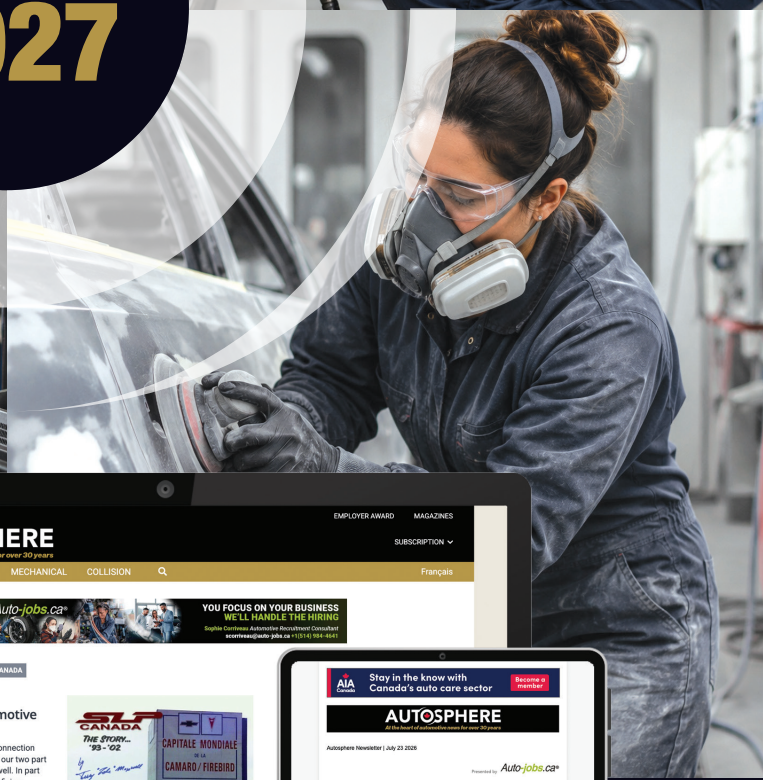
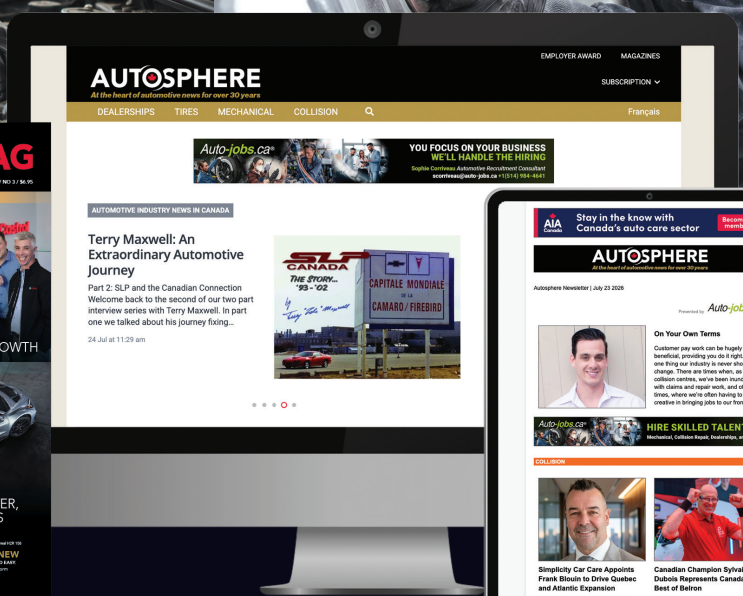




AUTOSPHERE MEDIA KIT 2027











Powered by AUTOSPHERE MEDIA

Elevate your Brand with Autosphere Media

Welcome to Autosphere Media, the leading voice of the Canadian automotive industry.

Our mission is driven by editorial excellence, delivering expert insights into best practices and significant technological advancements. We spotlight the visionary companies and professionals driving the industry forward, providing our audience with strategic, relevant, and actionable information.

Beyond our high-quality editorial content, Autosphere stands out through the dedication and expertise of its highly qualified sales team. Our goal is simple: to become your trusted growth partner. We work closely with every business partner to promote their brand through a personalized approach tailored to their objectives. Together, we develop impactful communication strategies designed to exceed expectations and deliver measurable results that support your business goals.

Our Sales Team



Stéphanie Massé
National Sales Director
514 476-1171
stephanie.masse@autosphere.ca



Lisa Marchese
National Account Manager
416 805-6331
lisa.marchese@autosphere.ca



Audrey Mc Craw
National Account Manager
450 801-4710
audrey.mccraw@autosphere.ca



Gloria Lam
Sales Coordinator
514 289-0888 ext. 219
gloria.lam@autosphere.ca

Our Editorial Team



Michel Beaunoyer is Senior Editor-in-Chief. He oversees the editorial department in addition to contributing to the production of articles for all magazines.



Shirley Brown is Associate Publisher at *Autosphere*, and is responsible for content creation and promotional/advertising support for both online and print platforms.



Huw Evans is the Editor-in-Chief of the English version of Autosphere and is responsible for content creation. He also contributes to writing, production, and visual design.



Jack Kazmierski is Editor-in-Chief of Fleet&Mobility. He is an experienced and well-known automotive journalist and photographer, who specializes primarily in the fleet, dealership and tire sectors.



Isabelle Havasy is a passionate automotive journalist and columnist. Since 2019, she has been working in the automotive aftermarket sector. While covering current events, she highlights the industry's trends, innovations, and key issues.

Distribution

Our Readership

English Subscribers	Magazine	Newsletter	E-Blast
Dealerships	6,462	2,547	2,525
Tires	2,877	1,551	1,493
Mechanical	9,578	3,905	3,855
Collision	3,775	1,916	1,846
Total	22,692	9,919	9,719

French Subscribers	Magazine	Newsletter	E-Blast
Dealerships	3,540	1,414	1,396
Tires	1,938	1,322	1,287
Mechanical	5,689	2,533	1,974
Collision	3,305	1,588	1,372
Total	14,472	6,857	6,029

Total Subscribers	37,164	16,776	15,748

Print	Digital
67%	33%

Geographic Distribution

Quebec	42%
Ontario	29%
West (BC, AB)	15%
Atlantic (NL, NB, PE, NS)	7%
MB, SK	5%
Territories & International	3%

73%
of our readership
are **decision makers**

Categories

- Body Shops
- Dealers (Parts and Services)
- Distributors
- Financial and Insurance Services
- Fleet maintenance
- New Car Dealer
- OEM
- Parts Manufacturers
- Remarketing
- Retail and Wholesalers
- Service and Consultation
- Service and Repair Shops
- Training Centres & Schools
- Truck Dealers
- Used Car Dealers

Editorial & Production Calendar

AUTOSPHEREMAG

Month	Theme	Reservation		Material	Distribution
		Advertorial	Ad		
March	Maintenance	January 7	January 21	January 28	March 3
April	Auto Show Highlights	March 4	March 18	March 25	April 28
June	EV & alternative fuel	April 29	May 13	May 20	June 23
September	Training	July 2	July 15	July 22	August 25
October	Management and Optimization of Operations	August 19	September 2	September 9	October 13
December	AAPEX/SEMA/ Automechanika Innovation	October 7	October 21	October 28	December 1

Specifications

Rates effective for 2027 placement

All digital art should be at 300 dpi

The following digital file types are accepted

All Adobe Products – Acrobat (PDF high-res files with fonts embedded), InDesign (INDD or IDML files with accompanying links and fonts included), Illustrator (EPS or AI files), Photoshop (JPG, PNG, TIFF, PSD).

Vector artwork should be saved in an EPS format with fonts and images embedded, or all images and fonts must be supplied.

Images from the web are not suitable for printing.

Cancellation Policy

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

Material Delivery

Phone: 514 289-0888 #219 | Toll Free: 1 877 989-0888 | Email: sales@autosphere.ca

Magazine Ad Rates* and Sizes

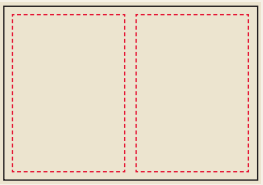
1 Page



Bleed 8.375” x 11.125”
Trim 8.125” x 10.875”
Safe Area 7.125” x 9.875”
Inside Margin 0.625”
Outside Margin 0.5”

English	French
$5,622	$4,979

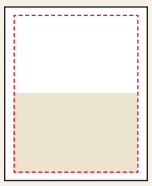
2 Pages



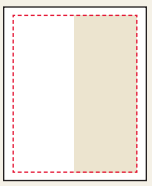
Bleed 16.5” x 11.125”
Trim 16.25” x 10.875”
Safe area 15.25” x 9.875”

English	French
$8,453	$7,481

1/2 Page



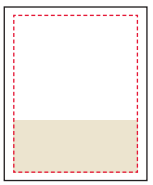
Horizontal 7” x 4.46”



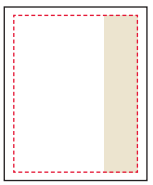
Vertical 3.4” x 9.625”

English	French
$3,551	$3,147

1/3 Page



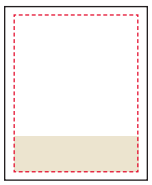
Horizontal 7” x 3.4”



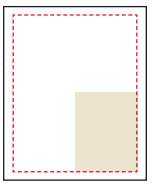
Vertical 2.2” x 9.625”

English	French
$2,530	$2,241

1/4 Page



Horizontal 7” x 2.53”



Vertical 3.4” x 4.76”

English	French
$1,968	$1,743

Digital-Only Advertising

Reach your audience online with a digital-only advertising package. Showcase your brand to engaged readers across our digital edition and enjoy a cost-effective way to increase your visibility with targeted exposure.

Size 8.125” x 10.875”

Rate
$2,995

* Taxes extra; rate per language

Advertorial Program

Tell Your Story

Autosphere's Advertorial Program allows our partners to promote their company in their own words and about any topic they feel is newsworthy (i.e. new products, innovations, executive team etc.)

Turnkey concept includes:

+ Photo shoot by a professional photographer.
+ Editorial process carried out by our team of professional writers, editors, copywriters and translators.
+ Layout created by our graphic design team.
+ Strategic advice from our marketing team.

Sponsored Content

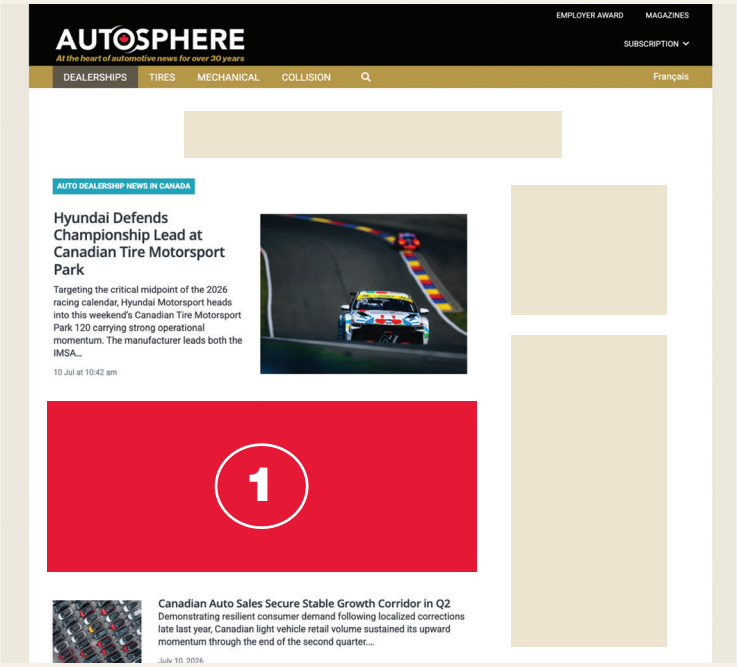
Leverage the power of the Internet to amplify your marketing message through our website, social media and the Autosphere E-Newsletter.

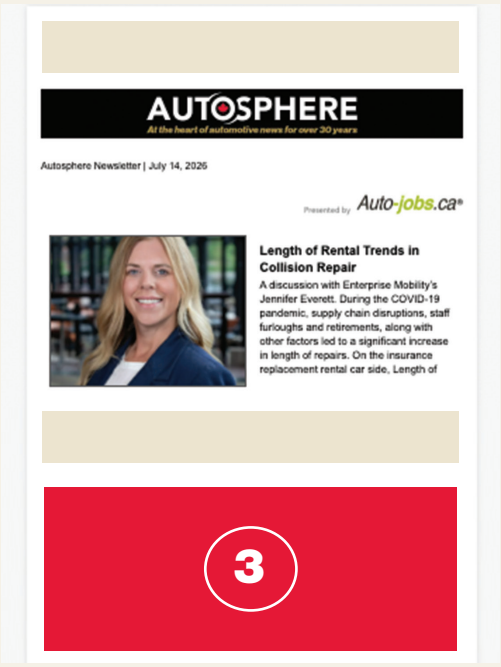
Rate

$2,055

or half price with the purchase of a print advertorial.

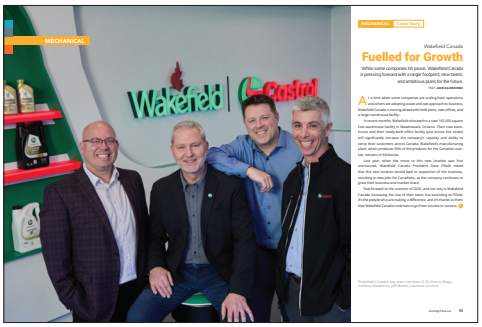
1. **Website :** Your advertorial will appear on the home page of the corresponding market segment for 30 days. Thereafter, it will stay and will always remain searchable for Web visitors.
2. **Social Media :** Simultaneously, we will post your advertorial on LinkedIn and Facebook to increase the impact of your investment for maximum visibility.
3. **E-Newsletter :** In addition, you will reach even more potential customers, as your advertorial will be promoted via our E-Newsletters.





Cover Story

1,200 words





English	French	Digital Mag
$11,250	$10,100	included

Platinum Advertorial

+ Digital promotion (Autosphere.ca, E-Newsletter, and social media)
+ Custom graphic design tailored to the colour of your choice
+ Your logo featured on all right-hand pages

	English	French
4-page print and digital magazine advertorial (1,500 words + photos)	$11,885	$10,835
6-page print and digital magazine advertorial (2,500 words + photos)	$16,240	$15,060
8-page print and digital magazine advertorial (3,500 words + photos)	$21,385	$20,080

1 Page Advertorial

500 words



English	French	Digital Mag
$6,571	$5,928	included

2 Pages Advertorial

875 to 1,000 words



English	French	Digital Mag
$9,373	$8,711	included

Autosphere.ca

23,149/mo
Users

40,083/mo
Impressions

Laptop average: 70%

Mobile average: 30%

Did you know...

For optimal display quality on high-resolution (Retina/HiDPI) screens, we recommend providing banner ads at double resolution.
For example, a banner displayed at 300 × 250 pixels should be created at 600 × 500 pixels. It will still be displayed at 300 × 250 pixels, while delivering a sharper, higher-quality image on high-resolution screens.



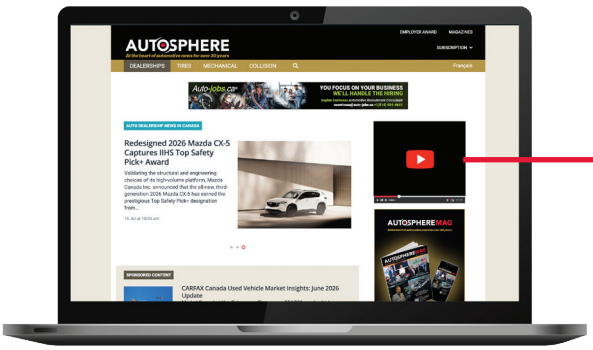
Super Leaderboard
1,456 x 180 pixels (728 x 90 pixels)
$1,684 per month

Billboard #1
600 x 500 pixels (300 x 250 pixels)
$1,571 per month

Skyscraper
600 x 1,200 pixels (300 x 600 pixels)
$1,174 per month

Billboard #2
600 x 500 pixels (300 x 250 pixels)
$953 per month

Billboard #3
600 x 500 pixels (300 x 250 pixels)
$860 per month



Advertising video
600 x 500 pixels (300 x 250 pixels)
$1,648 per month

Accepted file formats JPG, PNG, GIF | **Maximum weight** Static Image **100 kb** | Animated Gif **150 kb**
Accepted video file formats .MOV, .MPEG-1, .MPEG-2, .MPEG4, .MP4, .MPG, .AVI, .WMV, .MPEGPS | **Maximum size** 3 MB | Maximum length 1 minute
Video resolution (YouTube) 1920 x 1080 px (16:9)

E-Newsletters

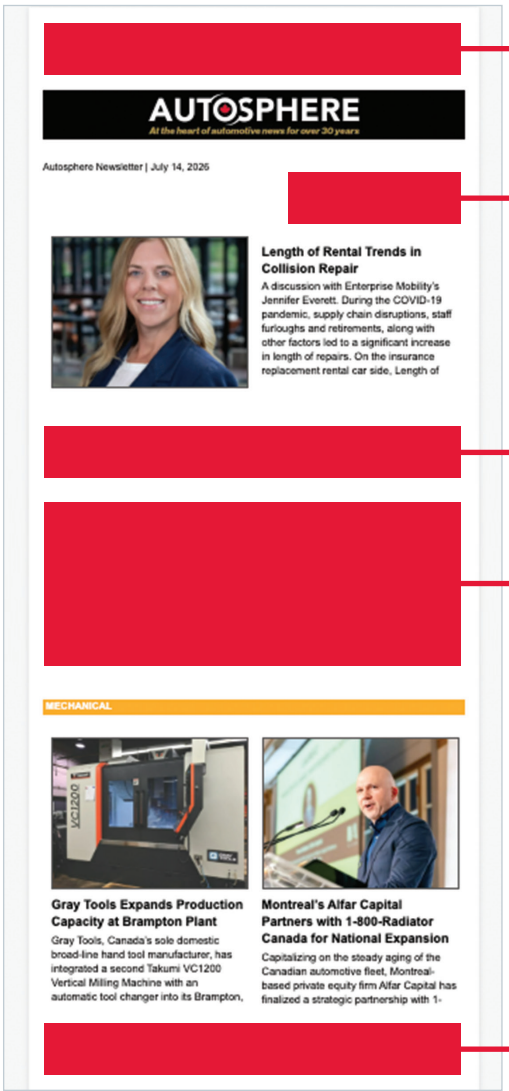
Maximize your brand visibility with our twice-weekly E-Newsletters, delivered every Tuesday and Thursday, 49 weeks a year.

Reach an engaged audience through this high-performing platform — our statistics prove it!

16,776
EMAILS SENT

33%
OPENING RATE

4.6%
ADVANCED CTR



Top Banner

1,200 x 148 pixels (600 x 74 pixels)

$881

Featured Logo & Banner

1,200 x 148 pixels (600 x 74 pixels)

$891

Sponsored Content

$2,055

Segment Banner

1,200 x 148 pixels (600 x 74 pixels)

$594

Did you know...

In marketing, advertising frequency—the average number of times an individual is exposed to a message over a given period—is a fundamental pillar of a successful campaign. A single exposure is rarely enough to generate a sale. It is consistent, controlled repetition that transforms a simple visual stimulus into brand recall, and ultimately, a purchase decision.

Frequency Package	Frequency
24 banners (-15%)	1 banner per month, per language
48 banners (-20%)	2 banners per month, per language
98 banners (-35%)	1 banner per week, per language
196 banners (-50%)	2 banners per week, per language



Unlock the Power of Targeted E-Blasts for Maximum Impact!

Are you looking to reach your audience in a way that's both direct and highly effective? Our targeted e-blast service is designed to make sure your message hits exactly where it matters most—straight to the inbox of our carefully segmented E-Newsletter subscribers. Whether you want to have a direct channel by category, geographic location, or specific interests, we have the tools to tailor your campaigns and maximize your engagement.

With our database, we can personalize email campaigns to meet your specific needs.

Rates

E-blasts are sold in bundles and can be used across multiple email campaigns.

Emails	Discount	Price
5,000	-	$2,375
10,000	-10%	$4,275
15,000	-15%	$6,056
20,000	-20%	$7,600
30,000	-25%	$10,388
45,000	-30%	$14,963

Why Choose Our Targeted E-Blasts?

1. **Precision Targeting:** Connect with your ideal customers by segmenting subscribers into precise categories or geographic areas. This means your content reaches those who are genuinely interested in your offerings, boosting both open rates and conversions.

2. **Cost-Effective Marketing:** By focusing your e-blasts on specific segments, you avoid a one-size-fits-all approach. This efficiency leads to better results with fewer resources, driving higher ROI with each campaign.

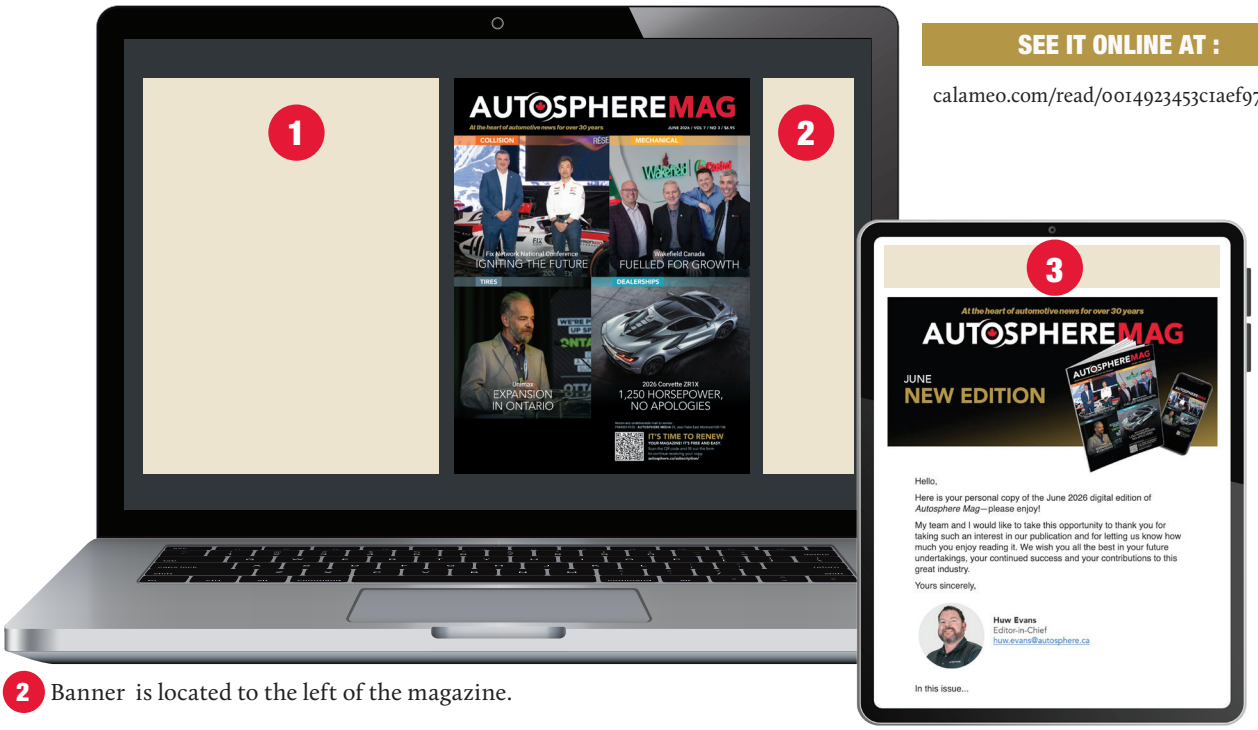
3. **Data-Driven Results:** Track and analyze campaign metrics. With insights into how each targeted group responds, you can continuously optimize content, honing in on what resonates most.

4. Elevate your marketing by reaching the right audience at the right time. Our e-blast service isn't just about sending emails—it's about ensuring every campaign is a conversation with the people who matter most to your brand.

GET READY TO DRIVE ENGAGEMENT AND RESULTS
LET'S GET STARTED ON YOUR NEXT E-BLAST CAMPAIGN!

Sponsored E-Magazine

Put the spotlight on your marketing message with our exclusive Sponsored E-Magazine opportunity.



SEE IT ONLINE AT :

calameo.com/read/0014923453c1aef97aboe

2 Banner is located to the left of the magazine.

Digital Edition

You own the entire space with an exclusive ad placement that will reach all readers of the digital edition.
Your full page ad, plus another 1/3 page vertical strip will be featured on each page of the digital edition of our magazine, thereby placing your marketing message in front of the widest possible B2B Canadian auto industry audience.

SPONSORSHIP INCLUDES

1. **Full-page ad** (8.125" X 10.875"**) opposite the front page of the digital edition
2. **Skyscraper ad** (2.5" X 10.875" **) on the left page through the digital edition
3. **Exclusive leaderboard ad** (1200 x 148 pixels (600 x 74 pixels)) on the digital edition of the delivery email

DIGITAL MAGAZINE RATE PER LANGUAGE

$3,529

* Average of 2025 ** 150 dpi minimum
† Average digital subscribers, July 2026

INFORM AND INSPIRE



AUTOSPHERE MEDIA

Phone: 514 289-0888 #219 | Toll Free: 1 877 989-0888 | Email: sales@autosphere.ca