



# PROFESSIONAL Carwashing & DETAILING

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## ABOUT US

For over 40 years in print and over 20 years online, **Professional Carwashing & Detailing (PC&D)** magazine and Carwash.com have been serving carwash owners and operators with industry-leading information to thrive in the professional carwashing and detailing industry.

Every issue of **PC&D** provides technical, business and how-to information to help our readers be more profitable and elevate their professionalism. The professional carwashing and detailing industry is changing and we are keeping pace. Serving high-quality content across all print and digital formats, including eNewsletters, video programs, webinars, podcasts and social media channels, extends our unmatched reach into the market.

### PRINT

Circulation:	18,300
Frequency:	12x
Established:	1976

### WEBSITE

Average Monthly Page Views:	92,136
Average Monthly Unique Visitors:	56,526
Average Time on Page:	2:38

### PROFESSIONAL CARWASHING & DETAILING ON OTHER PLATFORMS

Facebook Likes:	3,517
Twitter Followers:	3,268
eNewsletter Subscribers:	12,396
eNewsletter Monthly Opens:	24,746



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# CARWASH

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JANUARY	FEBRUARY	MARCH
<p><b>Lead Story:</b> Employee management</p> <p><b>How-to:</b> Light shows</p> <p><b>New Operators:</b> Marketing</p> <p><b>Profit Centers:</b> Rust prevention services</p> <p><b>Technical:</b> Undercarriage treatments</p> <p><b>Spotlight On:</b> Water</p> <p><b>Video Series:</b> Booms</p> <p><b>SCWA Convention &amp; EXPO Exhibit Product Guide:</b> Jan. 29-31   Fort Worth, TX</p>	<p><b>Lead Story:</b> Auto tech update</p> <p><b>How-to:</b> Fleet accounts</p> <p><b>New Operators:</b> Loyalty programs</p> <p><b>Profit Centers:</b> Vending</p> <p><b>Technical:</b> Customer processing</p> <p><b>Spotlight On:</b> Brushes</p> <p><b>Video Series:</b> LEDs</p> <p><b>Additional Profit Center supplement:</b> A review of some of the leading ancillary markets.</p>	<p><b>Lead Story:</b> The Car Wash Show</p> <p><b>How-to:</b> Glass cleaning</p> <p><b>New Operators:</b> Menus</p> <p><b>Profit Centers:</b> Bug removal</p> <p><b>Technical:</b> Vacuums</p> <p><b>Spotlight On:</b> Chemicals</p> <p><b>Video Series:</b> Dryers</p> <p><b>The Car Wash Show Exhibit Product Guide:</b> April 6-8   San Antonio, TX</p>
<p><b>Ad Closing: December 12</b> <b>Ad Materials Due: December 19</b></p>	<p><b>Ad Closing: January 13</b> <b>Ad Materials Due: January 20</b></p>	<p><b>Ad Closing: February 10</b> <b>Ad Materials Due: February 17</b></p>
APRIL	MAY	JUNE
<p><b>Lead Story:</b> Permits and zoning</p> <p><b>How-to:</b> Mini tunnels</p> <p><b>New Operators:</b> New equipment</p> <p><b>Profit Centers:</b> Pet wash</p> <p><b>Technical:</b> Water reclaim</p> <p><b>Spotlight On:</b> Self-serve</p> <p><b>Video Series:</b> Doors</p>	<p><b>Lead Story:</b> Top 30 under 30</p> <p><b>How-to:</b> Chemical applications</p> <p><b>New Operators:</b> Industry training programs</p> <p><b>Profit Centers:</b> Ice</p> <p><b>Technical:</b> Self-serve technology</p> <p><b>Spotlight On:</b> Rollers</p> <p><b>Video Series:</b> Conveyors</p>	<p><b>Lead Story:</b> Additional profit centers</p> <p><b>How-to:</b> Surveillance</p> <p><b>New Operators:</b> Building a brand</p> <p><b>Profit Centers:</b> C-store</p> <p><b>Technical:</b> Brushes</p> <p><b>Spotlight On:</b> Doors</p> <p><b>Video Series:</b> Point-of-sale</p>
<p><b>Ad Closing: March 16</b> <b>Ad Materials Due: March 23</b></p>	<p><b>Ad Closing: April 13</b> <b>Ad Materials Due: April 20</b></p>	<p><b>Ad Closing: May 18</b> <b>Ad Materials Due: May 25</b></p>

JULY	AUGUST	SEPTEMBER
<p><b>Lead Story:</b> Women in carwashing</p> <p><b>How-to:</b> Foam applications</p> <p><b>New Operators:</b> Selecting suppliers</p> <p><b>Profit Centers:</b> Detailing</p> <p><b>Technical:</b> Dryers</p> <p><b>Spotlight On:</b> Vacuum arches</p> <p><b>Video Series:</b> Chemicals</p>	<p><b>Lead Story:</b> Water and energy</p> <p><b>How-to:</b> Tire care</p> <p><b>New Operators:</b> Chemical storage and delivery</p> <p><b>Profit Centers:</b> Carpet extraction</p> <p><b>Technical:</b> Preventive maintenance</p> <p><b>Spotlight On:</b> In-bay automatics</p> <p><b>Video Series:</b> Brushes</p> <p><b>Welcome Guide supplement:</b> A new investor guide specific to the professional carwashing and detailing industry.</p>	<p><b>Lead Story:</b> Winterizing your carwash</p> <p><b>How-to:</b> Modernize your site</p> <p><b>New Operators:</b> Safety</p> <p><b>Profit Centers:</b> Quick Lube</p> <p><b>Technical:</b> VFD</p> <p><b>Spotlight On:</b> Replacement parts</p> <p><b>Video Series:</b> Friction washing</p> <p><b>NRCC Exhibit Product Guide:</b> TBD   Atlantic City, NJ</p>
<p><b>Ad Closing: June 17</b> <b>Ad Materials Due: June 24</b></p>	<p><b>Ad Closing: July 20</b> <b>Ad Materials Due: July 27</b></p>	<p><b>Ad Closing: August 18</b> <b>Ad Materials Due: August 25</b></p>
OCTOBER	NOVEMBER	DECEMBER
<p><b>Lead Story:</b> Lending and financing update</p> <p><b>How-to:</b> Gift cards/holiday marketing</p> <p><b>New Operators:</b> Signage</p> <p><b>Profit Centers:</b> Odor control</p> <p><b>Technical:</b> IBA update</p> <p><b>Spotlight On:</b> Belt conveyors</p> <p><b>Video Series:</b> Touch-free</p>	<p><b>Lead Story:</b> Top 50 List</p> <p><b>How-to:</b> Interior cleaning</p> <p><b>New Operators:</b> Buying a carwash</p> <p><b>Profit Centers:</b> Gas</p> <p><b>Technical:</b> Noise suppression features</p> <p><b>Spotlight On:</b> Pay stations</p> <p><b>Video Series:</b> Water</p>	<p><b>Lead Story:</b> Site selection and design</p> <p><b>How-to:</b> Headlight restoration</p> <p><b>New Operators:</b> Selling a carwash</p> <p><b>Profit Centers:</b> Food and beverage</p> <p><b>Technical:</b> Water restoration</p> <p><b>Spotlight On:</b> Point-of-sale equipment</p> <p><b>Video Series:</b> Equipment</p> <p><b>2021 Buyers Guide</b></p>
<p><b>Ad Closing: September 17</b> <b>Ad Materials Due: September 24</b></p>	<p><b>Ad Closing: October 19</b> <b>Ad Materials Due: October 26</b></p>	<p><b>Ad Closing: November 17</b> <b>Ad Materials Due: November 24</b></p>

## PRINT RATES & SIZES

Ad Unit Size	OPEN	4X	6X	12X
<b>2-PAGE SPREAD</b> <i>Trim size 15.75" x 10.75", Live Area 0.5" inside trim, Full Page Bleed, add 0.125" all sides past trim</i>	\$5,600	\$5,400	\$5,200	\$5,000
<b>FULL PAGE</b> <i>Trim size 7.875" x 10.75" Live Area 0.5" inside trim Full Page Bleed, add 0.125" all sides past trim</i>	\$3,700	\$3,500	\$3,300	\$3,100
<b>1/2 PAGE HORIZONTAL</b> <i>7" x 5"</i> <b>1/2 PAGE VERTICAL</b> <i>3.375" x 10"</i>	\$2,600	\$2,400	\$2,200	\$2,000
<b>1/3 PAGE HORIZONTAL</b> <i>7" x 3.3125"</i> <b>1/3 PAGE VERTICAL</b> <i>2.125" x 10"</i>	\$2,100	\$1,900	\$1,700	\$1,500
<b>1/4 PAGE HORIZONTAL</b> <i>7" x 2.5"</i> <b>1/4 PAGE VERTICAL</b> <i>4.5" x 3.75"</i>	\$1,600	\$1,400	\$1,200	\$1,000
<b>1/6 PAGE HORIZONTAL</b> <i>4.5" x 2.5"</i> <b>1/6 PAGE VERTICAL</b> <i>2.125" x 5"</i>	\$1,400	\$1,200	\$1,000	\$800

**For classified information, contact: Sandy Murphy • 518.275.9370 • smurphy@carwash.com**

Email ad files to cperry@babcox.com

Questions: Christine Perry • cperry@babcox.com • 330.670.1234 x245

## DIGITAL RATES & SIZES

Website Ads	IMPRESSIONS PER MONTH	RECTANGLES & LEADERBOARDS Net rate per month	BILLBOARDS Net rate per month	High Impact Ads						
						Net rate per week				
Dominant presence	75,000	\$3,750	\$4,675	Top Scroller		\$1,800				
Competitive presence	40,000	\$2,100	\$2,625	Sneaker		\$1,200				
Essential presence	20,000	\$1,100	\$1,375	Top Scroller w/Video		\$1,800				
				Slide In		\$1,000				
				Sticky Note		\$960				
eNewsletter	TITLE SPONSOR	FEATURED VIDEO	FLEX A	FLEX B	FLEX C	FLEX D	FLEX E			
Carwash eNews	\$400	\$300	\$250	\$250	\$200	\$200	\$200			
Frequency: 2 issues per week			All rates above are per week							
<b>Digital Edition Sponsorship</b>		Banner Ads- 728x90 (desktop/tablet) 320x50 (mobile) Two eBlasts w/logo + 250x250 display ad Interstitial Ad					\$5,000/month			

**Download our Digital Advertising Guide at [Babcox.com/digitalguide](http://Babcox.com/digitalguide)**

For detailed ad specifications, visit <http://ads.babcox.com>

Questions: Kelly McMahon • kmcmahon@babcox.com • 330.670.1234 x208

### Advertising Terms and Conditions:

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