

ARA NEWS

An exclusive publication for members
of the Automotive Retailers Association

2025 Media Kit

About the ARA

The Automotive Retailers Association (ARA) is the largest trade association representing the automotive industry in British Columbia. Our primary goal is to address the key issues and needs of our industry so our members can focus on the success and growth of their businesses. With over 1,000 business members throughout the province, the ARA plays a vital role in representing the automotive sector within British Columbia.

ARA News by the numbers

- Over **1,000** active ARA business members
- Representing the automotive aftermarket industry in B.C. since **1951**
- The ARA represents **6 key divisions**: Automotive Glass, B.C. Auto Recyclers, Collision Repair, Licensed Motor Dealers, Mechanical Repair, and Towing and Recovery

Circulation: Approx. 2,500

Audience:

Automotive industry leaders and business owners in B.C.

2025 Publication Schedule

	Ad Closing	Material Due	*Publish Date
Q1 - Spring 2025	January 6	January 13	February 10
Q2 - Summer 2025	April 8	April 15	May 13
Q3 - Fall 2025	June 10	June 17	July 15
Q4 - Winter 2025	October 7	October 15	November 12

** Editorial Calendar subject to change.*

** Publish date is the date the magazine is delivered to the Post Office. Street delivery can take up to 2 weeks*

ARA NEWS

Print Advertising

ARA News is published quarterly – four 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

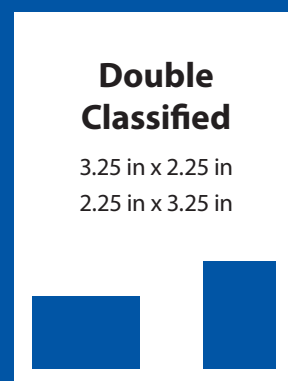
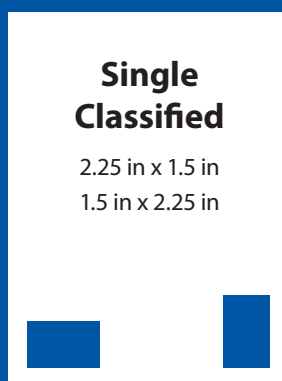
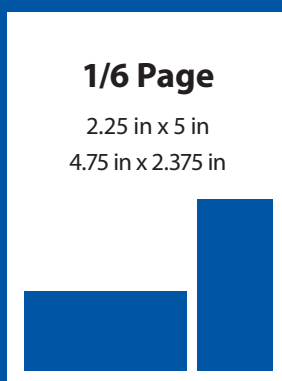
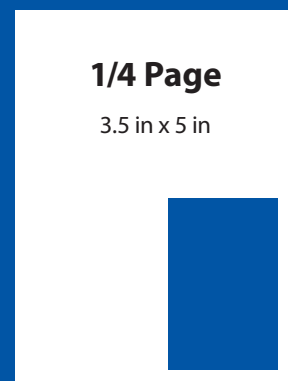
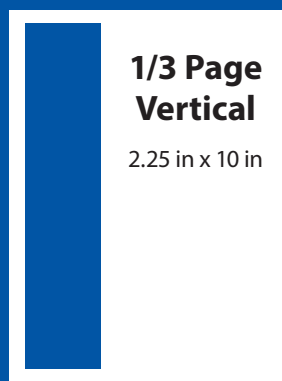
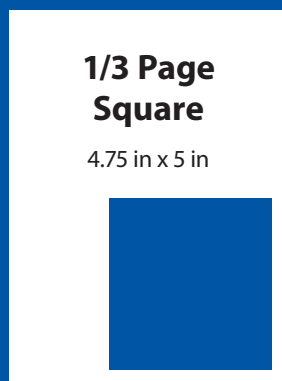
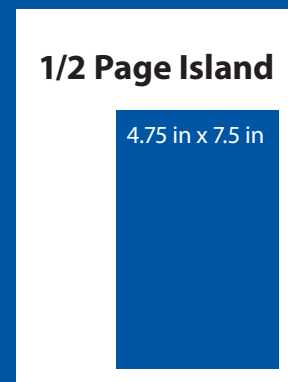
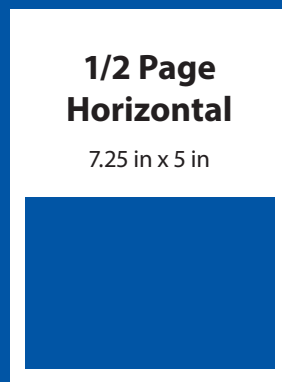
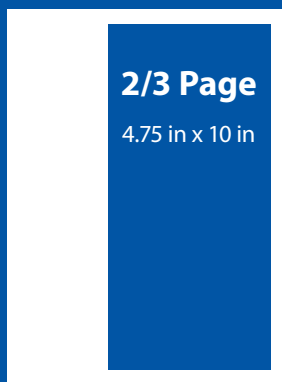
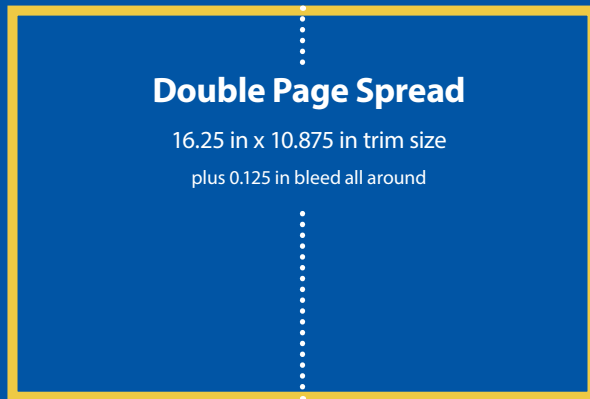
Unit #1-8980 Fraserwood Court, Burnaby, B.C. Canada, V5J 5H7

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

Changes and cancellations

Material changes and cancellations not accepted after closing dates.

2025 Ad Sizes (inches)



ARA NEWS

Available in Print and Digital

Automotive Retailers Association

1-8980 Fraserwood Court
Burnaby, B.C. V5J 5H7
Phone: 604-432-7987

ADVERTISING

Carol McNeil-Gardner

Associate Publisher
advertising@ara.bc.ca
tel 613-439-8990 • cell 905-409-4068

EDITORIAL

Rene Young

Publisher
publish@ara.bc.ca

Kara Cunningham

Editorial Consultant

PRODUCTION

Patti Zazulak

Senior Graphic Designer
araproduction@ara.bc.ca
tel 604-432-7987, ext. 223