

Introducing Canadian Towing Professional, a new magazine from Media Matters Inc.

Media Matters is embarking on a new mission—to bring the industry news that matters to Canada’s towing community in a sharp, tightly written magazine—**Canadian Towing Professional**. Dedicated to improving the image of the industry, CTP is dedicated to celebrating the heroes, industry best practices and novel strategies being pursued by members of Canada’s towing sector. For close to twenty years, Media Matters’ coverage of the collision repair and auto recycling sectors have been celebrated by both areas of the automotive

aftermarket. That dedication is why both are the most widely read Canadian publications in their respective fields.

With more than half of Canada’s towing businesses owned by collision repair or auto recycling facilities, the towing community has a vested interest in many of the issues Media Matter’s editorial team are experts in. What is more, more than half of Canada’s 3,000 towing businesses are already readers of the publisher’s other magazines!

Advertising Rates & Specs

Material Requirements

Ads under 20MB can be sent via email to info@mediamatters.ca. If ad is over 20MB, please provide a link or FTP information.

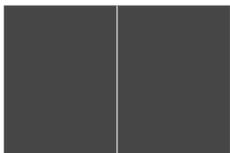
Special Classifications

The word “Advertisement” will be placed above copy which, in the opinion of the publisher, resembles editorial matter.

Cancellation

Not accepted after material deadline. Please see the 2020 publication schedule.

8.125" x 10.875"	Magazine Trim Size
300 DPI	Resolution
CMYK	Colour Mode
Web Offset	Print Type
CTP	Format



Double Page

W: (trim) 16.25"

H: (trim) 10.875"

(Add 0.125" bleed to all sides)



Full Page

W: (trim) 8.125"

H: (trim) 10.875"

(Add 0.125" bleed to all sides)



2/3 Page

W: 4.75"

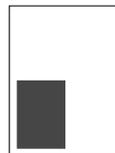
H: 9.75"



1/3 Page Vertical

W: 2.25"

H: 9.75"



1/4 Page Square

W: 3.5"

H: 4.75"



1/4 Page Horizontal

W: 7.125"

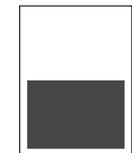
H: 2"



Business Card

W: 3.5"

H: 2"



1/2 Page Horizontal

W: 7.125"

H: 4.75"

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.

*Based on an independent survey conducted by IPAO Market Research. Full results available by request to: publisher@collisionrepairmag.com

Head Office

317 Reid Street, Peterborough, ON K9J 3R2

t: 905.370.0101

e: info@mediamatters.ca

w: towpromag.com