

Collision

QUARTERLY



2026 Media Kit

EDITORIAL CALENDAR

collisionquarterly.ca • automotiveretailer.ca

**Reach the decision-makers who drive
Canada's collision repair industry
—advertise in *Collision Quarterly*.**

Collision QUARTERLY

Connect with Canada's collision repair leaders.

Collision Quarterly is where Canada's collision repair decision-makers turn for trusted insights—and where your brand needs to be. From shop owners and technicians to policymakers and insurers, we put your products and services in front of buyers who matter.

More than a magazine, *Collision Quarterly* offers a powerful multimedia platform that engages repair professionals through print, digital and social media—and creates a premium environment for featuring your products and services.

By advertising in *Collision Quarterly*, you gain:

- **Direct access to decision-makers** – Our readers include collision repair business owners, technicians, trade associations, suppliers, distributors, insurers, educators, and policymakers. These are the people who choose products, services, and partnerships.
- **Brand credibility and trust** – Your brand appears alongside leading-edge insights from industry experts, reinforcing your reputation and building trust with your prospects and customers.
- **National reach with local relevance** – A targeted, qualified audience across Canada sees (and acts) on your advertising, while our close ties with provincial and national automotive trade associations mean that our content is deeply relevant to regional markets.
- **Ongoing visibility and influence** – *Collision Quarterly* doesn't just report on the industry—it helps shape it. By being part of these conversations, your brand becomes part of the growth, innovation, and professionalism driving the sector forward.

When you advertise in *Collision Quarterly*, you're not just buying space—you're investing in influence, visibility, and long-term relationships within Canada's collision repair and refinishing industry. There is simply no better way to reach and engage collision shop owners across the country.

Targeted Reach

Print and Digital Magazine:

Total Circulation per Issue	7,556
a. Print subscribers	5,185
b. Digital edition subscribers	2,371

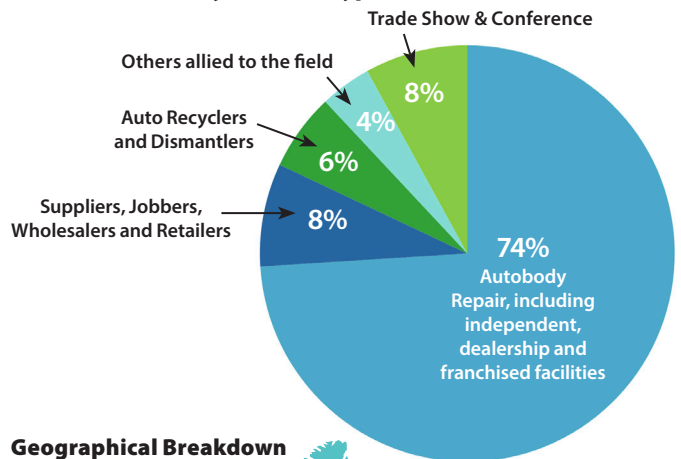
E-newsletter Subscribers

2,030

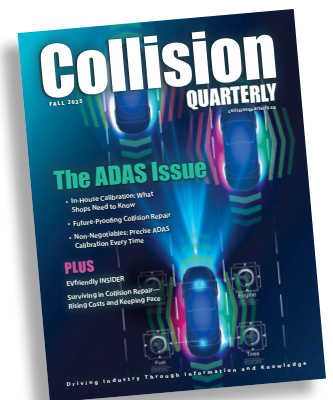
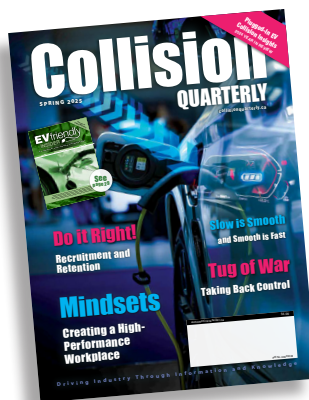
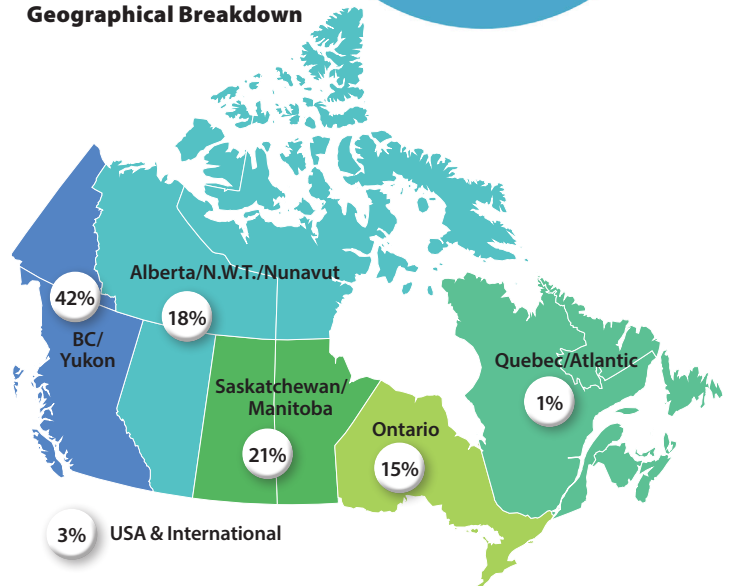
Facebook Followers

2,100

Print Breakdown by Business Type



Geographical Breakdown




2026 Editorial Calendar

Trusted insights. Proven practices. Professional growth.

For over 25 years, *Collision Quarterly* has helped Canada's collision repair and refinishing professionals stay informed, connected, and competitive. Each issue delivers expert insights, best practices, and industry updates readers use to sharpen skills, grow their business, and stay ahead of trends.

Backed by strong ties with provincial and national trade associations, our content is always relevant, reliable, and designed to support reader success. *Collision Quarterly* is the go-to resource for knowledge, connection, and professional growth.

Issue	Editorial Features & Highlights	Ad Closing	Material Due	Publish Date
Spring 2026 <i>Vol. 30 • Issue 4</i>	<ul style="list-style-type: none"> Advanced Coating Technologies Essential Shop Tools, Equipment and Software 	February 3, 2026	February 10, 2026	March 25, 2026
Summer 2026 <i>Vol. 31 • Issue 1</i> 	<ul style="list-style-type: none"> Using AI Tools and Automation to Improve Profitability How to Boost Employee Recruitment and Retention <p>★ Bonus Circulation: CCIF – TBD</p>	April 22, 2026	April 29, 2026	June 3, 2026
Fall 2026 <i>Vol. 31 • Issue 2</i> 	<ul style="list-style-type: none"> Health and Safety in the Shop Spotlight on Tire Innovation <p>★ Bonus Circulation: SEMA Expo – November 3-6, 2026, Las Vegas NV</p>	July 27, 2026	August 5, 2026	September 8, 2026
Winter 2026 <i>Vol. 31 • Issue 3</i> 	<ul style="list-style-type: none"> Market Trends 2027 New Vehicle Technology and OEM Certification <p>★ Bonus Circulation: CCIF – Toronto TBD</p>	November 4, 2026	November 12, 2026	December 9, 2026

Regular Features: EVfriendly Insider • Business Management • Vehicle Repair Technology • Systems & Estimating • Paint & Refinishing • Tools & Equipment • Education & Training • Health & Safety • Human Resources • Professional Profiles • Perspectives • Regional & Association News • Industry News • 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

Collision

QUARTERLY

Frequency

Published four times a year in print and as a digital edition.

2026 Ad Sizes

(inches - width x depth)

Full Page	Bleed:	8 3/8 x 11 1/8	8.375 x 11.125
	Trim:	8 1/8 x 10 7/8	8.125 x 10.875
	Live:	7 1/4 x 9 1/2	7.25 x 9.5
Double Page Spread	Bleed:	16 1/2 x 11 1/8	16.5 x 11.125
	Trim:	16 1/4 x 10 7/8	16.25 x 10.875
	Live:	15 1/4 x 9 1/2	15.25 x 9.5
2/3 Page		4 3/4 x 10	4.75 x 10
1/2 Page Horizontal		7 1/4 x 5	7.25 x 5
1/2 Page Island		4 3/4 x 7 1/2	4.75 x 7.5
1/3 Page Square		4 3/4 x 5	4.75 x 5
1/3 Page Vertical		2 1/4 x 10	2.25 x 10
1/4 Page		3 1/2 x 5	3.5 x 5
1/6 Page Vertical		2 1/4 x 5	2.25 x 5
1/6 Page Horizontal		4 3/4 x 2 3/8	4.75 x 2.375
Single Classified		2 1/4 x 1 1/2	2.25 x 1.5
Double Classified		2 1/4 x 3 1/4	2.25 x 3.25

Print Requirements

Preferred positions

Guaranteed position: 10% extra

Inside cover: 15% extra

Outside cover: 25% extra

Agency commission & terms

15% commission to advertising agencies only.

Accounts payable at office of publication in Canadian funds.

Special services

Inserts, blow-in cards, stitch-in and enveloped:

For more information, contact Carol McNeil-Gardner.

tel 613-439-8990 • advertising@ara.bc.ca

Material specifications

Printing process:

Litho'd four-colour process, 80 lb. gloss, saddle-stitched and trimmed to 8.125" x 10.875".

File formats accepted:

- Press ready PDF files. High resolution images (300 dpi). Fonts embedded.
- 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.
- We will design ads on request, additional charges will apply.

Colour:

No RGB, no Pantone or spot colours, please convert to CMYK.

Changes and cancellations

Material changes and cancellations not accepted after closing dates.

Email and file upload

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

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

Shipping supplied inserts

Contact:

Carol McNeil-Gardner

tel 613-439-8990 • advertising@ara.bc.ca

Digital Advertising Opportunities

Multiply Your Impact

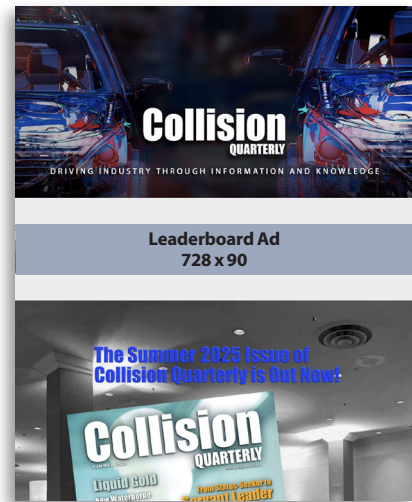
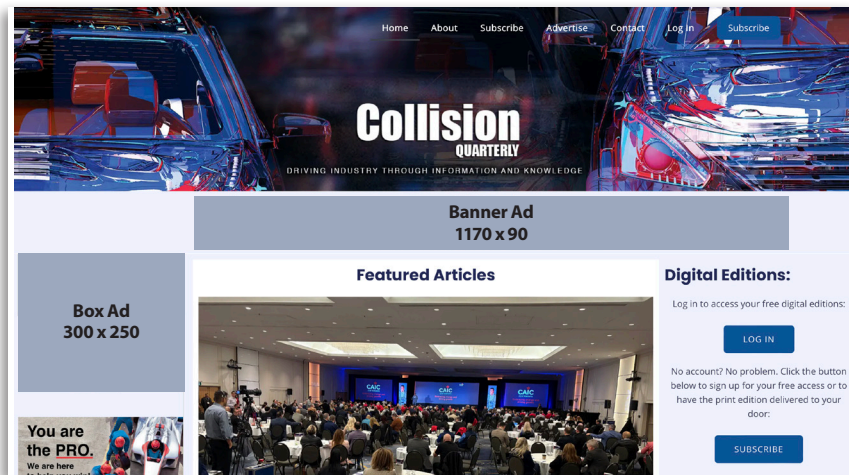
Your ads in *Collision Quarterly* print magazine build deep brand equity, while digital campaigns drive immediate response. Together, they create a winning combination that delivers awareness, intent, and sales of your product or service.

Collision Quarterly E-Newsletter

Delivered directly to the inbox of more than 2,600 subscribers, we offer **leaderboard ad** placements (728 X 90 pixels), and spaces to embed videos.

Website

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



Banner Ad – our most coveted placement on the Home page, exclusive to one advertiser. The dimensions are 1170 X 90 pixels 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 X 250 pixels 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

Collision Quarterly's Facebook page has a growing number of followers and engagements, currently over 2,100 followers. 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.