


WRAPS & THE SHOP

magazines proudly present

NEW FOR 2019!

The Paint Protection & Window Film Report



Now, you can reach two great audiences with one advertising purchase.

This one-of-a-kind report will be featured in the 2019 WRAPS annual (mid-June) and the ever popular "Made in the USA" July issue of THE SHOP. Never before have we offered this type of crossover opportunity to our advertisers.

WRAPS Distribution.....	30,000
Promotional Copies	700
THE SHOP Distribution	20,000
Bonus Show Distribution*	2,500
Total reach.....	53,200

*Bonus distribution includes, but isn't limited to THE NBM SHOW (8 cities), ISA, SEMA and PRI

Editorial Focus

This section will take an in depth look at these films through the eyes of both manufacturer and installer. Get involved now as we plan our informative and how-to articles. A special product section will also be available to showcase your best product. Ask your representative for more details.

Media

Respondents in our 2018 Wraps Market Intelligence Analysis Survey noted installation of all types of film with cut vinyl and printed film topping the list*

Cut Vinyl Film	92%
Printed Film	86%
Perforated Window Film	81%
Laminating Film	74%
Reflective Film	69%
Chrome/Metallic Film	60%
Color Change Film	59%
Paint Protection Film	37%

18% of THE SHOP readers do Vehicle Wraps and Graphics.

16% say they offer Window Film, Paint Protection and Tinting services.

Advertising Rates

Spread	\$9,870
Full page	\$5,795
2/3 page	\$4,645
1/2 page	\$3,950
1/3 page	\$3,015
Product Highlight	\$1,200

For special print media programs and digital opportunities contact your sales representative.

For more information and to reserve your space in this special section, please contact your sales representative today!



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