

# FenderBender magazine

**45,100 Active Recipients**      **\$135/M**  
**43,254 Phone Numbers**      **\$60/M**

## DESCRIPTION

*FenderBender* is the only magazine edited exclusively for automotive collision repair shop owners and operators that examines real world struggles, successes and solutions from the industry. It provides its readers the inspiration, tools and motivation to help them succeed in the auto body repair industry. Every issue of *FenderBender* includes original profiles of two collision repair businesses - one independent and one dealership - as well as a feature article on a relevant business topic and a Q&A with an industry leader. Every issue also includes three business-building ideas for increasing revenue, reducing costs and effectively addressing customer service, training, HR, technical, marketing issues, and more.

97% of the readers hold top management job titles and 90% of them are involved in every purchasing decision made for their business.

Visit the *FenderBender* magazine website at: [www.fenderbender.com](http://www.fenderbender.com)

### PRIMARY BUSINESS:

Independent/Franchise Vehicle Body Repair	39,755
New and/or Used Vehicle Dealer with Body Repair Shop	4,080
Wholesaler/Warehouse Distributor Specializing in Paint, Body Repair or Equipment Lines	570
Other	695

### JOB FUNCTION:

Owner/Partner/President/Vice President and Other Company Officials	32,927
Manager/Shop Manager/General Manager/Director/Administrator/Superintendent	9,939
Shop Foreman/Shop Supervisor	421
Other	1,813

*Continued on page 2*



### Selections:

Business Type	\$10/M
Job Function	\$10/M
Sales Volume	\$10/M
Employee Size	\$10/M
Phone Numbers	\$60/M
SCF/State/Zip	\$10/M

### Postal Addressing:

Key Coding	\$3/M
Email Delivery or FTP	\$30/F
Run Charges	\$10/M

**Net Name Terms:** Please Inquire

**Minimum Order :** 5,000

**Source :** Controlled Circulation

**Sample Mailing Piece Required**

### Contact :

**Rick Becker**  
**Phone: (469) 467-9100, Ext.110**  
**E-Mail: [rbecker@allmediainc.com](mailto:rbecker@allmediainc.com)**

**Counts thru: 02/09/2012**  
 04.26.11

# FenderBender magazine

---



## SALES VOLUME:

Unknown	8,010
Less Than \$250,000	12,672
\$250,000 - \$499,999	8,686
\$500,000 - \$749,999	3,654
\$750,000 - \$999,999	3,122
\$1,000,000 - \$2,499,999	5,821
\$2,500,000+	3,134

## EMPLOYEE SIZE:

Unknown	2,320
1 - 2	12,682
3 - 4	10,420
5 - 6	5,229
7 - 8	3,349
9 - 10	2,930
11+	8,170

## CANCELLATION POLICY:

**After Shipping & Before Mail Date:** \$75/F plus \$10/M run charges, selects, output costs and/or shipping costs.

**After Mail Date:** Full amount of invoice is due.

**Rush Charges** will apply to all orders needed within less than 3 days from approval (inquire).