Trainer

Norm Rose, Excel Sales Consulting, provides expert tips and advice on all aspects of the sales process.



Hannah Ryder Ross

Digital Production Support

Hannah delivers customer service and assists in execution of our digital products.



INDIE//GARAGE

A CHAT Integrated Media Brand

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

CONTENT STREAMS FOR:

- OWNERS/MANAGERS
- SERVICE ADVISORS
- TECHNICIANS
- APPRENTICES

SOCIAL CHANNELS



LinkedIn



@IndieGarage



@IndieGarageCA

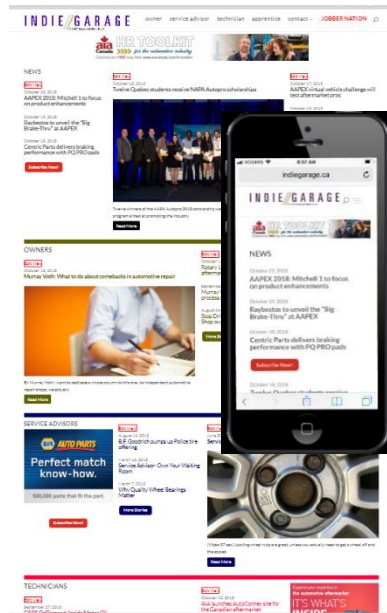


YouTube Channel

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

www.IndieGarage.ca

A rich mix of daily updates, tips and video, and is mobile friendly, essential for today's professionals!



Indie Garage Update

Weekly e-newsletter updates for shop professionals.



Indie Garage Update

For Canada's Independent Auto Service Community

NAPA Autopro honours Quebec student techs



AIA Outlook Study released: what it reveals about the tier

AAPEX Virtual Vehicle Challenge will test your skills

Indie Garage Print

According to Statistics Canada, there are approximately 13,000 independent service locations in Canada.

We focus on this sector (total distribution approx. 14,000), 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



LinkedIn



@JobberNationCa



@JobberNationCa

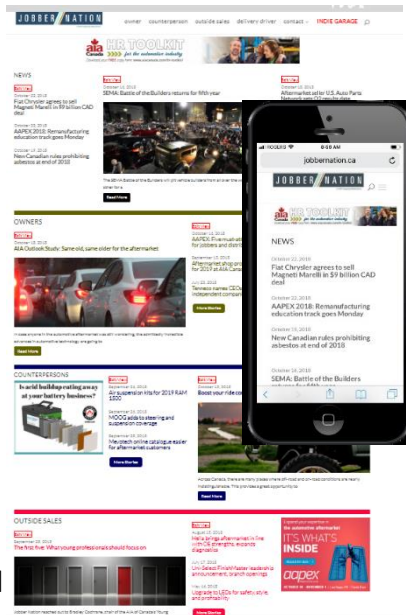


YouTube Channel

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

www.JobberNation.ca

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



Jobber Nation Update

Weekly e-newsletter updates for distribution professionals.



Jobber Nation Update

For Canada's Auto Parts Distribution Professionals

SEMA Battle of the Builders returns for fifth year



AAPEK: Five must-attend sessions for jobbers and distributors

Read more

CRP Hosting "The Humble Mechanic" at AAPEK

Read more

Aftermarket distributors driving sales with Epicor interface

Jobber Nation Print

Print Edition distribution to 8,000

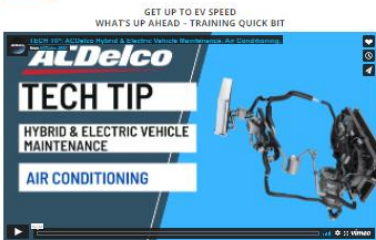
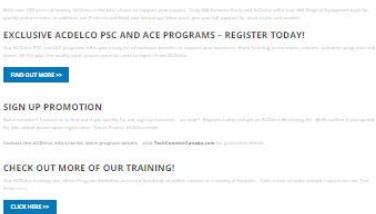
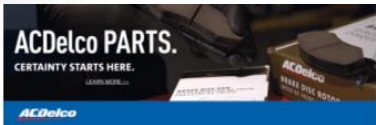
PLUS the combined *Aftermarket Intelligence* Market Data issue, providing targeted, efficient exposure to Canada's aftermarket wholesale and distribution sector, alongside key allied segments.



The Great Canadian Aftermarket Conference

Sponsors Receive

Promotional Web Page Logo link and weekly e-push



Direct Web Page Access through our print titles



Fifth Annual Event Dates TBA!

- Promotional Web Pages
- Live and Recorded Conference Sessions
- Special engagement tools
- Sponsorship opportunities

2024 CONFERENCE DETAILS TO COME!

Our Self Serve Web Page Format has proven successful at delivering engagement!

All-in price: \$2295 CAD NET

Conference sessions drive traffic and provide expert info for the aftermarket



The Great Canadian Aftermarket Trade Show's innovative combination of conference and exhibit components is designed to jump start and connect Canada's automotive aftermarket. From the publishers of Indie Garage and Jobber Nation.

Virtual Conference Program
Live Sept. 28: J.D. Power Canada Customer Satisfaction-What's the score?
Aftermarket auto businesses are ranked by their customers every year. The most recent J.D. Power study ranks all 1700+ auto shops according to their customers' satisfaction with their service. Find out how to improve your customer satisfaction and why you should be part of the Great Canadian Aftermarket Trade Show Virtual Conference Series. The most recent J.D. Power Canada Automotive Satisfaction and J.D. May's 10th Anniversary Special are also included in the Virtual Trade Show program.



Live August 26: Maintaining your balance in business and life



Don't be misled. Perry Automotive is an ongoing business. Don't be misled. Perry Automotive is a leading generation jobber/retailer. This is an actual professional recording after the fact showcasing the professional and personality of their business and multi-angle view of their



JOBBER NATION

A CHAT Integrated Media Brand

For Canada's Automotive Aftermarket Distribution Professionals

PRINT EDITIONS

APRIL/MAY

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

AD SPACE BOOKING: APRIL 10

JUNE/JULY

Chassis & Steering
Lighting and Wipers
Oil Change Business
Driveline

AD SPACE BOOKING: JUNE 10

SEPTEMBER/OCTOBER

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

AD SPACE BOOKING: SEPT. 12

JOBBER NATION UPDATE WEEKLY E-NEWSLETTER EVERY TUESDAY

INDIE/GARAGE

A CHAT Integrated Media Brand

For Canada's Independent Aftermarket Repair Community

PRINT EDITIONS

MAY/JUNE

Inspection Tools
Working with ADAS
Brake Tech
Building Customer Satisfaction

AD SPACE BOOKING: MAY 10

JULY/AUGUST

Diagnostic tools and resources
Emissions Engine Controls, Ignition
EV & Hybrid Service
Ride Control

AD SPACE BOOKING: JULY 10

OCTOBER/NOVEMBER

Batteries, Starting & Charging
Lighting and Wipers
Tire Sales and Service
AAPEX/SEMA PREVIEW

AD SPACE BOOKING: OCT. 10

INDIE GARAGE UPDATE WEEKLY E-NEWSLETTER EVERY THURSDAY

WEEKLY EPISODES

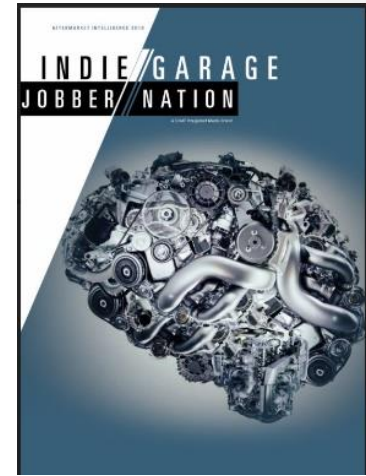
The Great Canadian Aftermarket Conference

5th Annual event coming in 2024



One of the Top 10 Canadian Automotive Podcasts as selected by Feedspot!

SPONSORSHIP OPPORTUNITIES AVAILABLE



NOVEMBER/DECEMBER

AFTERMARKET INTELLIGENCE ISSUE
COMBINED JOBBER NATION/INDIE GARAGE

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: NOV. 10

CELEBRATING A MILESTONE? TALK TO US ABOUT A SPECIAL EDITON!



SCHEDULE & EDITORIAL CALENDAR AT-A-GLANCE

**WEB/E-NEWS RATES
(per month)**

1x 3x 6x 9x 12x

**WEB ADVERTISING
(ACROSS INDIEGARAGE.CA AND JOBBERNATION.CA)**

RATES IN CANADIAN DOLLARS

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

Top banner (468 x 60 px)	NA	N/A	750	N/A	500
Middle banner (468 x 60 px)	NA	N/A	650	N/A	400

SPONSORED CONTENT

INCLUDES HOME PAGE AND E-NEWS PUSH

SPONSORED CONTENT	1150	1127	1092	1035	975
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GREAT CANADIAN AFTERMARKET CONFERENCE SPONSORSHIP \$2295 NET

PODCAST SPONSORSHIP: CONTACT US FOR CUSTOM PLANS!

E-BLAST: \$795 (SUPPLIED HTML. FREQ. DISCOUNTS AVAILABLE.)

WEB SPONSORED POST: \$299 PER POST (300 word max. Ideal for New Products!)

PRINT RATES (CANADIAN DOLLARS)

1 X 3X 6X

PRINT SPONSORED CONTENT: SPACE ADVERTISING RATES APPLY

INDIE GARAGE

Double Page Spread	5925	5628	5332
Full Page	3950	3750	3555
Two-thirds Page	3150	2990	2835
Half Page (Island, Vertical, Horizontal)	2495	2365	2245
One Third Page (Horiz., Vertical, Square)	1775	1685	1597
Quarter Page	1385	1315	1245

JOBBER NATION

Double Page Spread	5625	5345	5065
Full Page	3750	3565	3375
Two-thirds Page	2950	2800	2655
Half Page (Island, Vertical, Horizontal)	2300	2185	2075
One Third Page (Horiz., Vertical, Square)	1656	1573	1490
Quarter Page	1290	1225	1160

AFTERMARKET INDUSTRY INTELLIGENCE COMBINED ISSUE (NOVEMBER/DECEMBER)

Double Page Spread	7425	5628	5065
Full Page	4950	3750	3375
Two-thirds Page	3910	2990	2655
Half Page (Island, Vertical, Horiz.)	3125	2365	2075
One Third Page (Horiz., Vertical, Square)	2224	1685	1490
Quarter Page	1735	1315	1160



A CHAT Integrated Media Brand



A CHAT Integrated Media Brand

ADVERTISING MATERIAL

SPECIFICATIONS

WEB & E-NEWSLETTER

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

Big Box (300 x 250 px)

E-Newsletter Banner (468 x 60 px)

MAX 150KB, ANIMATED GIF SUPPORTED

PLEASE REFER TO GOOGLE DISPLAY AD

SPECIFICATIONS FOR ADDITIONAL INFORMATION.

PRINT MATERIAL

(PRESS READY PDF PREFERRED)

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

TWO THIRDS VERT: 5-1/8 "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)

Contact:

Andrew Ross

Publisher and Director of Content

416-788-3382

AndrewRoss@indiegarage.ca

OR

Hannah Ryder Ross: Hannah@chatmedia.ca

Mailing address:

CHAT Integrated Media Inc.

898 Crown Street,

Sudbury ON CANADA P3E 3R3

2024 ADVERTISING RATE CARD (GROSS CAD)

