

# FenderBender magazine

**45,100 Active Recipients**      **\$135/M**  
**44,631 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	41,540
New and/or Used Vehicle Dealer with Body Repair Shop	3,320
Wholesaler/Warehouse Distributor Specializing in Paint, Body Repair or Equipment Lines	240

### JOB FUNCTION:

Owner/Partner/President/Vice President and Other Company Officials	34,276
Manager/Shop Manager/General Manager/Director/Administrator/Superintendent	8,301
Shop Foreman/Shop Supervisor	445
Other	2,078

*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:

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**Counts thru: 09/17/2013**

04.26.11

**AllMedia Inc.**  
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## SALES VOLUME:

Unknown	7,091
Less Than \$250,000	13,412
\$250,000 - \$499,999	10,292
\$500,000 - \$749,999	3,691
\$750,000 - \$999,999	2,902
\$1,000,000 - \$2,499,999	5,191
\$2,500,000+	2,521

## EMPLOYEE SIZE:

Unknown	2,025
1 - 2	13,911
3 - 4	11,445
5 - 6	5,168
7 - 8	3,105
9 - 10	2,602
11+	6,844

## 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).

## USAGE:

4IMPRINT  
Abbott Cards  
AMCON  
American Van  
Amsterdam Printing  
Aspen Publishers  
B&B Electronics Mfg. Co.  
Barco Products  
Baudville  
C&H  
Chiswick  
Courage Center  
Creative Banner  
Dow Jones & Company  
EMED  
Franklin Covey  
Galeton Gloves  
Gall's

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Great American Business  
Harbor Freight Tools  
Harvey Tool Company  
Headsets.com  
Hello Direct  
Hewlett-Packard  
Idea Inc  
IDVILLE  
L-COM  
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The Occasions Group  
The Popcorn Factory  
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Transcat  
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United States Plastic Corp  
Wine Country Gift Baskets



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