

2025 MEDIA KIT AND EDITORIAL CALENDAR

B2B MEDIA FOR TODAY'S AUTOMOTIVE AFTERMARKET

INDIE/GARAGE

A CHAT Integrated Media Brand

For Canada's automotive
aftermarket service community.

JOBBER/NATION

A CHAT Integrated Media Brand

For Canada's automotive aftermarket
distribution professionals.

The Great Canadian
Aftermarket
PODCAST

BY INDIE/GARAGE
JOBBER/NATION

Weekly guests from across Canada's
aftermarket (and beyond!)

Connecting you
with Canada's
Automotive
Aftermarket
with focused
web, e-news,
print, podcast
and more.

CHAT

CHAT INTEGRATED MEDIA INC.



*One of the **Top 10 Canadian Automotive Podcasts** as selected by Feedspot!

NOTE THE REVISED PRINT SCHEDULE FOR 2025!

Our Team

Andrew Ross

Publisher and Director of Content

A lifetime around cars and motorsport and three decades in Canada's Automotive Aftermarket Media.



Vanessa Mariga

Digital Content Advisor

A communications professional with a strong knowledge and experience in digital and social media.



Martha Uniacke Breen

Content Management

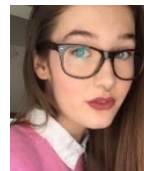
A content professional with extensive experience working in automotive aftermarket media.



Chloe Faith Ross

Graphic Layout Artist

Chloe is key to maintaining the fresh look of our media brands.



Hannah Ryder Ross

Digital Production and Support

Hannah produces our weekly e-newsletters, podcasts and provides related customer service.

Murray Voth

Management Consultant

One of Canada's most experienced aftermarket trainers, Murray contributes valuable management insights.



Dean Law

Technical Expert

Dean Law is owner of Law's Automotive in Portage la Prairie, Man., and contributes diagnostic expertise.



Paul Reed

Retail Expert

Paul Reed, "The Showroom Guy" presents expert content on the retail environment and trends.



Norm Rose

Professional Sales Trainer

Norm Rose, Excel Sales Consulting, provides expert tips and advice on all aspects of the sales process.



INDIE//GARAGE

A CHAT Integrated Media Brand

**FOCUSED ON CANADA'S
INDEPENDENT/OWNER-
OPERATED AUTOMOTIVE
SERVICE PROVIDER
COMMUNITY.**

CONTENT STREAMS FOR:

- OWNERS/MANAGERS
- SERVICE ADVISORS
- TECHNICIANS
- APPRENTICES

SOCIAL CHANNELS



LinkedIn



@IndieGarageCA

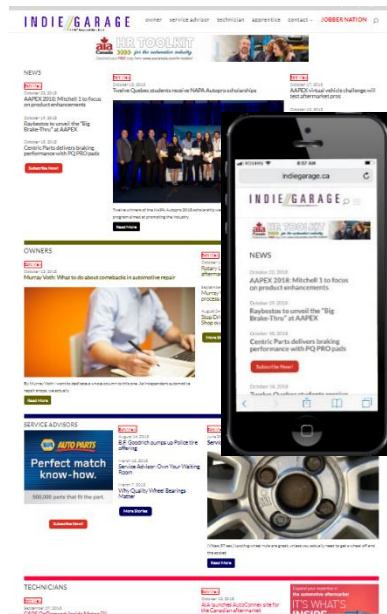


YouTube Channel

Mobile friendly Web, Weekly e-Newsletter, Social, Print

www.IndieGarage.ca

A rich mix of daily updates, tips and video, and is mobile friendly, essential for today's professionals!



Indie Garage Update

Weekly e-newsletter updates for shop professionals.



Indie Garage Print

According to Statistics Canada, there are approximately 13,000 independent service locations in Canada. We focus on this sector (total distribution approx. 14,000), eliminating non-core categories, **AND PASS THE SAVINGS ON TO YOU!**



INDIE GARAGE QUICK FACTS



JOBBER NATION

A CHAT Integrated Media Brand

FOCUSED ON CANADA'S AUTO PARTS & SUPPLIES PROFESSIONALS AT WHOLESALERS AND WDS ACROSS CANADA

CONTENT STREAMS FOR:

- OWNERS/MANAGERS
- COUNTERPEOPLE
- OUTSIDE SALES
- DELIVERY PERSONNEL

SOCIAL CHANNELS



LinkedIn



@JobberNationCa

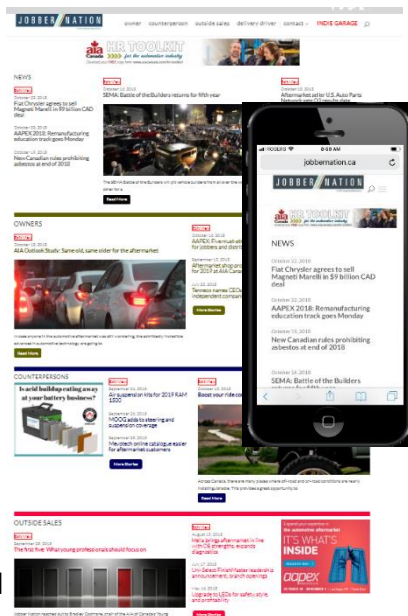


YouTube Channel

Mobile Friendly Web, Weekly e-Newsletter, Social, Print

www.JobberNation.ca

JobberNation.ca provides a rich mobile-friendly mix of daily updates, expert tips and information essential for today's professionals!



Jobber Nation Update

Weekly e-newsletter updates for distribution professionals.



Jobber Nation Update

For Canada's Auto Parts Distribution Professionals

SEMA Battle of the Builders returns for fifth year



AAPEX: Five must-attend sessions for jobbers and distributors

CRP Hosting "The Humble Mechanic" at AAPEX

Aftermarket distributors driving sales with Epicor interface

Jobber Nation Print

Print Edition distribution to 8,000 PLUS the combined *Aftermarket Intelligence* Market Data issue, providing targeted, efficient exposure to Canada's aftermarket wholesale and distribution sector, alongside key allied segments.



JOBBER NATION QUICK FACTS



NOTE THE REVISED PRINT SCHEDULE FOR 2025!

JOBBER NATION

For Canada's Automotive Aftermarket Distribution Professionals

JOBBER NATION UPDATE WEEKLY E-NEWSLETTER EVERY TUESDAY

PRINT EDITIONS

MARCH/APRIL

INCOMING AIA CHAIR

Making banner programs work
Brake Market, Ride Control
Starting, Charging, Batteries

AD SPACE BOOKING: MARCH 10

JUNE/JULY

UNDERCAR OPPORTUNITIES

Chassis & Steering, Driveline
Lighting and Wipers
Oil Change Business

AD SPACE BOOKING: JUNE 10

SEPTEMBER/OCTOBER

BRAKE MARKET DEVELOPMENTS

Emissions Components
Engine Controls and Ignition
AAPEX/SEMA PREVIEW

AD SPACE BOOKING: SEPT. 10

INDIE GARAGE

A CHAT Integrated Media Brand

For Canada's Independent Aftermarket Repair Community

INDIE GARAGE UPDATE WEEKLY E-NEWSLETTER EVERY THURSDAY

PRINT EDITIONS

FEBRUARY/MARCH BUSINESS BOOSTERS!

Building revenue and profit
Rewarding your techs
Chassis tech, Lighting upgrades

AD SPACE BOOKING: FEB 10

MAY/JUNE

OIL & FILTER TECH AND BUSINESS

Inspection Tools
Ride Control
Brake Tech
EV Business Update
Building Customer Satisfaction

AD SPACE BOOKING: MAY 10

OCTOBER/NOVEMBER

WINTER OPPORTUNITIES

Tire Sales and Service
Lighting, Wipers, Batteries
Diagnostic Tech
Shop Management Systems
AAPEX/SEMA PREVIEW

AD SPACE BOOKING: SEPT 20



- Total Canadian Service Market
- Lube, Oil, Filter Change
- Brake Service
- Alignment/Suspension Service
- Tire Service/Replacement
- Battery Service/Replacement
- Engine/Fuel System Service
- Transmission Service
- Electrical Service
- Audio/Entertainment System Repair
- HVAC Service

WEEKLY EPISODES



SPONSORSHIP OPPORTUNITES AVAILABLE



SCHEDULE & EDITORIAL CALENDAR AT-A-GLANCE

WEB/E-NEWS RATES

(per month for frequency noted)

1x 3x 6x 9x 12x

WEB ADVERTISING

(ACROSS INDIEGARAGE.CA AND JOBBERNATION.CA)

RATES IN CANADIAN DOLLARS

Leaderboard (728 x 90 px; 320 x 50 mobile)	990	970	940	890	850
Big Box (300 x 250 px)	1150	1127	1092	1035	975

JOBBER NATION AND INDIE GARAGE WEEKLY E-NEWSLETTERS

Rates per month, per e-newsletter

Top banner (468 x 60 px)	NA	N/A	750	N/A	500
Middle banner (468 x 60 px)	NA	N/A	650	N/A	400

SPONSORED CONTENT

INCLUDES HOME PAGE AND E-NEWS PUSH

SPONSORED CONTENT	1150	1127	1092	1035	975
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E-BLAST: \$795 (SUPPLIED HTML. FREQ. DISCOUNTS AVAILABLE.)

WEB SPONSORED POST: \$299 PER POST (300 word max. Ideal for New Products!)

PRINT RATES (CANADIAN DOLLARS)

PRINT SPONSORED CONTENT: SPACE ADVERTISING RATES APPLY

INDIE GARAGE

	1 X	3X	6X
Double Page Spread	5925	5628	5332
Full Page	3950	3750	3555
Two-thirds Page	3150	2990	2835
Half Page (Island, Vertical, Horizontal)	2495	2365	2245
One Third Page (Horiz., Vertical, Square)	1775	1685	1597
Quarter Page	1385	1315	1245

JOBBER NATION

Double Page Spread	5625	5345	5065
Full Page	3750	3565	3375
Two-thirds Page	2950	2800	2655
Half Page (Island, Vertical, Horizontal)	2300	2185	2075
One Third Page (Horiz., Vertical, Square)	1656	1573	1490
Quarter Page	1290	1225	1160

AFTERMARKET INDUSTRY INTELLIGENCE COMBINED ISSUE (NOVEMBER/DECEMBER)

Double Page Spread	7425	5628	5065
Full Page	4950	3750	3375
Two-thirds Page	3910	2990	2655
Half Page (Island, Vertical, Horiz.)	3125	2365	2075
One Third Page (Horiz., Vertical, Square)	2224	1685	1490
Quarter Page	1735	1315	1160



PRESENTING SPONSOR PACKAGE:
Includes print, web, and podcast identification
\$12,000 CAD
ASK FOR DETAILS!

JOBBER NATION

A CHAT Integrated Media Brand

INDIE GARAGE

A CHAT Integrated Media Brand

ADVERTISING MATERIAL

SPECIFICATIONS

WEB & E-NEWSLETTER

Leaderboard (728 x 90 px; 320 x 50 px mobile)

Big Box (300 x 250 px)

E-Newsletter Banner (468 x 60 px)

MAX 150KB, ANIMATED GIF SUPPORTED

PLEASE REFER TO GOOGLE DISPLAY AD

SPECIFICATIONS FOR ADDITIONAL INFORMATION.

PRINT MATERIAL

(PRESS READY PDF PREFERRED)

QUARTER PAGE: 3-1/4" W x 5-1/8" H

ONE THIRD PAGE VERT.: 2-1/2" W X 10-7/8" H

ONE THIRD PAGE SQUARE: 5-1/8" W X 5-1/8" H

ONE THIRD PAGE HORIZ.: 7-3/4" W X 3-3/4" H

HALF PAGE HORIZ.: 7-3/4" W x 5-1/8" H

HALF PAGE ISLAND: 5-1/8" W X 7-3/4" H

HALF PAGE VERTICAL: 4" W X 10-7/8" H

TWO THIRDS VERT: 5-1/8 "W X 10-7/8" H

FULL PAGE: 8" W x 10-7/8" H

DOUBLE PAGE SPREAD: 16" W X 10-7/8" H

(Allow 1/4" bleed where applicable)

Contact:

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Publisher and Director of Content

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OR

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2025 ADVERTISING RATE CARD (GROSS CAD)

