

BODYWORX

THE VOICE OF COLLISION REPAIR TECHS & PAINTERS

PROFESSIONAL

bodyworxmag.com

RATE CARD

2017

Bodyworx Professional is the only publication in Canada written exclusively for professional auto body technicians, highlighting their accomplishments the importance of training in a rapidly developing technology based industry. It also highlights the burgeoning market for customization and restyling. The focus is on providing relevant content that taps into the dreams, aspirations, and excitement that this niche but rising market offers.



“It serves to help junior and senior techs know where the opportunities are to build their career. Techs can help the industry as a whole to be better. It’s not just up to the shop owners.”

- Mark Millson,
Director of Operations
of Excellence Auto Body

EDITORIAL CALENDAR 2017

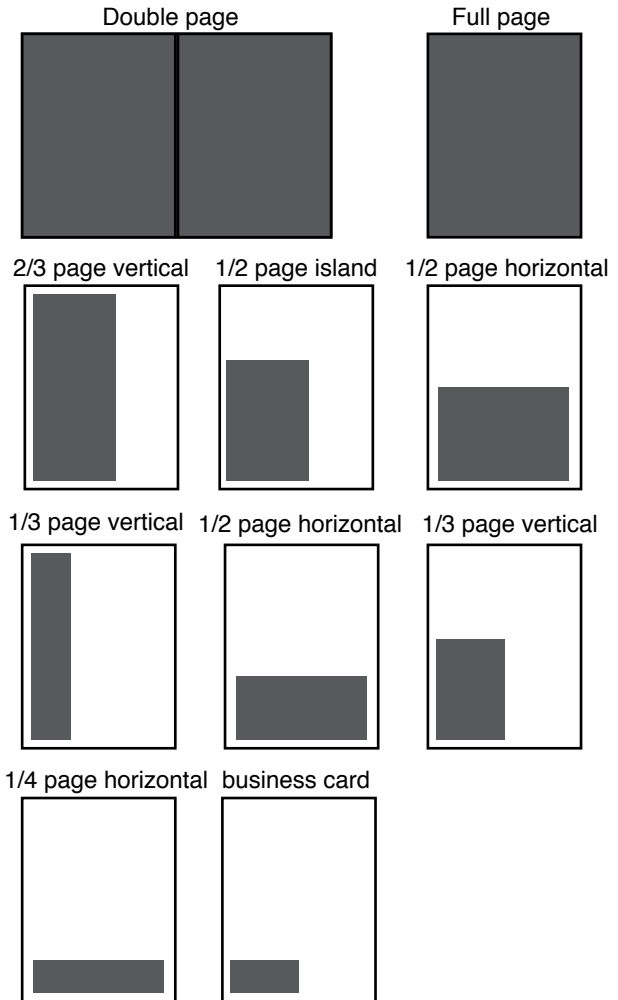
ISSUE	MONTH	CONTENT
Vol. 4#1	April (Training)	<ul style="list-style-type: none"> • Career Path: Pros give you their tips on the road to success. • Platinum Professional: How you can achieve I-CAR’s highest individual status. • Top Class: The latest in training from I-CAR and other organizations.
Vol. 4#2	June (Hand Tools)	<ul style="list-style-type: none"> • The Basics: Which tool manufacturer delivers the best value? • Specialty Tools: Digging into which ones are worth it ... and why. • Got Skills? Coverage of skills competitions across Canada and around the world.
Vol. 4#3	October (Refinish)	<ul style="list-style-type: none"> • Jolly Roger: How to paint skulls, bones and similar effects. • Prep Secrets: Tips from the pros on how to save time during prepping. • Spray Guns: The inside scoop on the latest and greatest in spray guns and airbrushes.
Vol. 4#4	December (Power and Air Tools)	<ul style="list-style-type: none"> • Maximum Impact: Our guide to impact hammers and wrenches. • Cash Flow: Is buying tools on credit the best course? • Small Damage Repair: New products make small damage repair a powered proposition.



PRINT SPECIFICATIONS

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SIZE	WIDTH (in)	HEIGHT (in)
Double page (add 0.125" bleed to all sides)	(trim) 16.25	(trim) 10.875
Full page (add 0.125" bleed to all sides)	(trim) 8.125	(trim) 10.875
2/3 page	4.75	9.75
1/2 page island	4.5	7.25
1/2 page horizontal	7.125	4.75
Sponsored Column	2.25	9.75
1/3 page horizontal	7.125	3.125
1/4 page vertical	3.5	4.75
1/4 page horizontal	7.125	2
Business card	3.5	2



<p>Printing: Web offset</p> <p>Format: Computer-to-plate</p> <p>Colour: CMYK</p> <p>Binding: Perfect bound</p> <p>Resolution: 300dpi @ 100%</p> <p>Magazine Trim Size: (8.125 x 10.875")</p>	<p>Transmission: Ads under 20MB can be sent via email to info@mediamatters.ca. If ad is over 20MB, please provide a link or FTP information.</p> <p>Cancellations: Not accepted after material deadline. Please see the 2017 publication schedule.</p> <p>Special Classifications: The word "Advertisement" will be placed above copy which, in the opinion of the publisher, resembles editorial matter.</p>	<p>Supplied Materials: PDF/X1a, or a general PDF, including fonts and CMYK data, created to digital Magazine Advertising Canadian Specifications (dMACSCS). Media Matters Inc. does not accept responsibility for colour or colour trapping of material content that does not conform to Magazines Advertising Canadian Specifications (MACSCS). Production charges applied for material will be stored by Publisher for one year and then destroyed unless otherwise stated.</p>
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