



MEDIA KIT 2024

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Jobber News





Circulation: 25,000+

Ask to see our audit – we can prove it!
(3rd party audited)

EDITORIAL CONTACT

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2024 EDITORIAL CALENDAR

i INQUIRE ABOUT A COVER FEATURE

FEBRUARY

Feature: Executive Outlook
Products: Oil and filters
Ad reservations close:
February 10, 2024
Material deadline:
February 17, 2024

APRIL

Feature: Vehicle Technology
Products: Brakes
Ad reservations close:
March 28, 2024
Material deadline:
April 4, 2024

JUNE

Feature: Jobber Survey
Products: Visibility
Ad reservations close:
May 27, 2024
Material deadline:
June 3, 2024

AUGUST AD STUDY ISSUE

Feature: Technician Training and Business Management
Products: Belts, hoses and exhaust
Ad reservations close:
July 28, 2024
Material deadline:
August 4, 2024

OCTOBER

Feature: Service Advisor & Technician Survey
Products: Chassis and ride control
Ad reservations close:
September 27, 2024
Material deadline:
October 4, 2024

DECEMBER

Feature: Shop of the Year
Products: Tools & Equipment
Ad reservations close:
November 25, 2024
Material deadline:
December 2, 2024



AD RATES

CDN Dollars

AD SIZE	PRICE
Full	4,775
2/3	3,900
1/2	3,000
1/3	2,475
1/4	2,150
1/6	1,200

Effective until December 31, 2024

USD conversion rate : 1.15

*All pricing is net

CARS covers the world of automotive repair in Canada. We offer business and technical articles to help shop owners, managers and repair technicians work more efficiently and more profitably. CARS provides the latest on new vehicle technology, industry developments, trends and evolving repair procedures.

Jobber News

Circulation: 11,500+

Ask to see our audit – we can prove it!
(3rd party audited)

2024 EDITORIAL CALENDAR

INQUIRE ABOUT A COVER FEATURE

JANUARY

Feature: Executive Outlook
Products: Visibility

Ad reservations close:
January 27, 2024
Material deadline:
February 3, 2024

MARCH

Feature: AIA Incoming Chair
Products: Oil and filters

Ad reservations close:
March 14, 2024
Material deadline:
March 27, 2024

MAY

Feature: Shop Survey
Products: Brakes

Ad reservations close:
April 27, 2024
Material deadline:
May 4, 2024

JULY AD STUDY ISSUE

Feature: Supplier Report
Products: Belts, hoses and exhaust

Ad reservations close:
June 27, 2024
Material deadline:
July 3, 2024

SEPTEMBER

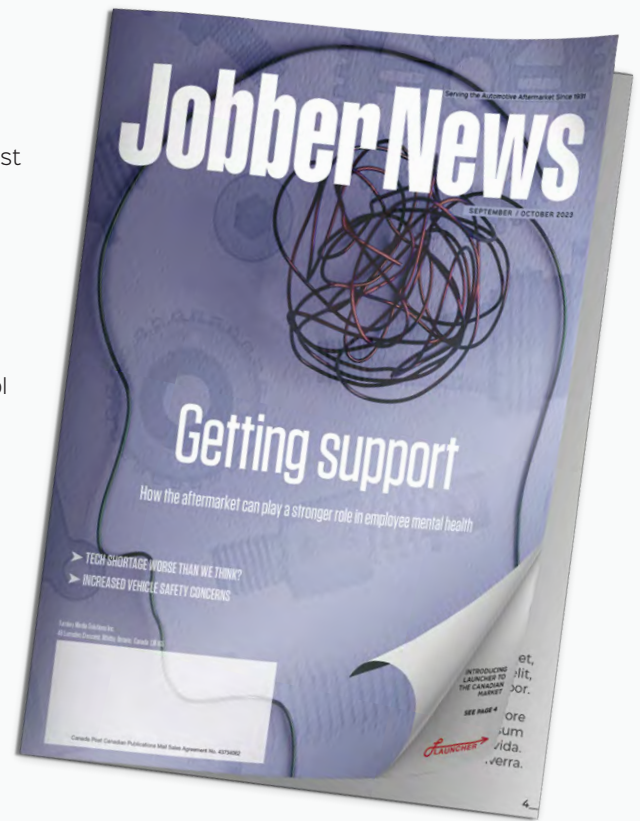
Feature: Counter Pro Survey
Products: Chassis and ride control

Ad reservations close:
August 29, 2024
Material deadline:
September 5, 2024

NOVEMBER

Feature: Jobber of the Year
Products: Tools & Equipment

Ad reservations close:
October 20, 2024
Material deadline:
November 3, 2024



AD RATES

CDN Dollars

AD SIZE	PRICE
Full	4,025
2/3	3,250
1/2	2,525
1/3	1,825
1/4	1,425
1/6	1,025

Effective until December 31, 2024

USD conversion rate : 1.15

*All pricing is net

Those who want to be in the know read Jobber News, serving the distribution segment of the Canadian automotive aftermarket since 1931. For 92 years, Jobber News has been distributed to warehouse distributors, jobbers, wholesalers, manufacturers, suppliers and key players across the industry.



EDITORIAL CONTACT

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2024 EDITORIAL CALENDAR

i INQUIRE ABOUT A COVER FEATURE

SPRING

Feature: Industry Outlook

Ad reservations close:
March 28, 2024
Material deadline:
April 4, 2024

SUMMER

Feature: Electric Trends

Ad reservations close:
May 27, 2024
Material deadline:
June 3, 2024

FALL

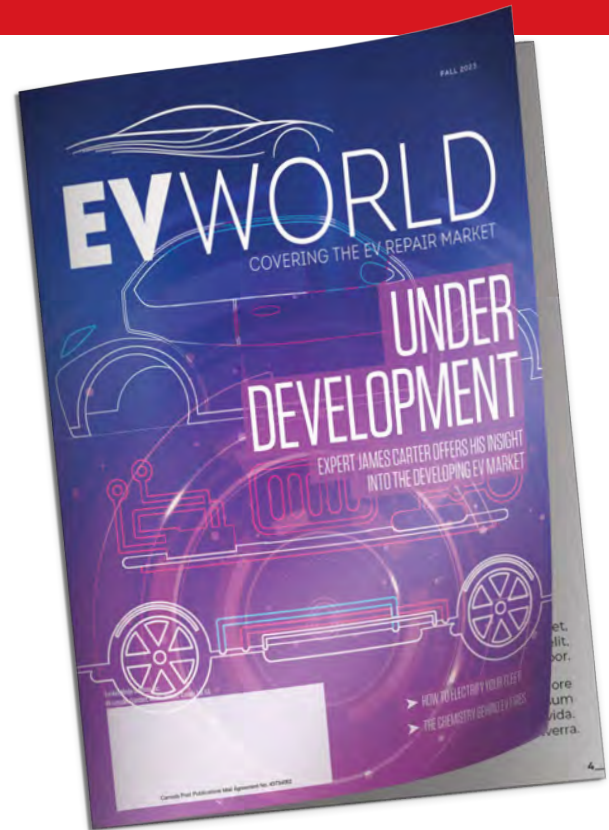
Feature: Vehicle Technology

Ad reservations close:
September 27, 2024
Material deadline:
October 4, 2024

WINTER

Feature: State of the Industry

Ad reservations close:
November 24, 2024
Material deadline:
December 5, 2024



AD RATES

CDN Dollars

AD SIZE	PRICE
Full	1,100
1/4	575
1/2	875
DPS	1,700
Cover Story	2,200

Effective until December 31, 2024
USD conversion rate : 1.15
***All pricing is net**

EV World is an exciting new digital and print publication dedicated to those working in electric vehicle part manufacturing, distribution, repair and maintenance in Canada. Professionals will find technical articles, how-to guides, the latest industry news, product announcements and everything they need to stay on top of this evolving area.

Maximize Your Exposure Intensify Your Impact!

The Cover Story Package is a unique marketing mix of an editorial feature and an advertising campaign with enormous selling power. Shine the spotlight on your company's latest innovations, new product developments, business growth and achievements in a two-page feature article

- Your company featured on the cover of CARS magazine or Jobber News.
- A feature article is the product of CARS or Jobber News and will be written after an interview with you, in our style. We will send you the article after the text has been written so that you may check it, and once again after the illustrations have been added so that we can be assured that it completely meets your wishes.
- 300 additional reprint copies will be made available for your own distribution amongst your clients, prospects, at exhibitions, etc. All copies will be sent to one address free of charge.
- The feature article will be placed in the Cover Gallery on AutoServiceWorld's website (www.autoserviceworld.com) for at least one year
- The Cover Story Package includes both online and printed media.

Although a cover story is typically bundled into a larger campaign, we are able in rare cases to sell this feature a-la-carte.

COVER OPPORTUNITIES



ASK US FOR MORE DETAILS!

Milwaukee
REVOLUTIONIZING how ASPs get the job done

Cost savings, greater ease of doing the job, and increased safety, are three of the many benefits automotive service providers experience when using cordless solutions from Milwaukee Tool.

Gone are the days when technicians must don ear protection, dip and dodge cords around the shop and set aside time to maintain equipment. Such was the life with pneumatic tools — a technology that is antiquated and has provided decades of frustrations.

Today, Milwaukee Tool is the leader in cordless technology, allowing automotive service providers to work more efficiently while providing a safer work environment for everyone in the shop.

Milwaukee has been an iconic brand in the tool segment since 1904. In the last decade and a half, it has committed itself to re-thinking how professionals work, particularly around the tools they use.

The company has brought disruptive innovation to the space by being a grassroots type of company. They do not innovate without first talking to the end-user through its team of sales representatives. It speaks with professionals and technicians across North America to understand their pain points and what the company can do to make their lives easier.

"We obsess about the end-user. There is nothing even close to the importance of listening to the end-user and understanding what we can do to delight them in terms of solutions," said Craig Baxter, president of Milwaukee Tool Canada.

The company does not launch products without rigorous in-field testing and product feedback from its users, ensuring the solutions produced are innovative, safe and efficient. User feedback is an integral part of the innovation process at Milwaukee.

"Users can't wait for the next product because they know that we've done our homework and they know the product that we're launching is of the highest quality and is solving a problem that they've had forever," Baxter said.

CUTTING THE CORD

The area where Milwaukee is standing out from the competition is with its lineup of cordless tools. It has been a focus of the company to replace traditional sources of power with lithium-ion batteries. That means no longer relying on plugging a tool into an outlet or a compressor — or using fuel to give a tool power. Milwaukee's vision is a cordless shop for everyone.

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Craig Baxter, president of Milwaukee Tool Canada, stands in front of his fully restored 1956 Ford F100 Big Back window Milwaukee Tool truck which carries off a collection of cordless tools available to automotive service providers.

And then there is the M18 FUEL™ 15mm Random Orbital Polisher Kit. It comes with the power to correct heavy defects. Its POWERSTATE™ Brushless Motor delivers 2650-3300 RPM with an 8-position speed dial and maintains speed under load. When paired with M18™ REDLITHIUM™ HIGH OUTPUT™ XC 6.0Ah batteries, pros get the runtime they need to be productive. Being freed from cord management, maintenance, and the fear of surface damage, it provides best-in-class clearance of more than two inches from the battery to the work surface.

"The reality of it is: We're replacing hoses, we're replacing gas," Baxter said.

BATTERY REVOLUTION

And it is not just drill drivers and impact wrenches that are benefiting from the battery revolution. Milwaukee has brought battery power to tools that do not traditionally have any power attached to them.

Take the M12 FUEL™ Low Speed Tire Buffer Kit for instance. It is meant to be a direct replacement for low-speed pneumatic options. It provides two modes for consistent flat repairs — a driving mode with 1200 RPM and a buffing mode at 2500 RPM. Users can count on unmatched performance with the runtime to complete up to 30 flat repairs on a single XC4.0Ah battery.

"In every way, shape and form, these are next-to-world solutions that are customized for the space that we are going after," Baxter explained.

It also allows for standardization in the world of technician tools. Most shops have a mix of pneumatic, gas, and battery-powered tools, creating un-standardized processes for each job. Milwaukee is driving change by providing a full repertoire of cordless solutions for technicians, enabling a cleaner, safer, and more productive shop for technicians everywhere.

"This makes the job easier for the tech in the shop," Baxter said. "By having one battery that they can apply all their different tools to and just simply exchange it when that one's dead it

certainly makes it a bit more efficient through the day."

For those worried about the lifespan of the battery, Milwaukee found that a single charge can last up to a full workweek for automotive professionals. Coupled with fast charges, minimal down times and cross over versatility, Milwaukee battery systems alleviate the hassle of maintaining and repairing pneumatic products.

Not to mention, Milwaukee's goal with every battery tool is to meet or exceed the performance of its pneumatic option.

"If we cannot replace the current solution with a cordless option that is at least as effective or productive as what they're using today, it's not a solution," Baxter said. "That's why we work intensively with our user base to understand exactly their expectations."

HEALTH, SAFETY, & MONEY

Going cordless greatly eliminates work hazards within the shops. Technicians — or anyone walking through the shop floor, from the service advisor to a customer — never have to worry about tripping over a cord.

"You immediately clean up the site, you clean up the environment when you're just carrying the product around. You don't have to worry about tripping, you don't have to worry about dragging and pulling and maneuvering," Baxter said. "From a productivity standpoint, and a safety standpoint, the benefit is obvious."

And when getting into tight spaces, the technician does not have to worry about a cord getting in the way.

Furthermore, pneumatic tools require oiling — that is not necessary with battery tools.

And having a few batteries means you can work with hundreds of different tools. The M18™ platform, Milwaukee's biggest battery system, has over two hundred solutions at the shop's fingertips.

"A shop that has half a dozen to 10 batteries can just buy the

bare tools and add on to their system," Baxter said. "Whether it's a polisher or a grinder, it's all off the same battery."

Ultimately, Milwaukee continues to build on its legacy of innovation by researching, connecting and engaging with technicians and end-users to invest and develop cordless solutions, which will continue to impact and elevate the industry.

M18™ Low Speed Tire Buffer

M12™ Low Speed Tire Buffer

www.autoserviceworld.com JULY / AUGUST 2022 29

INSIDE SPREAD EXAMPLE

DIGITAL ADVERTISING OPPORTUNITIES & EXAMPLES

AutoServiceWorld.com

is your gateway to the complete Canadian automotive aftermarket! Our comprehensive content includes daily news, product updates, features, industry events, editorial videos, commentary and more.

E-NEWSLETTERS

We deliver 2 e-newsletters each week per category, delivered to a list of 7,500 on ASW, and 7,500 on CARS. Packed with informative and engaging content designed to help our readers become more productive and profitable in every aspect of their jobs. Our goal is to help the automotive aftermarket industry to grow and thrive in today's fast-paced and ever-changing workplace.

ASW CONVERSATIONS

Podcast segment sponsorship package
15 second commercial spot: \$300



52,500 average page views per month

Ask us for a full Google analytics report
We have nothing to hide.

CARS Headline News
Tuesdays and Thursdays

Jobber News Headline News:
Wednesdays and Fridays

Leaderboard Positions

\$875 each per month
Maximum 2 leaderboard banner ads per e-newsletter

Big Box Ads

\$1250 each per month

- Maximum 3 big box ads per e-newsletter
- Ask us for combo pricing packages to maximize your reach and exposure.

RATES

RATE PER MONTH FOR	1 MONTH
Leaderboard	\$1,125
Big Box	\$1,250

Desktop size: Leaderboard – 728 x 90 / Big Box – 300 x 250
Mobile size: Leaderboard & Big box – 300 x 90
(60 KB max file size GIF/JPEG or HTML5)

Mobile size 300 x 90 for ROS and E-news

*All pricing is net

VIDEOS

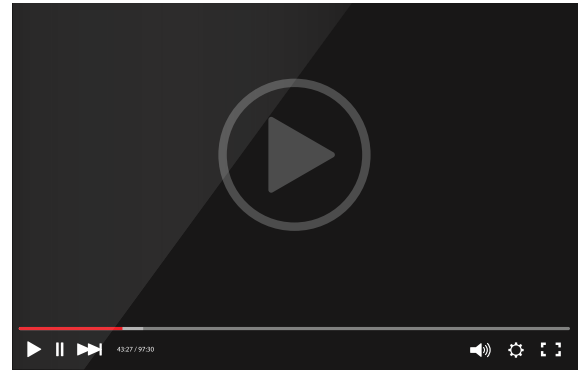
With a dedicated, professional in-house video department, we can create unique cost-effective videos that work in virtually any marketing medium: company websites, social media channels, online ads, e-mail campaigns, trade shows/conferences and much more.

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Custom Video Creation

Ask for details



CUSTOM CONTENT

Prices starting from \$5000, ask for details

Note: content will be labelled as "Sponsored" and is subject to approval by our editorial team.

This is content contributed by you! Online native articles can include banners, videos, audio, logos, etc. Your sponsored article will be promoted in our e-newsletters and also appear on our home page. In print, use this as a great way to tell your story in greater depth, expand your presence and increase your presence and impact.

Ideal for press releases, new product launches, acquisitions and more!

Native

\$1500 per native article



It's the mid-1930s and Lee Hunter, Jr. was having constant car battery failure in his Packard convertible. Back then, it could take days to charge a battery. A 23-year-old architecture student in St. Louis knew there had to be a way to fix this problem. The experts said it couldn't be done, but Hunter was determined. And it worked. He invented a way to quickly charge automobile batteries. He called it the *Kwikcharger*.

And so Hunter-Hartman Co. was born with the *Kwikcharger* leading the way. It took charging down to less than an hour – and didn't require taking the battery out of the car. It went on the market for \$497, selling as fast as the company could make them. That was just the beginning.

A couple of years later, Hunter introduced the *Facelift Special*, it struck the design of the charger to a more manageable and compact form.

After returning from service in the Second World War, Hunter went home to St. Louis and opened Hunter Engineering Company. He then went on to build a highly successful company to manufacture and sell his other inventions that would soon revolutionize the automotive service industry.

Today, Hunter Engineering designs, manufactures and sells a wide range of auto service equipment for a global market. Hunter products include PC and Windows-based wheel alignment systems, computerized wheel balancers, variable line changer, on- and off-car brake lathes, feature-packed vehicles lifts and money-saving inspection equipment.

Through the early years
Wheels are at the heart of Hunter Engineering. Its connection to the safety of each vehicle dates back to 1946 with the *Tune-in* wheel balancer. It was the company's debut product and an invention by its founder. Hunter created the revolutionary on/off-car balancer.

As the company moved into the 1950s, Hunter would assemble what would later become the largest dedicated sales and service team in the tire service equipment industry. Sales representatives would become a driving force behind Hunter Engineering's growth.

In 1953, Hunter Engineering's reputation had grown so much that General Motors wanted to have one of its Corvettes have their wheels balanced using the company's equipment. GM even opened a plant in St. Louis to build its Corvettes.

You might have heard of the *Line-A-Line* wheel alignment system. It became an industry for 30 years standard soon after Hunter Engineering invented it. In 1955, it was the company's first wheel alignment product.

It was the first alignment system of its kind. The *Line-A-Line* system used projected light beams for accuracy, versatility and speed when aligning wheels.

Expansion and growth
In 1964, the company's success pushed Hunter Engineering to relocate and open a 25-acre campus next to St. Louis Airport. Its manufacturing complex tripled in size with the move.

Hunter Engineering's reputation had also grown by this time. Ford Motor Company named Hunter as its sole supplier of alignment and balancing equipment.

Staying true to its aligned heritage, Hunter Engineering introduced the *F-40* and *F-70* *Compute-A-Line* systems. These were the industry's first dynamic wheel alignment systems. Adjustments could be made without moving the vehicle and while the wheels are turning.

Advanced wheel alignment systems officially became Hunter Engineering's core focus by the mid-1970s. This was buoyed in 1978 with the launch of the *37 Electron-A-Line*. It introduced the *Thrust-line* principle to wheel alignment which becomes the foundation of modern four-wheel alignment technology.

The 1980s marked a new era. Hunter, who would pass away in 1986, gave way to his nephew Stephen F. Brauer as president of the company in 1981 – the first person other than Hunter himself to lead the company – and kept the business family owned and operated. Then, having already expanded to Durant, Mississippi about a decade before, Hunter Engineering opened a location in Raymond, just outside of Jackson in the mid-90s.

And during this period, growth and expansion didn't stop. The company opened a wholly owned subsidiary office in Beijing, China in 2011. It expanded the Raymond plant in 2014 and moved into a new Canadian facility in 2016 with a floor plan modeled after the St. Louis facility. It celebrated 75 years in business in 2021.

Today, Hunter Engineering is a world leader in alignment, wheel and tire service, inspection and ADAS calibration equipment. The company designs, builds and supports the best service equipment in the world thanks to a dedication to innovation, sustainability and quality.

order the target. This system is faster, lighter, more accurate and changes the way shops align vehicles.

Hunter Engineering even brought in autonomous features. In 2018, the *Inspection Walkaway* became available. It allows for 60-second autonomous operation during the break breaking and demounting process. In year later, unmanned inspections became possible. The *Quick Check Drive* provides unmanned alignment audit results with no stopping or labor required.

More recently, *ADASLine*, *Hunterhat 2* and the *Collision Alignment System* were added. *ADASLine* is a full-diagnostic scan tool that includes ADAS calibration and secure FCA gateway capabilities. *Hunterhat 2* provides a revolutionary shop solution featuring real-time equipment results, return on investment, and other tools to help shops owners run the business. The *Collision Alignment System* quickly and easily captures diagnostic measurements in addition to the standard primary measurements, allowing for a more complete strategy before the racer even begins.

Today, Hunter Engineering is a world leader in alignment, wheel and tire service, inspection and ADAS calibration equipment. The company designs, builds and supports the best service equipment in the world thanks to a dedication to innovation, sustainability and quality.

The last decade of the century was filled with excitement. It kicked off with the opening of the Hunter Super Service Center. It serves as the main distribution center for replacement parts in the US.

It was during the '90s that Hunter Engineering cemented itself as the leader in wheel alignment and balancing. Products like the *SP-9000* balancer – the first true digital signal processing for unbalanced accuracy – were introduced. Also came the *TC325* tire changer, which features Hunter's exclusive "tube clamping system, ergonomic design and three-point articulated mounting arm."

In the early 2000s, the invention kept coming. Finally revolutionary *SmartWeight* Balancing Technology was introduced in 2004. The patented balancing method improves wheel balancing results while minimizing the amount of corrective weight applied by the operator.

As technology advanced, so too did the capabilities of Hunter Engineering's products. Particularly, the *HE-42* *WaveEye* Elite with TD targets in 2011 allowed for true three-dimensional targets that eliminated metal-to-metal contact as well as the need to carefully

RICH MEDIA

Additional 25% charge (available on Big Box Ads Only)

WALLPAPER

Wallpaper ads allow you to command prominent real estate on our site with creative that commands and focuses viewer attention.

\$2,000 per month

480 x 800 pixels (100 KB static single image GIF/JPEG)

CUSTOM E-BLASTS

Your message, Our lists!

E-blasts are an extremely effective and cost-efficient way to extend your brand to the online market through our respected channels. Sent out in HTML format*, e-blasts provide a gateway directly to your website or any online offers you may have, through links, videos and other interactive media. Get your message out how and when you want it, to our audience of key decision makers and buyers!

Rates starting at \$450 per 1000

Minimum 2000 names per e-blast

*Extra charges will apply for creation/production of e-blasts

KEY FACTS

- Our average pass along readership is 2.95, so our total readership is 3.95 readers per copy
- 80% of our readers took one or more actions after reading our publications

Jobber News has been the foremost publication serving the automotive aftermarket since 1931, touching on all levels of the supply chain in Canada.

CARS magazine is the foremost authority for the English-speaking market in Canada, reaching auto repair shop owners and technicians.

We strive to uphold the highest editorial standards and continue to serve our readers first.

AD SIZES & MECHANICAL REQUIREMENTS

CARS & Jobber News

Trim size: 8.125" x 10.75"

BLEED: Add 1/8" to all sides

PRINT SPECIFICATIONS: Web offset

SCREEN: 133 line

SADDLE STITCHED



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