

tow canada

Canada's Towing and Recovery Magazine

2024 Media Kit

EDITORIAL CALENDAR

ADVERTISING

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PRODUCTION

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phone 604.432.7987, ext. 223

EDITORIAL

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Publisher

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Kara Cunningham

Editorial Consultant

Automotive **Retailer**

Growth | Innovation | Practice | Trends

towcanada.ca • automotiveretailer.ca



Tow Canada is Canada's only national tow and recovery magazine. We serve as a trusted voice in a rapidly evolving industry and as a comprehensive resource for Canada's towing professionals. We provide a platform that not only informs and educates, but also fosters a sense of community among industry professionals.

Tow Canada has been committed to delivering balanced coverage that reflects the dynamic nature of this industry since 1998. By collaborating with industry leaders and experts, including provincial associations, our content remains on the front lines of industry trends, issues, and changes, equipping our readers with the information and knowledge they need to operate a successful tow and recovery business.

As part of our mandate, we encourage our readers to share information through our pages. Our coverage encompasses both regional and national narratives and concerns, fostering meaningful dialogues within the Canadian towing community and among auto clubs, insurance firms, municipalities, provincial associations, police departments, and the various levels of government.

Tow Canada magazine is more than a digital and print publication; it is a vital part of the towing and recovery community. We provide a space for industry professionals to connect and share insight. Our subscriber list is diverse, including tow and recovery business owners and operators, insurance companies, police and municipal contractors, various government ministries, as well as members of provincial towing associations throughout Canada.

Published six times a year, *Tow Canada* is steadfast in our commitment to furthering the progress of the tow and recovery industry. We invite you to partner with us as we continue to inform, connect, and empower the tow and recovery industry in Canada. By advertising with us, you are supporting the industry and the community of which your customers are a part.

Print Distribution

Breakdown by business type:

Towing companies, including tow truck operators from collision repair and auto recycling	3,411
Suppliers	362
Manufacturers	405
Non-automotive, including government, schools and insurance companies	175
Other automotive businesses	169
Miscellaneous and office copies	150
Total	5,022

Pass-on readership
(3 qualified readers per copy) 15,066

Bonus Show Circulation

Tow Canada is also distributed at major tow and trade shows across Canada and the United States, including America Towman Expo, Florida Tow Show, PTAO Tow Show, and more.

Breakdown by region:

British Columbia & Yukon	1,723
Alberta & Northwest Territories	384
Saskatchewan	288
Manitoba	106
Ontario	1,221
Quebec	712
Maritimes	229
U.S. & International	359
Total	5,022

Tow Canada by the numbers

5,022	Print magazine subscribers
12,000	Facebook followers
2,415	E-Newsletter subscribers



Print Advertising

Tow Canada is published quarterly – six times a year.

Preferred positions

Guaranteed position: 10% extra
Inside cover: 15% extra
Outside cover: 25% extra

Agency commission and terms

15% commission to advertising agencies only.
Accounts payable at office of publication in Canadian funds.

File formats

Print-ready artwork files must be in high-resolution PDF format. All files and images must be at least 300 dpi with fonts embedded. We also accept EPS and AI files with outlined fonts.

Additional charges will apply if the material does not meet these specifications. The advertiser is responsible for the accuracy of the information.

Colour

All artwork must be in 4C CMYK colour mode.

Bleed

All double-page spreads and full-page ads must have a 0.125 in bleed all around.

Printing process

Litho'd four-colour process, 70 lb. gloss, saddle stitched and trimmed to 8.125" x 10.875".

Design services

We will design ads on request, additional charges apply.

Inserts

Magazine inserts are an effective way to reach your target audience. Inserts are priced on weight and can be included in the full print-run or distributed to targeted business types.

For more information contact:

Carol McNeil-Gardner:

Phone: 613-439-8990 • advertising@ara.bc.ca

Email and file upload

Email: araproduction@ara.bc.ca to send material less than 10 MB.

Upload: send large files (over 10 MB) via WeTransfer: wetransfer.com

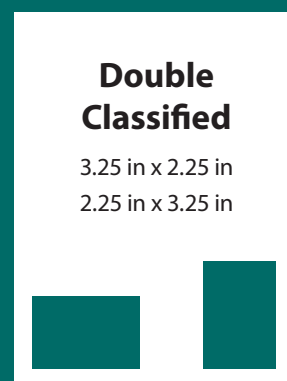
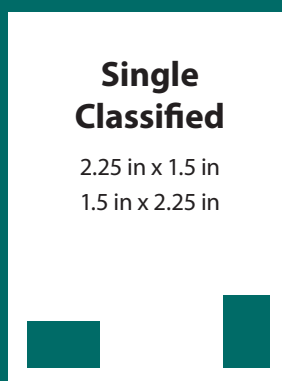
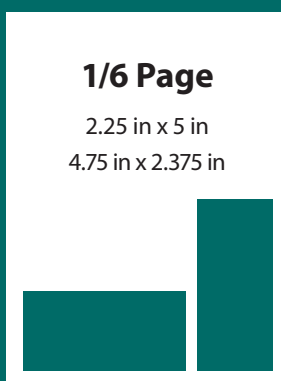
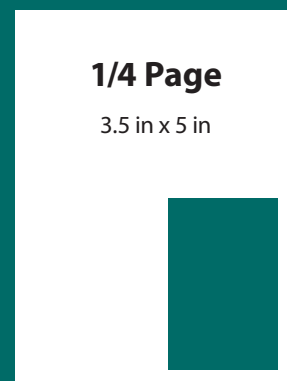
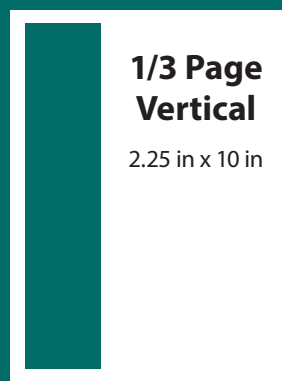
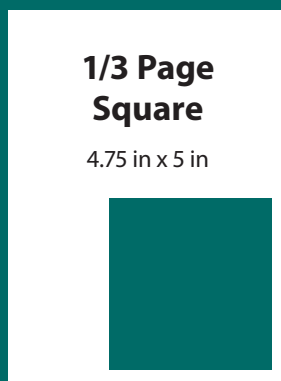
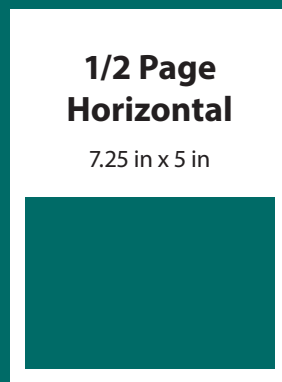
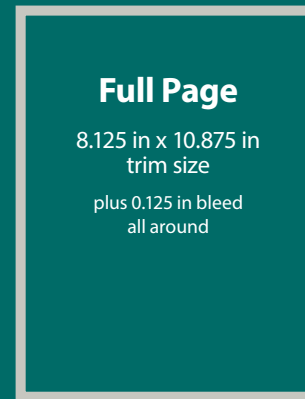
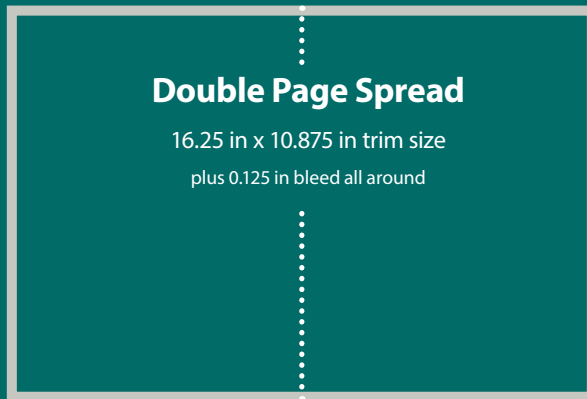
Shipping ad material

Automotive Retailers Publishing
Unit #1-8980 Fraserwood Court, Burnaby, B.C.
Canada, V5J 5H7
Phone: 613-439-8990 • advertising@ara.bc.ca

Changes and cancellations

Material changes and cancellations not accepted after closing dates.

2024 Ad Sizes (inches)





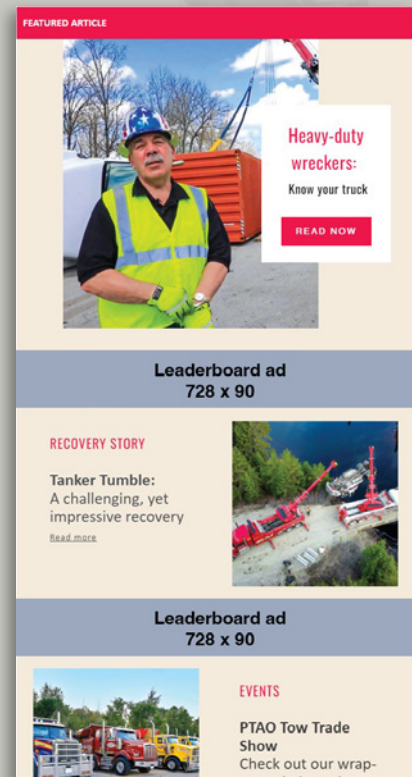
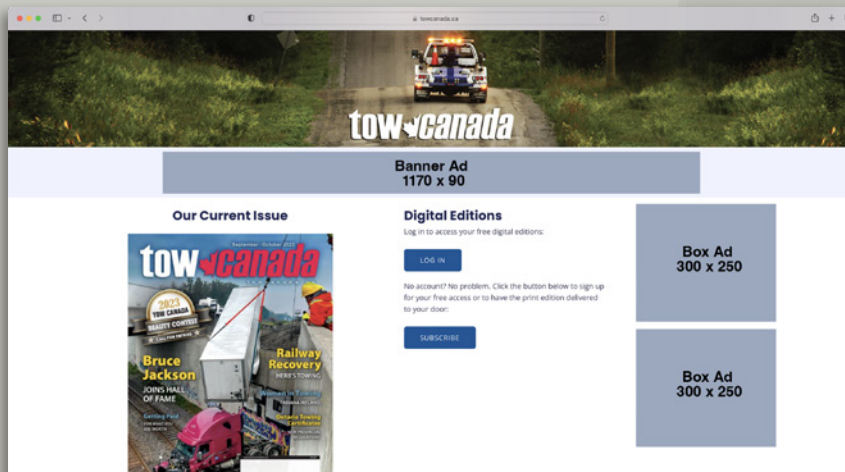
Digital Advertising Opportunities

Tow Canada's E-Newsletter

Delivered directly to the inbox of more than 2,400 subscribers, we offer leaderboard ad placements (728 px X 90 px), and spaces to embed videos.

Website

Banner ads, box ads, featured videos, and sponsored pages are all available on www.towcanada.ca. Our website features three different ad placement opportunities:



Banner Ad – our most coveted placement on Home page, exclusive to one advertiser. The dimensions are 1170 px X 90 px and can be JPG, PNG, GIF, or in animated GIF formats. The image will be linked to the URL of the advertiser's choice.

Box Ad – these ads are stacked vertically in the right column of the home page, adjacent to the page content. A limit of five (5) Box Ad placements are available. The dimensions are 300 px X 250 px and can be JPG, PNG, GIF, or in animated GIF formats. They will be linked to the URL of the advertiser's choice.

Featured Video – videos can be embedded in the E-Newsletter or in the sidebar of the website.

Social media



With more than 12,000 followers, *Tow Canada's* Facebook page reaches over 80,000 people each month. Our team will work with you to create posts derived from your content (marked as sponsored content if advertorial) and share posts from your social media accounts.

2024 Editorial Calendar

Issue	Editorial Features	Ad Closing	Material Due	Publish Date
January/ February <i>Vol. 26 • Issue 1</i>	<ul style="list-style-type: none"> • Latest Recovery Equipment • Truck Lighting 	11/24/23	12/1/23	01/19/24
March/ April <i>Vol. 26 • Issue 2</i>	<ul style="list-style-type: none"> • Fleet Electrification • Training & Continuous Education <p>★ Bonus Circulation: <i>Florida Tow Show – April 18-20, 2024</i></p>	01/19/24	01/26/24	02/28/24
May/ June <i>Vol. 26 • Issue 3</i>	<ul style="list-style-type: none"> • Traffic Control Management • Transporting Hazardous Loads <p>★ Bonus Circulation: <i>40th Annual ESTRA Tow Show – TBD</i></p>	03/15/24	03/22/24	04/30/24
July/ August <i>Vol. 26 • Issue 4</i>	<ul style="list-style-type: none"> • Heavy Winching • Chains, Straps, and Hooks <p>★ Bonus Circulation: <i>2024 PTAO Tow Show – TBD</i> <i>APDQ 29th Annual Convention – TBD</i></p>	05/21/24	05/27/24	06/24/24
September/ October <i>Vol. 26 • Issue 5</i>	<ul style="list-style-type: none"> • Tow Truck Financing & Leasing • Towing and Recovering of Electric Vehicles <p>★ Bonus Circulation: <i>American Towman Expo – TBD</i> <i>ARA's 2024 Members Retreat & Gala Fundraiser – September 26-28, 2024</i></p>	07/05/24	07/12/24	08/16/24
November/ December <i>Vol. 26 • Issue 6</i>	<ul style="list-style-type: none"> • GPS Systems and Fleet Management • Business Management & Profitability 	09/16/24	10/02/24	10/28/24

Magazine Content: Regular Features • Regional & Association News • Industry News • Tools & Equipment • Business Development • Professional Profiles • Human Resources • Health & Safety • Perspectives • Recovery Stories • Events • New Products

* Editorial Calendar subject to change. * Publish date is the date the magazine is delivered to the post office. Street delivery can take up to 3 weeks.

AVAILABLE IN PRINT AND DIGITAL