

MAGAZINE
AUTO
GESTION

MEDIA KIT

2025



GROUPE
RÉMY ROUSSEAU
GROUP

AUTO-GESTION.CA





A NEW PLAYER

In the automobile industry in Québec and Canada

Rémy Rousseau and his team are innovating again with **Auto-Gestion**. This magazine, presented in a head-to-tail format, offer relevant and diverse content written by our journalists and experts.

Auto-Gestion brings tangible value to all segments of the automotive market. We are targeting the 20% of leaders who generate 80% of the sector's activities, including franchises and banners.

Each segment of the industry is interconnected to form a whole. Our content, written by industry professionals, meets the specific needs of this rapidly changing sector.

Remy L. Rousseau
President



EDITORIAL CONTENT



1. Human resources, training, employee engagement
2. Management techniques, challenges, opportunities and strategies for quality workforce engagement
3. Diversity, Equity and Inclusion (DEI)
4. Safety and environment
5. New technologies
6. Environnement, social and gouvernance (ESG)

OUR READERS

Segment	Newsletter French	Newsletter English	Magazine
Mechanical repair shops	2,528	4,234	1,643
Collison repair shops	1,416	1,877	1,172
Dealers - new and used cars	687	1,129	847
Wholesalers and wholesale distributors	658	1,183	538
Fleet managers	211	701	258
Tire dealers	216	631	191
Others/students/teachers	1,481	587	418
Total distribution	7,197	10,342	5,067

2025 EDITORIAL CALENDAR

Period	Mechanical	Collision	Deadlines
FEBRUARY  March	Theme: New Trends Featured products: Tires and Wheels	Theme: Banners & Franchises Featured Products: Calibration System	Ad reservation: February 14th Material dispatch: February 21st Mail out: March 7th
May  June	Theme: Talent Management Featured products: Air Conditioning	Theme: Talent Management Featured products: Welding Equipment Event: Leaders Tribute Gala	Ad reservation: May 23rd Material dispatch: June 6th Mail out: June 13th
August  September	Theme: Training Featured products: Tools and Equipment Event: Leaders Tribute Gala	Theme: Training Featured products: Tools and Equipment	Ad reservation: August 1st Material dispatch: August 8th Mail out: August 15th
November  December	Theme: Looking back on 2025 Featured products: Preparing for winter	Theme: Looking back on 2025 Featured products: Rustproofing	Ad reservation: November 21st Material dispatch: November 28th Mail out: December 10 th

THE TEAM

PUBLISHER AND EDITOR-IN-CHIEF

Rémy L. Rousseau

GENERAL MANAGER

Jessica Parent

CREATIVE DIRECTOR

Optical Design

PROOFREADER/TRANSLATOR

Traduction Dupont

ADMINISTRATIVE SUPPORT

Pascale Rousseau

PHOTOGRAPHER AND VIDEOGRAPHER

Charles Major Legault

JOURNALISTS

Noëllise Turgeon, Raynald Bouchard, Marc Bardiaux, John C. Morris

COLLABORATORS

Frank Tonon, Alexandre Bouthillier, Francis Leblanc, Ghislain Roy, Éric Léveillé and Charles Aubry

SALES AND MARKETING

Rémy L. Rousseau

4-614 Jean-Deslauriers, Boucherville (Québec) J4B 8T5



514-236-3141



remy@grouperemyrousseau.com

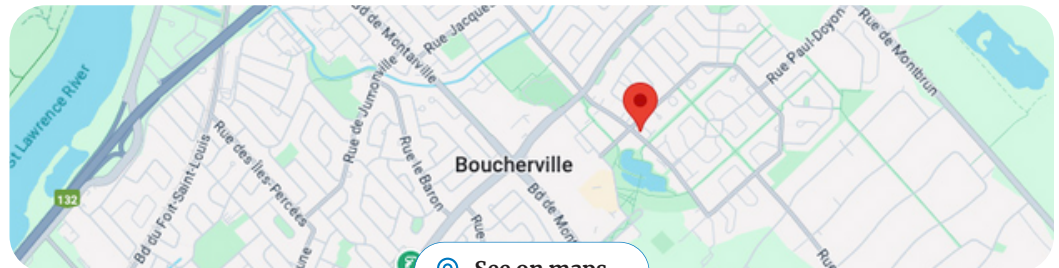
Pierre Theriault



514-924-8983



pierre@grouperemyrousseau.com



AUTO-GESTION.CA

2025 Media Kit

ADDITIONAL INFORMATION

ADVERTISING CHARACTERISTICS

All advertising materials **MUST** be submitted in digital format, either by email or through [wetransfer.com](https://www.wetransfer.com) (for larger files).

ACCEPTED FORMATS

High resolution PDF (300 dpi, CMYK)

WHEN CREATING YOUR ADVERTISING

- Integrate all fonts or describe them
- Ensure that all RGB and spot colors are converted to CMYK
- Ensure that all ad images have a resolution of 300 dpi and are converted to CMYK
- When creating a bleed ad, make sure that all important material is in the live area and that the bleed size extends to all sides of the ad.

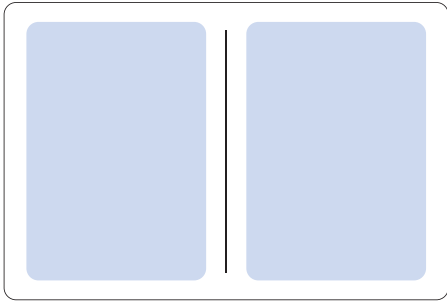
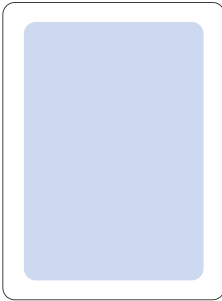
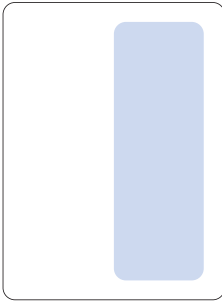
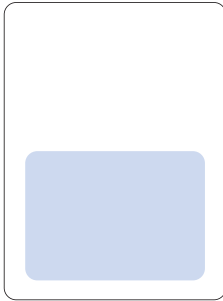
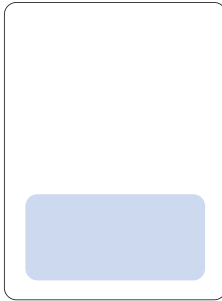
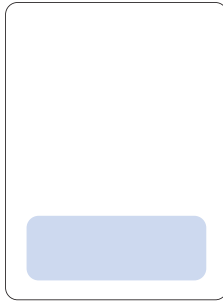
CONDITIONS FOR COPIES AND CONTRACTS

Advertisers and advertising agencies assume responsibility for all content (including text, representations and illustrations of printed advertisements) and also assume responsibility for all claims against the publisher and related costs.

Advertisers and advertising agencies acknowledge that the publisher will not be held liable for its failure to publish any advertisement.

Prices are subject to services tax where such tax is in force. Advertisers filing Canadian income tax returns may claim the publication's advertising costs as a business expense.

PRINTED ADVERTISING FORMAT AND PRICING

DOUBLE PAGE \$ 4,770	PAGE \$ 2,780	1/2 PAGE VERTICAL \$ 1,950	1/2 PAGE HORIZONTAL \$ 1,950	1/3 PAGE \$ 1,115	1/4 PAGE \$ 835
					
Final size: 16,25" x 10,875" Bleed 0,125"	Final size: 8.125" x 10.875" Bleed 0,125"	Format vertical 3,575" x 10,125"	Format horizontal 7,125" x 4,5"	Format horizontal 7,125" x 3,25"	Format horizontal 7,125" x 2,5"
Safety margin: 7.125" x 9.875" (each page)	Safety margin: 7,125" x 9,875"				

FAVORITE POSITION:
 Cover page + 2 content pages = \$8,500
 Electronic English version \$800/page

DIGITAL ADVERTISING PRICING FORMAT

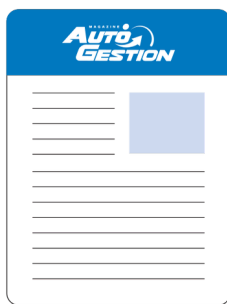
NEWSLETTER

BANNER HORIZONTAL \$ 1,810



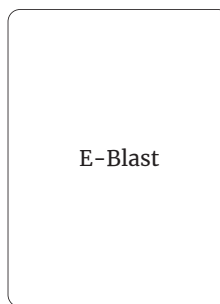
Format :
728 x 180 px

BOX \$ 1,180



Format :
300 x 250 px

E-BLAST \$ 2,220



Format :
E-Blast

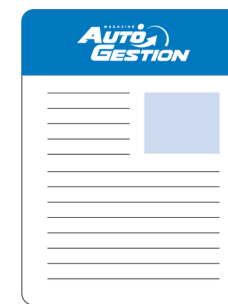
WEB SITE

HORIZONTAL BANNER \$ 1,615



Format :
728 x 180 px

BOX \$ 1,110



Format :
300 x 250 px