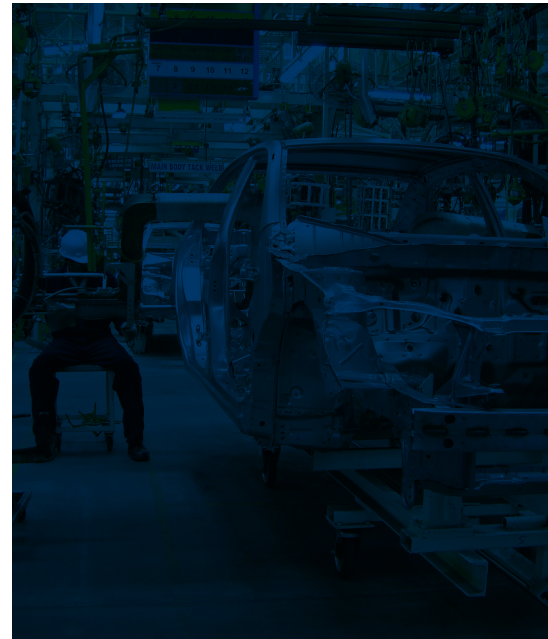


Automotive News Canada 2016 Media Kit



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CRAIN | SPECIAL LAUNCH EDITION

Automotive News Canada

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EV DEAD ZONE? Cold weather can't be an excuse forever

By JEREMY SINEK

Technology falling short, lack of federal incentives and product choices are seen as the major stumbling blocks for Canadians hoping to see more electric cars on the road. But there's more at play.

“These factors are creating an environment whereby electrification is inevitable.”

Asheer from Toyota, who says U.S. and European governments have already passed legislation to encourage electric-vehicle sales, says that’s not the case in Canada. He says the government needs to pass legislation to encourage electric-vehicle sales, and that’s not the case in Canada. He says the government needs to pass legislation to encourage electric-vehicle sales, and that’s not the case in Canada.

SEE COVER STORY PAGE 10

Who decides what cars Canadian dealers sell?

Mazda available at Toyota stores instead of Mazda stores? It's more logical than it seems as the companies explain the marketing strategy.

By STEVE MERTL

MAZDA CANADA'S DECISION NOT TO bring its latest generation Mazda to another part of the marketplace isn't in Canadian car buyers' interest.

“We might have some people scratching their heads as to why they’re not getting it in Canada if they’re willing to get it in the U.S.,” says Steve Mertz, Mazda Canada’s vice president.

SEE COVER STORY PAGE 10

TORONTO CANADIAN INTERNATIONAL AUTO SHOW SPECIAL

THE HOT CARS

WHEN YOU READ UP ON ANY OF THE latest technologies that populate the automotive industry, you tend to draw attention to trends. You decide what’s hot and what’s not. You decide what’s popular and what’s not. In this issue, we’re profiling three people who don’t see it that way.

TPP TRADE SECRETS

HOW A BAD DEAL MIGHT SPILL OUT

PAGE 18

BEST PRACTICES

Shockingly talented Canadians are hiding in plain sight

The ink often goes to the heads of car companies, or their lawyers, but these enthusiasts get the bar for how things could be.

By MICHAEL GOEZE

Automotive News Canada

Automotive News is expanding into Canada with a suite of news products focused exclusively on Canadian car dealers, automakers and suppliers. Our team of editors and journalists come from across Canada and are dedicated to bringing you news you can trust and content that represents the voice of the Canadian auto industry.

This is a fascinating market – one that looks much more like Europe than America – filled with interesting stories and dynamic players.

Canadian car dealers have realized a surge in profitability, suppliers are navigating a rapid production expansion, and the country is enjoying record annual sales.

But the industry in this country also faces some unique and significant challenges, and we feel that the market is hungry for a publication that addresses Canadian issues, from a Canadian perspective.

Automotive News Canada is here to cover it all, with the same commitment to serving our readers that has been our hallmark for 91 years.

We look forward to this new adventure, and invite you to be a part of the opportunities it presents.

Jeff Melnychuk
Editor-In-Chief
Automotive News Canada

Jason Stein
Publisher
Automotive News Canada



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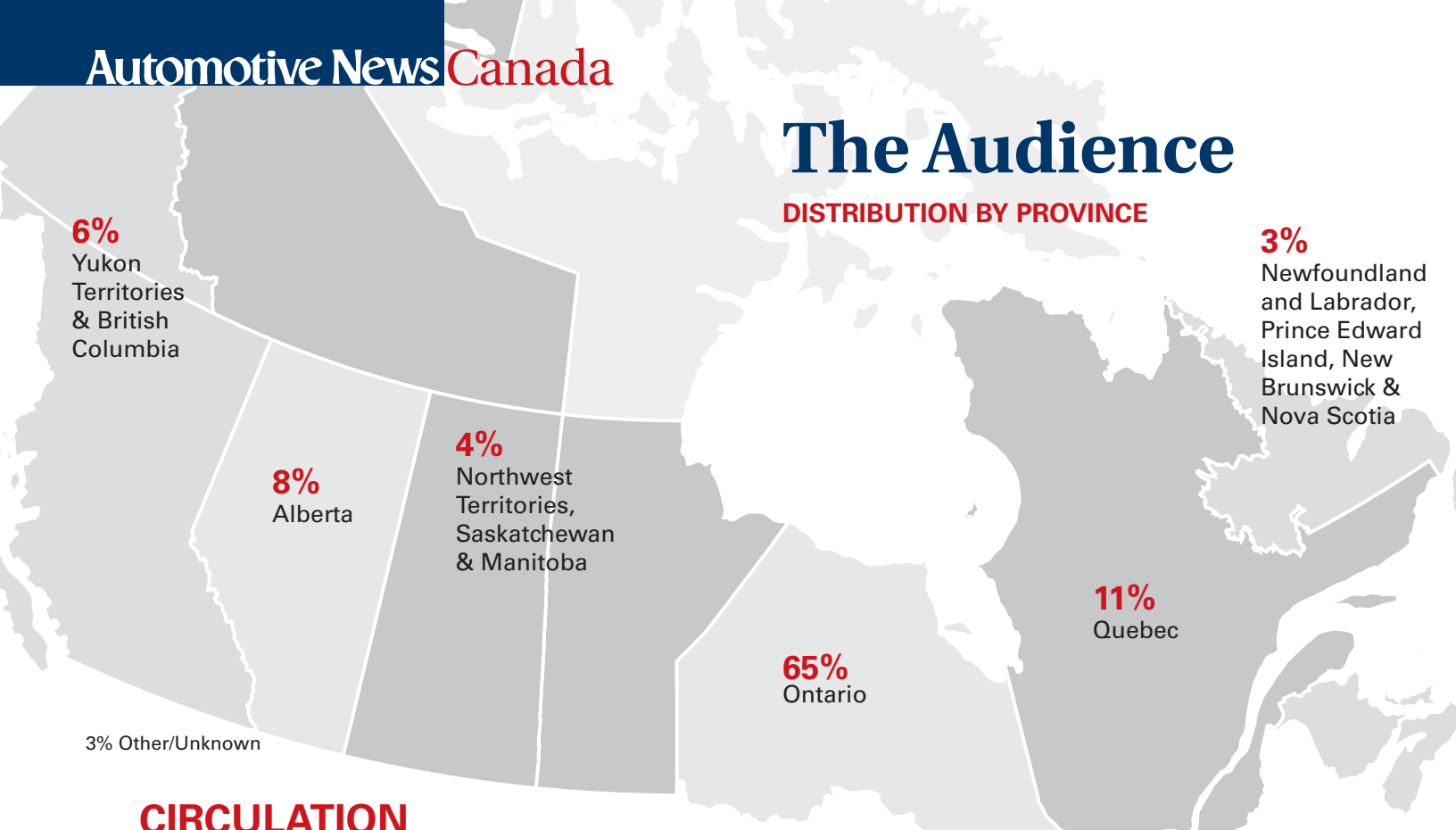
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The Audience

DISTRIBUTION BY PROVINCE



CIRCULATION

11,397 Total Unique Circulation

46%
Dealers

25%
OEMs/Suppliers

29%
Professional Services/Others

PRINT AUDIENCE:
8,404
Per Month

DIGITAL AUDIENCE:
4,537
Per Month

Approximately 1,544 of these readers receive both the print and digital edition.

Print Advertising

ADVERTISING RATES

Size	1X	3X	6X	9X	12X
2-Page Spread (140")	\$9,600	\$9,312	\$9,024	\$8,736	\$8,448
Page (70")	5,000	4,850	4,700	4,550	4,400
Jr. Page (40")	3,800	3,686	3,572	3,458	3,344
1/2 Page (35")	3,500	3,395	3,290	3,185	3,080
1/4 Page (18")	1,825	1,770	1,716	1,661	1,606

All rates are gross and are shown in Canadian dollars.

Advertisers may add together the number of print insertions with other *Automotive News* print products for a combined frequency discount.

Online Advertising

Through a weekly email newsletter, website and breaking news alerts as needed, Automotive News Canada serves Canadian automotive industry executives and global auto executives with responsibility for the Canadian market with the information they need.

Purchased monthly, your ad message appears on breaking news alerts, or on the website and within the weekly newsletter.

ADVERTISING RATES

Weekly Newsletter/Website	Monthly Impressions	Rate
Top Leaderboard 728x90	20,000	\$1,500
Medium Rectangle 300x250	20,000	1,200
Half Page/Filmstrip 300x600 Half Page for use in newsletter, Filmstrip for use on website.	20,000	1,000
Breaking News Alerts		
Top Leaderboard 728x90	6,000	\$500
Medium Rectangle 300x250	6,000	500
Lower Leaderboard 728x90	6,000	500

All rates are net and are shown in Canadian dollars.

The screenshot shows the Automotive News Canada website interface. At the top, there's a search bar and the site logo. Below the logo is a navigation menu with links like Home, Cars & Concepts, OEM/Suppliers, Dealers, Access F&I, Opinion, Newscasts, Data Center, Webinars, Events, Jobs, and MORE. A prominent blue banner at the top right reads "Top Leaderboard - 728x90". The main content area features several news articles with headlines such as "VW quality chief quits amid diesel scandal fallout", "Cash for Nissan's preferred dealers", "Truck Battle Brewing: Countering Chevy's Silverado surge", "Automakers opt for less TV time during Super Bowl", "Chicago auto show preview", and "BUZZWORTHY: SUNSET FOR SCION". On the right side, there are sections for "LATEST NEWSCAST" and "A.M. NEWSCAST" with various sub-headlines like "Chevy's fresh Trax", "Hyundai's ad dominance", "Army's autonomous march", "Behind the luxury lag", "Jeep's game-day face", "Catchy Buick Cascada ad", "See the Prius get away", "Volt powertrain-sharing?", and "VW's generous plan". At the bottom right, there's a blue box with the text "Half Page or Filmstrip 300x600 (weekly and website only)". At the bottom center, another blue box reads "Lower Leaderboard - 728x90 (breaking news alerts only)".

Digital Edition Sponsorship

- The digital edition will be sent to an audience of 6,252.
- Digital edition 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.

23,500 impressions
\$1,500 per publish date



All rates are net and are shown in Canadian dollars.

Editorial Calendar



SEPTEMBER ISSUE

Ad close: Aug. 30

- Production report:** A rundown on trucks built in Canada
- Finance & insurance:** What's changing in the dealership and where will technology take the consumer and the dealer?
- Vehicle history reports:** How good/reliable/accurate are they?
- E-Commerce in Canadian dealerships:** How big a role does it play now, are dealers adopting it, what is its future?
- Regulation:** Ottawa is pursuing to get older, higher-polluting vehicles off the roads
- Marketing:** How traditional has converged with non-traditional trends.
- Dealer best practices:** Market research/targeting customers
- Monthly sales report:** Data and analysis
- Cars & concepts:** Vehicles that have people talking

JULY ISSUE

Ad close: June 28

- Women in Canadian automotive:** The leaders in industry
- Technology:** Chris Urmson – The Canadian engineer leading the Google Car project
- Auto factories in Canada:** What is built where, and what does the future hold?
- Retail tech report:** Where will dealers find highly trained technicians they will need to service future new cars they'll sell?
- Automaker Q&A:** Larry Hutchinson, the first Canadian to head Toyota Canada
- Regulation and emissions report:** How far does car development have to go to meet tightening standards?
- Automotive remanufacturing in Canada**
- Dealer best practices:** Fleet, lease and rental
- Monthly sales report:** Data and analysis
- Cars & concepts:** Vehicles that have people talking

AUGUST ISSUE

Ad close: July 26

- Driving education:** Auto manufacturer-hosted driving schools — why do they do them, what do they gain?
- Pint-sized solutions:** Rural dealers in small, remote centres: how do they cope/prosper?
- State of suppliers:** An interview with key decision-makers at major suppliers in the Canadian industry.
- Fixed operations:** Technology and innovation. An examination of the changing role of the backshop in Canadian dealerships
- Automaker Q&A:** Dianne Craig, president and CEO, Ford of Canada, currently the only woman to lead a car company in Canada.
- Dealer best practices:** Customer retention
- Monthly sales report:** Data and analysis
- Cars & concepts:** Vehicles that have people talking

OCTOBER ISSUE

Ad close: Sept. 27

- Future product:** What's coming to dealerships in 2017?
- Technology:** Update on Urbee, the hyper-miler, 3-D printed hybrid car project under way in Calgary
- Cyber security:** What is the state of security on modern dealer lots? Has electronic surveillance replaced security guards?
- A look at remarketing:** The changing world of auctions, pricing and distribution.
- Dealer best practices:** Personnel services
- Monthly sales report:** Data and analysis
- Cars & concepts:** Vehicles that have people talking

NOVEMBER ISSUE

Ad close: Oct. 25

- Car cutaways:** A look at a half-dozen key vehicles in the Canadian market and their major suppliers
- Vehicle transporters:** Who's who in Canada?
- Best practices:** A collection of retail success stories.
- Dealer best practices:** Promo, display and marketing
- Monthly sales report:** Data and analysis
- Cars & concepts:** Vehicles that have people talking

DECEMBER ISSUE

Ad close: Nov. 29

- Year in review:** A look ahead
- Dealers in the far North:** How many are there, where are they, what are the unique and special challenges they face?
- Technology: Autonomy and connectivity:** How it is shaping the landscape of car sales in Canada.
- Dealer best practices:** Sales and automotive training
- Monthly sales report:** Data and analysis
- Cars & concepts:** Vehicles that have people talking

Advertising Specs

PRINT

All ad files should be uploaded online at <https://autonews.sendmyad.com>
 Print advertising should be provided as PDFx1a files.

<p>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"</p>	<p>2-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"</p>
<p>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"</p>	<p>Junior Page Non Bleed: 7 13/16" x 10"</p>
	<p>Quarter Page Non Bleed: 5 13/16" x 6"</p>

ONLINE

- jpg, gif, animated gif, Flash
- If sending Flash, save in version 8 or lower and refer to: www.craini2i.com/flash/
 Please ask prior to signing the contract if interested in serving any other type of rich media ads to see if ad type is offered or possible
- Looping limited to 3 times maximum
- Banner animation is limited to 15 seconds
- Only user-initiated sound allowed
- Supply URL to link ad
- Maximum file size is 20k for jpg and gif; 50k maximum for Flash format only
- **In addition to selected ad size, please also provide 300 x 50 px creative for use in responsive design**

Online ad materials are due at least five business days prior to campaign start date. All third party ad-serving costs are the responsibility of the advertiser. If you require *Automotive News* to provide rich media services, additional charges will apply. Rich media only available for website placements.

To submit online creative, email AdOps-AutoNews@crain.com.

Contact us for a complete list of specifications for Digital Edition. Need help converting your Flash creative into HTML5? Ask about our partnership with Jivox including capabilities and cost.

In compliance with Canadian privacy regulations, advertisements cannot solicit or collect, or appear to solicit or collect, any personally identifiable information from website visitors. We reserve the right to suspend any creative that is deemed to negatively affect site performance or user experience.

For full terms and conditions, go to www.autonews.com/mediakit

ONLINE AD SIZES	
Leaderboard (top/lower)	728 x 90 px
Medium Rectangle	300 x 250 px
Half Page/Filmstrip*	300 x 600 px

*Filmstrip is a rich media unit consisting of up to 3 frames, within a 300x600 unit size.

