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2019 Media Planner



**MODERN MARKETING,  
POWERFUL PLATFORMS**

PROFESSIONAL  
**Carwashing**  
& DETAILING

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Visit [Carwash.com](http://Carwash.com)

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### AN ESTABLISHED BRAND

Feel confident knowing that your media partnership with Professional Carwashing & Detailing (PC&D) means you have chosen an established brand with a loyal audience. We are celebrating 43 years serving the marketplace — a strong testament to the value we provide. For over four decades, PC&D has been the go-to resource for the well-connected operator.



## PC&D IS THE ULTIMATE LEADER IN CARWASHING

PC&D gives readers the knowledge and wherewithal to succeed. Reaching a community of over 80,000 engaged people across multiple dynamic platforms, our brand stays ahead of the curve and sets the standard.\*



PRINT



DIGITAL



VIDEO



SOCIAL

## PC&amp;D'S AUDIENCE PROFILE

PC&D reaches a community of buyers, covering the industry across all platforms in print and digital. Market to who matters most with an industry-leading brand that offers a reach that is second to none.

## Publication\*\*

<b>18,300</b>	Subscribers
<b>6,601</b>	Full-serve Conveyor
<b>2,669</b>	In-bay Automatic
<b>2,188</b>	Detailing/Restoration
<b>1,817</b>	Self-serve
<b>1,735</b>	Exterior Service Conveyor
<b>1,267</b>	Fast Lube Oil Change who operates a carwash
<b>999</b>	Auto Dealer/Auto Leasing/Gasoline Retailer/Distributor/ Convenience Store who operates a carwash
<b>500</b>	Distributor of Auto Detailing Supplies or Distributor/ Wholesaler/Manufacturer/Supplier of Carwash Equipment, Supplies & Products
<b>500</b>	Potential Investor
<b>24</b>	Other

## Carwash.com\*\*

<b>51,736</b>	Average Monthly Unique Visitors
<b>55%</b>	Mobile Website Traffic

## Carwash eNews\*

<b>13,406</b>	Average Recipients
<b>26%</b>	are New Investors

## Third-party Email\*

<b>10,000+</b>	Email Addresses
<b>19%</b>	are New Investors

## Social\*

<b>8,200+</b>	Social Followers
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## Notable Advantages

Largest publication circulation in the industry\*\*

100% of circulation is qualified by business, title and purchasing authority\*\*

97.6% of print subscribers have been qualified within the past two years\*\*

99.3% of publication subscribers identify themselves as Owner, President or Manager\*\*

15% of publication subscribers are new investors\*\*

Only audited publication to qualify auto dealers, gas stations and c-stores that operate a carwash\*

Longest-standing website in the industry (est. '96)\*

Digital content is well-indexed; 75% of traffic is organic\*



[Download the latest statement.](#)



## POWERFUL PLATFORMS

B2B buyers travel many paths to product purchasing, and the more places you can be on the journey, the more chances you have to win those customers. By utilizing PC&D's portfolio of powerful products, you will reach as well as interact with carwash operators throughout their journey to product purchase.



## SUITE OF PRODUCTS

# PRODUCTS THAT DELIVER

### 12 Standard Publications

- 1 Comprehensive Buyers Guide
- 3 Industry-exclusive Exhibit Product Guides
- 1 Industry-exclusive Chemical and Equipment Supplement
- 1 Industry-exclusive Ancillary Markets Supplement
- 1 Industry-exclusive Research Report

- 1 Dynamic Website
- 1 Interactive Online Buyers Guide
- 6 High-impact Ad Positions
- 1 Industry-only Biweekly eNewsletter
- 12 Special Topic eNewsletters
- 3 Unique Video Platforms
- 3 Engaging Social Media Channels
- 1 Lead-generating Webinar Program
- 1 Facility Targeting Marketing Program

### Notable Advantages

79% of survey respondents have been reading PC&D for at least four years\*

The top three reasons people read our magazine: new product info, content and advertisements\*

Only audited digital edition archived on Carwash.com to maximize shelf life of print ad\*

Longest-standing website in the industry\*

Carwash.com is design-responsive

13% open rate on Carwash eNews\*\*

Over 125 countries visit Carwash.com\*

55% of our traffic comes from a mobile device\*\*

Original video posted on Carwash.com has an average completion rate of 88%\*

### ATTENTIVE AUDIENCE

"The professional carwash industry is rapidly evolving. We are leading the market with significant content investments, such as in search engine optimization best practices, new media like video and more. We understand the carwash industry, and we effectively serve it every day, because if they're not reading the content, they're not seeing your marketing message."

— Rich DiPaolo  
Editorial Director  
Ph. 516.404.4532  
[rdipaolo@carwash.com](mailto:rdipaolo@carwash.com)



## QUALITY CONTENT IS OUR STANDARD

PC&D knows carwashing and has been serving the industry since 1976. That's 43 years of reporting on industry trends, best practices and proven processes that carwash operators can use to grow their businesses.

Leveraging our market-leading position, PC&D offers insight, passion and comprehensive coverage through unparalleled access and in-depth reporting. We are committed to sharing our unique perspective to an informed carwash community beyond the traditional media landscape, because in the digital age customer communication matters most.

We understand your business, we understand your customer, and we are experts in bringing buyers and sellers together.

## 2019 EDITORIAL CALENDAR

Month	Lead Story	How-To	New Operator/Investor	Profit Centers	Technical	Spotlight On	Video Series
<b>January</b> Materials due 12/12/18	Finding land	Foam shows	Financing update	Auto dealerships	LEDs	Pay stations	Door selection
<b>February</b> Materials due 1/18/19	Loyalty plans and programs	Starting a carwash	Hiring and staffing	IBA technologies	Vacuums	Self-serve	Towel types and care
Materials due 1/18/19	<b>SCWA Convention &amp; Expo Exhibit Product Guide — Feb. 24-26   Arlington, TX //</b> Includes new product information, booth listings and more, and will be distributed to a targeted audience.						
<b>March</b> Materials due 2/8/19	Advances in POS	Insurance	New build vs. existing site	Pet wash	Doors	Replacement parts	High-tech tunnels
<b>April</b> Materials due 3/13/19	Green carwashing	Water reclaim	Industry events	Oil and gas	Dryers	Brushes	Water
<b>May</b> Materials due 4/8/19	The Car Wash Show™	Glass cleaning	Updating a site	Headlight restoration	Chemicals	Insurance	Loyalty programs
Materials due 4/8/19	<b>The Car Wash Show™ Exhibit Product Guide — May 13-15   Nashville, TN //</b> Includes new product information, booth listings and more, and will be distributed to a targeted audience.						
<b>June</b> Materials due 5/9/19	Seasonal weather washing	Towel care	Trends in wash formats	Detailing	Belt conveyors	Touch-free	New investors
Materials due 5/9/19	<b>Chemical and Equipment Supplement //</b> In-depth analysis on the leading solutions and machinery in the market.						
<b>July</b> Materials due 6/1/19	Industry education	Marketing	Training programs	Quick lube	RFID	Oil and gas	Chemicals
<b>August</b> Materials due 7/10/19	Emerging auto technology	Tire cleaning	Branding	Auto dealerships	Signage	Noise suppression	LED lighting
Materials due 7/10/19	<b>Ancillary Market Supplement //</b> Expanding to make more money by adding oil, gas, auto dealers, tires and much more.						
<b>September</b> Materials due 8/16/19	Emergency planning	Menus	Real estate	Self-serve technologies	Brushes	IBAs	Equipment
Materials due 8/21/19	<b>NRCC Exhibit Product Guide — Sept. 23-25   Atlantic City, NJ //</b> Includes new product information, booth listings and more, and will be distributed to a targeted audience.						
<b>October</b> Materials due 9/11/19	Holiday programs	Fleet accounts	Starting loyalty programs	Tires and auto parts	Security	Doors	Pay station innovations
<b>November</b> Materials due 10/16/19	Site selection	Memberships	Permits and zoning	Flex service	Water testing	Detailing	Trends in drying
<b>December</b> Materials due 11/8/19	Site design	Equipment maintenance	Landscaping	Auto body repair	Arches	Dryers	Auto dealers
Materials due 11/8/19	<b>2020 Buyers Guide //</b> Year-long reference source: Directory of Manufacturers, Distributors, Products and more.						



## POWERHOUSE PRODUCTS

Powerhouse Products are an extension of our print portfolio. By advertising in our Exhibit Product Guides (EPGs), which are focused on industry trade shows, and our Supplements, which are focused on leading market trends, you align your brand with relevant editorial content and lead decision-makers to your website, driving the purchasing funnel forward.



# CREATE LASTING IMPRESSIONS

## Exhibit Product Guides & Supplements

### SCWA Convention & Expo Exhibit Product Guide Feb. 24-26 | Arlington, TX

Stand out from the crowd, maximize your exposure and secure booth traffic by advertising in the EPG. This industry-exclusive, go-to guide will include new product information, booth listings, the schedule of events, a Q&A with the association and more. This guide will be distributed to a targeted audience.

### The Car Wash Show™ 2019 Exhibit Product Guide May 13-15 | Nashville, TN

This EPG will be distributed to a targeted audience. It will be converted into a digital edition, delivered to our entire digital subscriber list and housed in our digital archives on Carwash.com indefinitely. It will be placed in media booth bins at the show and distributed from our booth.

### Chemicals & Equipment Supplement June 2019

In order to be successful, operators need to know the latest information on the tools of the trade. This special supplement, which will be distributed to a targeted audience, will delve deeper into chemical and equipment innovations and trends.

### Ancillary Market Supplement August 2019

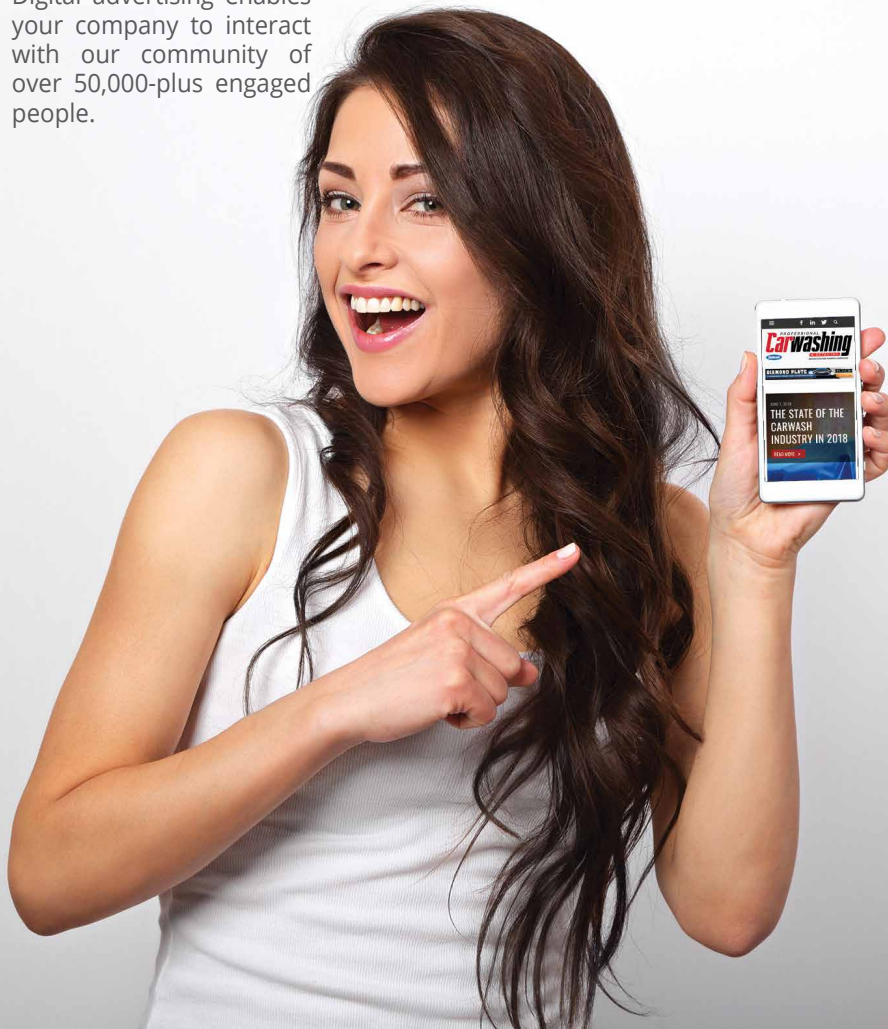
In this special supplement, which will be delivered to a targeted audience, we examine some of the most practical and profitable ways to grow a business and increase customer satisfaction. Market sectors that will be included are: gas, oil, tires, auto dealers and much more.

### NRCC 2019 Exhibit Product Guide Sept. 23-25 | Atlantic City, NJ

Every attendee counts because every customer matters. Maximize your exposure and secure booth traffic by advertising in this industry-exclusive, go-to guide, which includes new product information, the schedule of events, an interview with the NRCC, booth listings and more. This guide will be distributed to a targeted audience.

## EVOLVING AUDIENCE

With established products serving the market every day and new offerings, including video, we connect you to prospects as well as customers in real time. Digital advertising enables your company to interact with our community of over 50,000-plus engaged people.



# MEASURABLE AND INTERACTIVE



**CUSTOM eBlasts:** Be confident your message will make an impact with 100% share of voice.



**DYNAMIC AND FIXED:** Choose how you want to advertise on Carwash.com. Dynamic ads are served on desktop and mobile and appear within high-value content. Fixed ads are a shared position and served to targeted desktop users.



**eNEWSLETTERS:** Our biweekly, industry-exclusive eNewsletter features breaking news and industry coverage that impact our readers most, providing an opportunity to brand your company within “what’s happening now” content.



**HIGH-IMPACT:** Your program can include a premium push-down, a floor ad, video and more on Carwash.com.



**INDUSTRY REPORT:** Sponsor PC&D's exclusive Industry Report and reach elite prospects. This report is an in-depth market analysis sold to operators throughout the world.



**VIDEO:** Introduce and educate buyers about your product innovations and technologies through video.



**WEBINAR:** Get in front of the right people at the right time. Leverage PC&D's reputation and reach by hosting a lead-generating webinar.

[For details and pricing](#)



### STAYING CONNECTED

In 2019, video will account for the majority — over 80% — of all internet traffic around the globe. Video will dominate and be a primary medium for how users consume information about companies, products and services. Partner with PC&D, and be where your customers are going.\*



# MODERN MARKETING IN MOTION

## Carwash Connection

Showcase your brand by sponsoring PC&D's new, monthly, industry-exclusive video series, Carwash Connection. This series, which focuses on best practices and market trends, is a unique way to position your company within high-value content. Examples of video series topics include: Site Selection & Design and High-tech Bays and Tunnels.

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## Corporate Video

PC&D knows carwashing. We've been reporting on industry trends and best practices operators can use to grow their businesses since 1976. We understand your business, we understand your customer and, most of all, we know how to tell your story. Only PC&D can effectively tell your story and deliver it to the most active and largest digital community in the market.

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## Product Video

Introduce buyers to and educate them about your product innovations and technologies through video. Your video will be promoted to the market across all of our digital channels.



## MARKETPLACE RESEARCH

The Professional Carwashing Industry Report is an in-depth market analysis that covers all segments of the professional carwashing industry. Sponsoring this industry-exclusive report enables your company to reach elite prospects.



Putting your company message within this high-value, paid content is a wise decision. This report is the go-to guide our readers — your customers — will reference in the months ahead.

In addition to branding your company within a product that has such an extensive shelf-life, being associated with this content means your company will be a trusted source of industry information and solutions — one that operators will want to do business with.

Harnessing the power of Carwash.com and our first-in-class marketing capabilities, the PC&D Industry Report is promoted through all of our resources — in print and digital — and sold to our community of carwash operators.

[For details and pricing.](#)

## Sponsor Benefits

4 x 5 x 6-inch ad with 200 words of descriptive copy, company logo and contact information

The sponsor "Thank You" page will feature your logo, company overview and contact information

Your logo will appear in the "Sponsor Sections" throughout the Industry Report and link to your website

The Industry Report will be sold via eCommerce on Carwash.com; your logo will appear on this purchasing page

## 2019 RATES AND SPECS

PRINT	1x	4x	6x	12x
Two-page Spread	\$5,600	\$5,400	\$5,200	\$5,000
Full Page	\$3,700	\$3,500	\$3,300	\$3,100
2/3 Page	\$3,100	\$2,900	\$2,700	\$2,500
1/2 Page Island	\$2,700	\$2,500	\$2,300	\$2,100
1/2 Page	\$2,600	\$2,400	\$2,200	\$2,000
1/3 Page	\$2,100	\$1,900	\$1,700	\$1,500
1/4 Page	\$1,600	\$1,400	\$1,200	\$1,000
1/6 Page	\$1,400	\$1,200	\$1,000	\$800
Premium Positions	Call For Pricing			
Trade Show EPGs				
Supplements				
Classifieds				

CAR CARE CORNER	1x
Full Page	\$1,600
1/2 Page Horizontal	\$950
1/4 Page Vertical	\$600
1/6 Page Vertical	\$450



HIGH IMPACT DIGITAL	1x
Premium Pushdown	\$840/Week
Floor	\$675/Week
In-story Video	\$575/Week
Parallax	\$550/Week
Expandable Video	\$1,175/Month
Sidekick	\$1,175/Month

VIDEO	1x
Carwash Connection Sponsorship Series	\$10,000
Corporate Video	\$10,000
Product Video	\$7,500

DIGITAL	Dimensions	CPM
Long Ad	728x90	\$55
Square Ad	300x250	\$55

EMAIL	Dimensions	CPM
Dedicated Third-party Emails	550x600 Max	\$210

NEWSLETTER	1x
Top	\$1,950/Month
Middle	\$1,825/Month
Floor	\$1,700/Month

*For details and pricing*

*\* Publisher's own data \*\* Verified Audit Circulation September 2018*