

Jobber News ²⁰¹²

Dedicated to Serving Canada's
Automotive Aftermarket
Since 1931



The Only Magazine Read by Every
Jobber in Canada Every Month
Consistently rated as the ONLY
publication Canada's Jobbers read
#1 with Canadian Auto Parts
Wholesalers and Distributors
Since 1931

2012 Editorial Calendar & Media Kit • www.autoserviceworld.com

2012



Jobber News understands the Canadian automotive aftermarket. After all, we helped build it.

From a vision by Jobber News founders E.J. and A.E. Wadham in 1931 that would help bring a young industry together, to the current digital media age, Jobber News has provided an important link for the Canadian automotive aftermarket.

Much has changed in the 80 years since Jobber News started publishing — we have fully embraced the digital age—and the need for suppliers to build their profile and sales across an entire industry in today's crowded marketplace has only become more critical than ever. Every month, Jobber News cuts through the clutter, opens doors, and delivers your message directly to all of Canada's jobbers and their more than \$10 billion in annual buying power. Whether you are a new supplier to Canada, an established brand, or a warehouse distributor making sure you get your share, Jobber News has proven to be your most effective way to reach Canada's jobbers for nearly a century.

Jobbers across the country, across all networks, are looking for opportunities.

They know where to go for the information they need.

Let us put Jobber News to work for you.

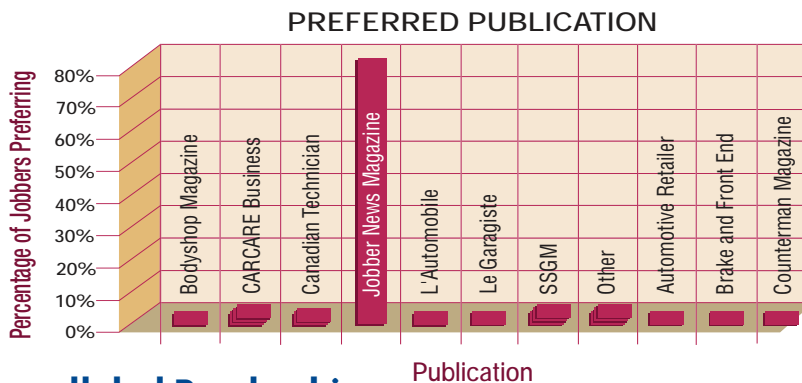


THE FACTS:

Canada's Jobbers Read Jobber News.

Since 1931, Canada's auto parts wholesalers have trusted Jobber News Magazine to give them the information they need.

Jobbers consistently report that Jobber News is the only magazine they read.



Unparalleled Readership

Our ABC audited circulation is focused and reliable. It leads the industry in every category.

Our Readers are Decision Makers

From executives and owners to front-line sales people, you reach decision-makers and key influencers.

SCAN QR Code for media kit or visit www.AutoServiceWord.com for more information on our readership, editorial calendar, and advertising specifications. Click on Media Kit/Print. Contact us directly for advertising rates.



CIRCULATION:

Audited by Audit Bureau of Circulation. Circulation information available upon request.

Ask our team how the best media package in the Canadian aftermarket industry can work for you.

Rate Card on Request.



Andrew Ross, *Publisher and Editor*

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Decades of aftermarket experience, a respected publisher and editor and an active participant in numerous industry initiatives.

AutoServiceWorld.com

For more than 10 years, Canada's most trusted automotive aftermarket magazine has also provided Canada's best read electronic media resource.

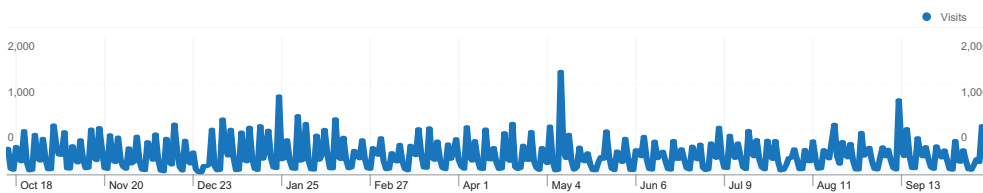
AutoServiceWorld.com reaches every segment of Canada's automotive aftermarket. Daily news, features, industry resources and 14,000 readers of its twice-weekly e-newsletter provide an effective addition to a marketing campaign.

We focus on providing real numbers: page views, and visitors, credible statistics that count.

Jobber News

www.autoserviceworld.com Dashboard

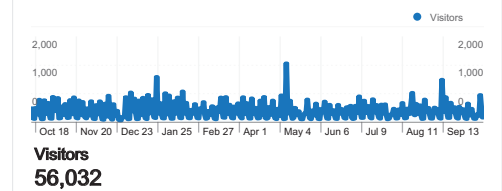
Oct 15, 2010 - Oct 15, 2011
Comparing to: Site



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 14,000 Twice-Weekly AutoServiceWorld.com E-Newsletter Readers from every segment of the aftermarket. **A great way to extend your advertising reach.**

E-Mail Resources/Fax Resources

More than 30,000 industry e-mail addresses, more than 50,000 fax numbers, customizable by region, business type, function, title, etc. at your disposal.

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.AutoServiceWorld.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.AutoServiceWorld.com. Call us!

2012 Media Kit



Jay Armstrong, Sales Manager
416-510-6745 • jarmstrong@jobbernews.com
A 30-year marketing and advertising veteran and part of the Jobber News team for a decade.



Noelle Stapinsky, Associate Editor
416-510-6839 • nstapinsky@jobbernews.com
Extensive professional experience and strong family ties to the industry add important elements to our team.

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. 10 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

CANADA'S MAGAZINE FOR COLLISION REPAIR PROFESSIONALS SINCE 1970
Bodyshop

Bodyshopbiz.com

l'automobile
pièces et service

Lautoservice.com

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Toll free from the U.S.: 1-800-387-0273 or Canada 1-800-268-7742.
email: TheAutomotiveGroup@bizinfogroup.ca

Jobber News

A Confident Choice for 80 years

If you need to reach jobbers and distributors in Canada and their \$10 billion purchasing power, whether in print or on the Web, you can be confident that Jobber News Magazine will deliver your message in front of the Canadian automotive aftermarket's all-important distribution players.

EDITORIAL CALENDAR 2012

JANUARY

DRIVELINE AND UNDERCAR TECH

- Clutch & Transmission Parts
- Chassis Components
- Engine Rebuilding Solutions

PLUS: Starting & Charging Systems

FEBRUARY

SHOP SURVEY ISSUE

What Garages and Bodyshops Really Want

- Oil Change & Lubricants
- Brake Parts: Friction and Rotors
- Emissions Parts

PLUS: Hot Winter Products

Lighting and Wipers, Batteries, Chemicals & Additives

MARCH

QUALITY FIRST: EFFECTIVE SALES STRATEGIES

- Steering, Chassis & Driveline Parts
- Emissions, Exhaust, and Tune-Up Parts
- Ride Control Training
- Chemicals & Additives

PREVIEW: Automotive Industries Association of Canada Executive Conference

APRIL

ANNUAL CHAIRMAN'S ISSUE

Profiling the incoming chairman of the Automotive Industries Association of Canada

SPECIAL REPORT: PREMIUM PARTS SALES

- Brake Parts • Chassis Parts • Motor Oil
- Emissions System Parts
- Bodyshop Green Update

PLUS: Practical Guide to Air Conditioning Service & Regulation

- A/C Regulations at a Glance

MAY

BE CAR CARE AWARE ISSUE

Selling Preventative Maintenance

- Ride Control • Emissions Control Parts
- Cooling System Parts
- Performance Parts, Accessories, and Appearance Products
- Heavy Duty Truck: Service & Safety Parts

PLUS: Jobber Technology Systems

JUNE

9th ANNUAL RETAIL INTELLIGENCE ISSUE

- Hard Parts to Hardware and More:
- Effective Showroom Diversification Strategies
- Brakes • Exhaust • Motor Oil • Filters
- Tune-Up

PLUS: Health & Safety Supplies

JULY

JOBBER OF THE YEAR ISSUE

We Salute the Best of Canada's Jobbers

- Filter Focus: Oil, Air and Cabin Air Filters
- Cooling and A/C System Tech

PLUS: Tune-Up & Emissions

AUGUST

THE IMPORT ISSUE: BUILDING SALES

- Chassis and Driveline Trends
- Brake Parts: Upgrades, Upsell
- Emissions, Tune-up & Exhaust
- Bodyshop: Custom Painting

PLUS: Chemicals and the Environment: Best Practices

SEPTEMBER

JOBBER "U": PARTS SALES TRAINING

- Visibility: Lighting, Wiper Blades
- Ride Control • Electrical Components
- Belts and Hoses • Coolant
- Synthetic Motor Oil
- Heavy Duty Truck: Owner/Operator Sales

PLUS: Shop Work Lights and Technology

PREVIEW: AUTOMOTIVE SERVICE & REPAIR WEEK (CARS and NACE)

OCTOBER

SPECIAL CAR SAFETY MONTH FOCUS

- Batteries • Brakes • Chassis • Exhaust
- Engine Tech: Rebuilding Tips

PREVIEWS: AAPEX & SEMA

PLUS: PBE Jobber Business Tools & Marketing

NOVEMBER

JOBBER TECHNOLOGY E-Catalogues and Beyond

- Wheel Bearings & Seals
- Winter Chemicals & Additives

PLUS: Fleet Opportunities In Heavy Duty Parts

DECEMBER

COUNTERPERSON OF THE YEAR ISSUE

We honour the best in Canada

- The Year in Review:
An Automotive Business Perspective Special

- Bodyshop: New Products

PLUS: Remanufactured Product Developments

ALSO IN DECEMBER:

37TH JOBBER NEWS ANNUAL MARKETING GUIDE. THE INDUSTRY BIBLE.

Industry leading market data, plus the most comprehensive directory in Canada. Online Version Too!