THE MISSION:
To help business leaders better navigate powerful and complex trends impacting the automotive industry.

Automotive News Canada is a key component in a global auto industry news network. From print publications to online news, and industry leading events with worldwide influence, Automotive News Canada is an indispensable source of information for automotive business leaders and other executives working in the broader mobility business ecosystem.

Simply put, we are the source for the latest news, insight and perspective important to companies in the Canadian automotive industry.

Our readers are today’s leaders and tomorrow’s rising stars — a loyal, engaged audience that regards Automotive News Canada as their source for news, opinion and insights on issues and trends affecting the industry in Canada and around the world.

THE IMPACT:

“Our company invests in some startups in this field. So I need to see the vision of this industry and need to know what happens.”

“Great resource to stay connected with the industry and amazing insights.”

“Use it to keep up to date on automotive news from a credible and exhaustive source.”

“Great read and good information on car sales in Canada.”

“Great resource to understand the thoughts of industry leaders.”

“Love it.”

Source: Signet Research 2020
**TOTAL UNIQUE CIRCULATION**

12,891

**MAGAZINE AUDIENCE:**

9,972 Read the Print Edition

4,377 Read the Digital Edition

Approximately 1,310 of these readers receive both the print and digital edition.

**ONLINE VISITORS:**

218,774 Monthly Page Views

88,077 Monthly Unique Visitors

Monthly average Jan-July 2020

**DISTRIBUTION BY PROVINCE**

- 43% Ontario
- 21% Quebec
- 10% Outside of Canada
- 7% British Columbia
- 7% Alberta
- 5% Newfoundland and Labrador, Prince Edward Island, New Brunswick & Nova Scotia
- 7% Northwest Territories, Saskatchewan & Manitoba
PRINT RATES

FOUR COLOR

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Print rates are gross and are shown in Canadian dollars.

Print ads also appear in the Digital Edition

DETAILS

Rates effective Oct. 1, 2020 (Rate card no. 6)

Frequency Discount:
Advertisers may combine frequencies with other Automotive News print products for a combined discount.

Prepay Discount:
6% discount for annual prepaids.

Agency Commission:
15% of gross billing allowed to recognized agencies for space, color and position provided account is paid within 30 days of invoice date.

Bleed Ads:
No extra charge for bleeds.

Cancellation Policy:
A 25-day notice in advance of the issue date is required. Cancellation may result in forfeiture of discounts earned.

The terms and conditions in this document shall be deemed incorporated in every insertion order or space contract tendered to Automotive News unless modified by written agreement signed by an officer of Crain Communications (Publisher), and shall supersede any inconsistent statements in such order or contract.

PRINT SPECS

COVER / FULL PAGE
Trim: 10 7/16" x 14 1/2"
Bleed: 10 11/16" x 14 3/4"
Non Bleed: 9 7/8" x 14"

JUNIOR PAGE
Non Bleed: 7 13/16" x 10"

HALF PAGE
Trim: 10 7/16" x 7 3/8"
Bleed: 10 11/16" x 7 5/8"
Non Bleed: 9 13/16" x 7"

PAGE ONE 3x1
Trim: 5 13/16" x 1"

TWO-PAGE SPREAD
Trim: 20 7/8" x 14 1/2"
Bleed: 21 7/8" x 14 3/4"
Non Bleed: 20 1/8" x 14"

FIFTH PAGE VERTICAL
Non Bleed: 5 13/16" x 5"

FIFTH PAGE HORIZONTAL
Non Bleed: 9 7/8" x 3"

QUARTER PAGE
Non Bleed: 5 13/16" x 6"

PRINT AD SUBMISSION
All print ads should be provided as PDFx1a files and uploaded at:
http://ads.crain.com/Home.aspx

DIGITAL SPECS
Visit autonews.com/specs to get the full digital specs.

DIGITAL AD SUBMISSION
Please send all digital assets to: AdOps-AutoNews@crain.com
Unless otherwise noted, all assets are due 5 business days prior to campaign launch.
The Automotive News Canada website is a best-in-class online news platform. It provides our readers with a streamlined, intuitive and well-organized experience, and allows our advertisers to reap the benefits of increased engagement, return frequency and reader satisfaction.

WEBSITE & EMAIL NEWSLETTERS

Advertise in the email newsletters and on the website to give your brand a consistent and ongoing presence in front of industry leaders.

- All positions are sold on a monthly basis.
- Online rates are gross and are shown in Canadian dollars.

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DIGITAL EDITION

Get in front of subscribers with this prominent, high-engagement placement surrounding our monthly digital issue.

SPONSOR RECEIVES:

Full page ad adjacent to the front cover, skyscraper ad, logo on automotivenews.ca homepage, email leaderboard, iPad unit and “compliments of” recognition on digital edition email.

SOLD MONTHLY | IMPRESSIONS | GROSS RATE |
-------------|-------------|------------|
Sponsorship Package | 70,000      | $2,700     |
CONTENT INTELLIGENCE ENGINE

By combining cutting-edge 1:1 targeting technology with a high-impact, mid-article ad unit, we’ve created a great opportunity for you to engage with our readers, drive them into your marketing funnel, and convert them into leads and paying customers.

How it works: Our engine will analyze the key themes in your content pieces and tease your content to automotivenews.ca readers whose reading habits most closely match the themes you’re writing about.

After your campaign runs, we’ll provide you with an analysis of what types of content resonated most with our audience, and predictive insights on what topics to write about in the future.

$3,800 PER MONTH

THOUGHT LEADERSHIP BOX

This integrated “sponsored content” box, which appears on articles and within the weekly newsletter, is ideal for brands that want to describe their thought leadership asset in longer form. The thought leadership box placement includes a headline, up to 550 characters of text and one click-thru URL. Reporting is delivered in the form of total clicks and impressions.

50,000 IMPRESSIONS • $1,500 PER MONTH

WEBINARS

Develop your own educational webinar from start to finish – define the topic, invite speakers and create the presentation. We’ll promote your event to our audience, who attend online at no charge, with your compliments.

Each webinar is hosted and moderated by an Automotive News Canada editor or reporter. As a sponsor, you’ll retain all registrant data collected throughout the process, providing powerful lead generation opportunities for your company.

$5,600 PER WEBINAR

LEAD GENERATION EMAILS

Reach our audience with your thought leadership content – whitepapers, case studies, webinars and more – with this turnkey lead generation program.

Automotive News Canada will build and host a custom registration/landing page with your branding elements, and then drive traffic to that page with a custom email blast to over 7,400 readers. Customized registration fields collect valuable data, which you retain as the sponsor.

• Custom landing page featuring up to three thought leadership assets
• Custom email

$3,000 PER LEAD GENERATION
AUTOMOTIVE NEWS CANADA CONGRESS

Leaders of the Canadian industry have gathered annually at the Automotive News Canada Congress to discuss key issues and strategies for the coming year. Sponsorship of the Canada Congress provides an unparalleled opportunity to reach top level industry decision-makers.

automotivenews.ca/canadacongress

AUTOMOTIVE NEWS CANADA BEST DEALERSHIPS TO WORK FOR

This is our annual program dedicated to finding and celebrating the best employers in the retail automobile industry. We’ll recognize stores that have distinguished themselves in areas including leadership, corporate culture, role satisfaction, training, pay and benefits and overall engagement.

The best dealerships will be celebrated the fall of 2021. Sponsors benefit from the winning dealers’ goodwill and this program’s extensive visibility.

automotivenews.ca/best

Have an idea for an event speaker? Share it with us, at autonews.com/speakersubmit
Interested in being a sponsor? Contact Ellen Dennehy at edennehy@autonews.com
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