

# WRAPS & THE SHOP

magazines proudly present

## The Paint Protection & Window Film Report

### SPECIAL SECTION:

#### Window Tint and Paint Protection Film Report



**Reach two great audiences with one advertising purchase.**

**This one-of-a-kind report will be featured in the 2020 WRAPS annual (mid-June) and the ever popular "Made in the USA" July issue of THE SHOP. This crossover opportunity delivers twice the punch!**

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

\*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 2019 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 media consultant today!



WRAPS

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