

# tow canada

Canada's Towing and Recovery Magazine



## 2026 Media Kit

EDITORIAL CALENDAR

[towcanada.ca](http://towcanada.ca) • [automotiveretailer.ca](http://automotiveretailer.ca)

**Connect with Canada's towing  
decision-makers—advertise in *Tow Canada*.**



## Reach Canada's Tow and Recovery Decision-Makers with *Tow Canada*

*Tow Canada* is the only national magazine dedicated to Canada's towing and recovery industry—and that makes it the most effective way to put your brand in front of the people who matter.

Our readers are the business owners, operators, insurers, police, municipal contractors, and provincial towing associations who keep Canada's roads moving. They're hands-on professionals who are hard to reach through traditional channels—yet they turn to *Tow Canada* for the latest news, expert insights, and trusted coverage of their rapidly evolving industry.

When you advertise in *Tow Canada*, you get:

- Direct access to towing business owners and decision-makers across the country.
- A credible platform with a reputation for balanced, intelligent reporting that readers trust.
- A targeted audience that relies on us for usable ideas, industry opportunities, and essential updates.

Published six times a year, *Tow Canada* isn't just a magazine—it's the voice of the Canadian towing community. By aligning your brand with our publication, you connect with a loyal readership that values and acts on the information we provide.

Put your business in front of Canada's towing professionals—advertise in *Tow Canada* today.

## Targeted Reach

Our subscribers are Canada's tow and recovery business owners and operators, and others allied to the field.

**7,194**

Average Print & Digital Magazine Circulation per Issue

**12,000**

Engaged Facebook Followers

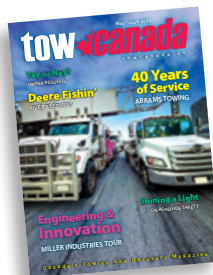
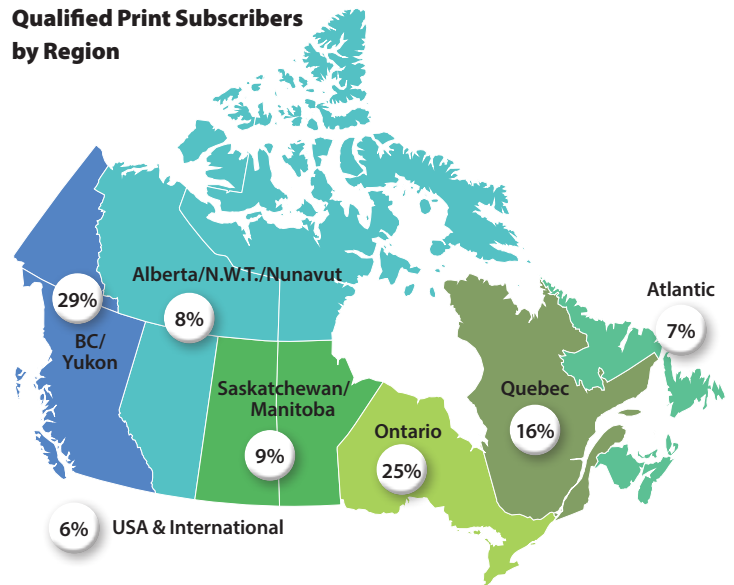
**2,631**

E-newsletter Subscribers

### 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.

### Qualified Print Subscribers by Region





# 2026 Editorial Calendar

## Tow Canada: Built for Towing Professionals

The only national magazine dedicated to Canada's towing and recovery professionals, each issue delivers trusted reporting, smart insights, and expert advice—built for the people who keep Canada moving.

Issue	Editorial Features & Highlights	Ad Closing	Material Due	Publish Date
<b>January/ February</b> <i>Vol. 28 • Issue 1</i>	<ul style="list-style-type: none"> <li>Towing &amp; Electric Vehicles: Navigating the Road Ahead</li> <li>Insurance &amp; Risk Management for Tow Operators</li> </ul>	11/25/25	12/2/25	01/20/26
<b>March/ April</b> <i>Vol. 28 • Issue 2</i>	<ul style="list-style-type: none"> <li>Rolling Strong: Tires Keep Fleets Moving</li> <li>Digital Dispatch: How Towing Software Drives Efficiency</li> </ul> <p>★ <b>Bonus Circulation:</b>  <b>Florida Tow Show, Orlando – TBD</b></p>	01/20/26	01/27/26	03/02/26
<b>May/ June</b> <i>Vol. 28 • Issue 3</i>	<ul style="list-style-type: none"> <li>Lighting the Way: Visibility is Safety</li> <li>Small But Mighty: Tow Dollies in a Flatbed World</li> </ul> <p>★ <b>Bonus Circulation:</b>  <b>Estra Tow Show, Lake George – TBD</b></p>	03/16/26	03/23/26	04/30/26
<b>July/ August</b> <i>Vol. 28 • Issue 4</i>	<ul style="list-style-type: none"> <li>Hauling Power: The Critical Role of Trailers</li> <li>Operator Safety Gear: Staying Seen &amp; Staying Safe</li> </ul> <p>★ <b>Bonus Circulation:</b>  <b>PTAO Show, Kitchener – TBD</b>  <b>APDQ Show, Drummondville – TBD</b></p>	05/21/26	05/27/26	06/24/26
<b>September/ October</b> <i>Vol. 28 • Issue 5</i>	<ul style="list-style-type: none"> <li>Fleet Care &amp; Maintenance: Keeping Tow Trucks Rolling</li> <li>Heavy Recovery Heroes: Rotators, Winches &amp; Big Rigs</li> </ul> <p>★ <b>Bonus Circulation:</b>  <b>American Towman Expo, Baltimore – TBD</b></p>	07/06/26	07/13/26	08/17/26
<b>November/ December</b> <i>Vol. 28 • Issue 6</i>	<ul style="list-style-type: none"> <li>Cold-weather prep, traction, de-icing, PPE</li> <li>The Essential Safety Toolkit for Every Operator</li> </ul>	09/16/26	10/02/26	10/28/26

**Regular Features:** Perspectives • Tools & Equipment • Professional Profiles • Education & Training • Recovery Stories • Health & Safety • Tow Tales • Events • Regional & Association News • Industry News • 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





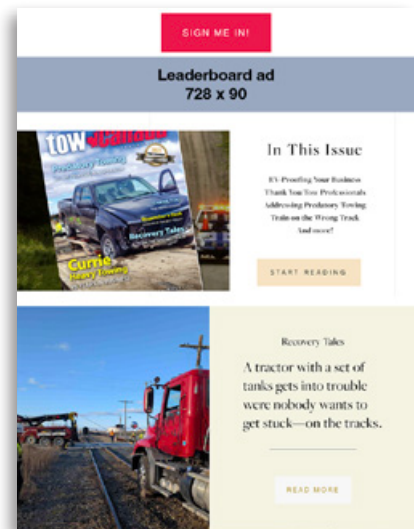
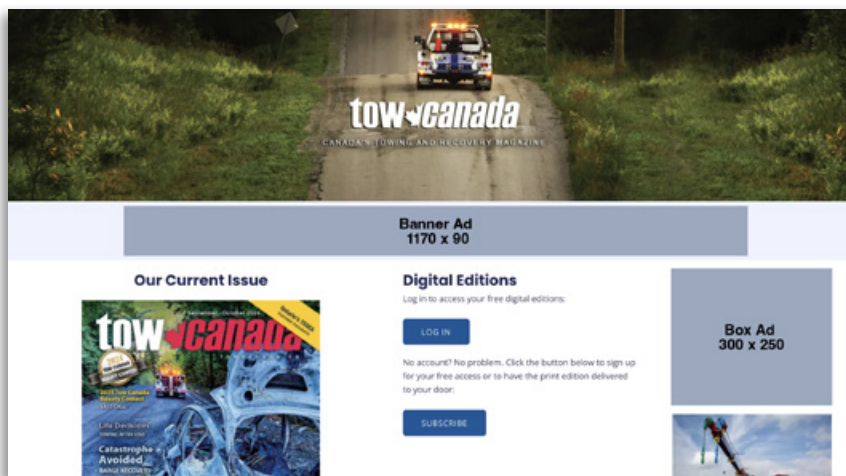
# Digital Advertising Opportunities

## Tow Canada's E-Newsletter

Delivered directly to the inbox of more than 2,600 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](http://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 a targeted, highly engaged audience while they're on the job and on the road. 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.



## Frequency

*Tow Canada* is published bi-monthly  
– six times a year.

## 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](mailto:advertising@ara.bc.ca)

### Material specifications

#### Printing process:

Litho'd four-colour process, 70 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](mailto:araproduction@ara.bc.ca) to send material less than 10 MB.

**Upload:** large files (over 10 MB) via WeTransfer: [wetransfer.com](https://wetransfer.com)

### Shipping ad material

#### Automotive Retailers Publishing

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

tel 613-439-8990 • [advertising@ara.bc.ca](mailto:advertising@ara.bc.ca)

### Shipping space orders and supplied inserts

#### Contact:

Carol McNeil-Gardner

tel 613-439-8990 • [advertising@ara.bc.ca](mailto:advertising@ara.bc.ca)