

CANADA'S MAGAZINE FOR COLLISION REPAIR PROFESSIONALS SINCE 1970

# Bodyshop

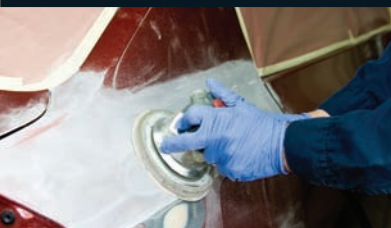
[www.bodyshopbiz.com](http://www.bodyshopbiz.com)

Media Guide 2012



Canada's Longest Running Collision Industry Publication Is Still Your Top Performer

The Most-Readers. The Most Circulation. The Most Reach. And the Best Digital Media too at [BODYSHOPBIZ.COM](http://BODYSHOPBIZ.COM)!



| Readership Highlights | 2012 Editorial Schedule | Online Opportunities

Bodyshop Magazine has served the needs of Canada's bodyshops and their suppliers for 42 years. And we're celebrating with more of the best value for your marketing dollar.

## Why? Because we give readers information they can really use in their business:

The ONLY industry publication to conduct its own in-house research

The ONLY industry publication to report real facts about industry issues

The ONLY national publication to dedicate 100% of its pages to the bodyshop industry.

Body shop delivers advertisers the value they need to make their investments work:

**30% more qualified circulation than the nearest national publication.\***

### Compare our Total Average Qualified Circulation\*

<i>Bodyshop Magazine</i>	<i>Collision Repair Magazine</i>
<b>10,027</b>	<b>7,649</b>

### Compare Request Circulation (1 and 2 year)

<i>Bodyshop Magazine</i>	<i>Collision Repair Magazine</i>
<b>9,224</b>	<b>6,453</b>

*\*from most recent available Publishers Statements (June 2011, and May 2011 respectively)*

## The Best Readership, the Best Reach, the Best Electronic Media, and Competitive Advertising Rates.

More companies are joining Bodyshop magazine's list of advertisers every month. Give us a call and find out why YOUR COMPETITORS are promoting their business with us. Take Bodyshop for a test drive. We think you'll find our marketing horsepower surprising.

Andrew Ross  
*Publisher*



## More than a Magazine: An Industry Advocate

The Bodyshop Magazine team actively supports industry initiatives like the Canadian Collision Industry Forum, the CCIF Skills Program, I-CAR training, industry committees, and many other activities important to the health of the industry.

**Ask our team how the best media package in the Canadian collision repair industry can work for you.  
Rate Card on Request.**



**Noelle Stapinsky,**  
**Managing Editor**  
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# Did you know?

Average pass along readership of Bodyshop is **37,154** readers each issue!  
**94.7%** of our readers indicate they have direct purchasing influence within their organization; your message will be reaching your target audience!  
**63.4%** of our readers have contacted advertisers directly from Bodyshop ads!

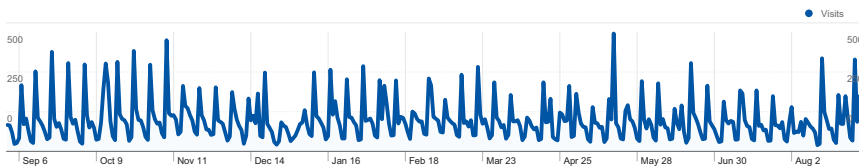
## BODYSHOPBIZ.COM MORE THAN JUST A WEBSITE!

- Canada's Most Effective and Efficient Electronic Media Resource
- We focus on providing real industry numbers, giving industry exposure a high confidence level.
- We measure page views and visitors, credible statistics that count.



www.bodyshopbiz.com  
Dashboard

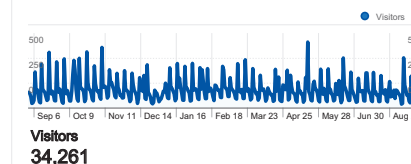
Sep 1, 2010 - Sep 1, 2011  
Comparing to: Site



### Site Usage



### Visitors Overview



### Detailed Web Ad Tracking

You need to measure your web effectiveness. We provide the most detailed ad tracking available to our clients.

### E-Newsletter

More than 5,400 Weekly Bodyshopbiz.com E-Newsletter Readers. A great way for your web advertising to reach out to your customers.

### E-Mail Resources

More than 7,500 industry e-mails available for your E-Blast campaign. These can be sorted by business type, location, and title for your most efficient campaign rollout.

### PLUS: VIDEO OPTIONS

#### Product Demo Video Service

Our crew will produce a 30 second to 1 minute video demo extolling the features, advantages, and benefits of your product and post it for three months on www.Bodyshopbiz.com.

#### Corporate Video Service

Show the market your company's capabilities in an extended video corporate profile. Call us to get your company video into production!

#### Supplied Video

We can also host supplied video on www.Bodyshopbiz.com. Call us!



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**CONTACT US FOR ADVERTISING RATES**

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# Bodyshop

# MEDIA 2012 GUIDE

# Only The Automotive Group Delivers Canada's Entire Automotive Aftermarket

Focused content, unparalleled readership,  
and audited circulation guarantees your message  
reaches the market.

## Jobber News Magazine

Since 1931, the only magazine dedicated to the distribution segment of Canada's automotive aftermarket. 12 issues per year, plus the Annual Marketing Guide Directory. Audited Circulation: 10,000 plus.

## Bodyshop Magazine

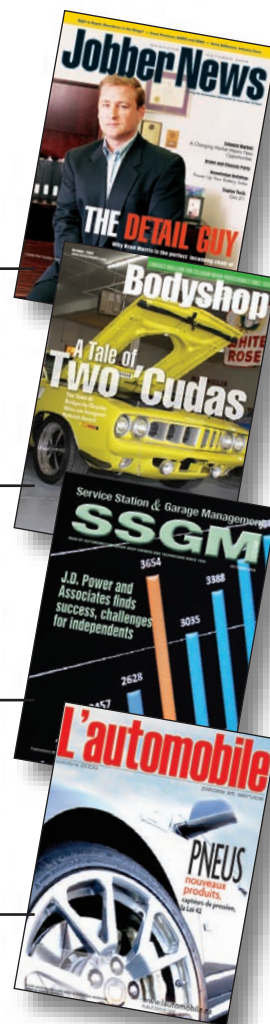
Published for Canada's collision repair professionals since 1970, with the best readership in the country. Six issues per year. Audited Circulation: 10,000 plus.

## Service Station & Garage Management

Covering the entire independent service sector since 1955 with the largest circulation of any automotive aftermarket publication in Canada. 11 issues per year. Audited Circulation: 28,000 plus.

## l'automobile

Delivering French-language content to Quebec and French-speaking aftermarket readers across Canada since 1939. 6 issues per year. Audited Circulation: 8,000 plus.



THE  
**AUTOMOTIVE GROUP**

**Jobber News**

AutoServiceWorld.com

Service Station & Garage Management

**SSGM**

**Bodyshop**

Bodyshopbiz.com

**l'automobile**

Lautoservice.com

Contact us at: The Automotive Group, Business Information Group, 80 Valleybrook Drive,  
Toronto, ON Canada M3B 2S9 Toll free from the U.S.: 1-800-387-0273 or Canada 1-800-268-7742.  
email: [TheAutomotiveGroup@bizinfogroup.ca](mailto:TheAutomotiveGroup@bizinfogroup.ca)