

# PROFESSIONAL Carwashing & DETAILING



Professional Carwashing & Detailing (PC&D) and Carwash.com are industry-leading resources that deliver actionable, credible content to the market's largest combined community of carwash owners, operators and professional detailers.





## CONTENT

Tell a story to our audience! *Sponsored Content* allows you to write an article for [Carwash.com](http://Carwash.com). Educate readers by covering industry trends or providing technical knowledge. Prominent positioning and promotion are included.

Our partners also turn to us for custom content creation and creative services, including:

- Case Studies and White Papers
- Infographics
- Reviews
- How-tos, Lists or Guides
- Landing Pages



## CUSTOM SPONSORSHIPS

Custom sponsorships allow for your customized message, including co-branded features and unique integrations that provide the opportunity, to align brands with our respected content in a BIG way.

- Website Sponsorships
- Event Sponsorships
- Garage Studio Sponsorships



## ENEWSLETTERS

Take advantage of digital display and native ad placements, as well as sponsorship opportunities, placing your message in front of carwash owners and detailers while they're proactively seeking information about the industry.

- Carwash eNews:  
2x/week (Mon/Thu)  
Subscribers: 11,633  
Monthly Opens: 31,320



## MAGAZINE

*Professional Carwashing & Detailing* is the leading print publication for carwash owners and operators. General topics, such as industry trends, best practices and maintenance, empower carwash owners and operators as well as detailers with the knowledge they need to run successful businesses.

- Display Ads
- Advertorials
- Digital Editions
- Custom Publishing

Total Qualified Circulation: **18,300**



## PODCASTS

*Podcasts* allow you to tap into a loyal and engaged group of listeners. A podcast audience forms a relationship with the host – and with the brand that sponsors the show.

Align your brand with the *Wash Talk* podcast. Sponsorships include:

- Sponsor attribution in each episode
- Promotion via eNewsletter, website and social media
- Posting of the episodes to [Carwash.com](http://Carwash.com) and syndication to all major podcast platforms



## RESEARCH

From surveys to focus groups, our experienced automotive industry research team leverages deep industry knowledge to craft research campaigns that deliver accurate and reliable data that can help you take the pulse of the market, court new business, gain customer insights, and track and predict trends.

[Request more info](#)

[Industry Report](#)



## WEBINARS

A [webinar](#) helps you:

- Position your company as a thought leader
- Generate leads
- Deliver an impactful branding message

It doesn't matter if you already have a topic and presenters in mind or if you need help creating an idea from scratch. Our team of experts makes it easy by managing the process from start to finish.



## WEBSITE

[Carwash.com](http://Carwash.com) averages more than 113,338 pageviews each month. Our viewers spend an average of 2:18 minutes per page.

- Website Display Ads
  - High-Impact Ads
  - Content Targeting Ads
  - Site Sponsorship
  - Sponsored Content
  - Digital Supplements
- [Babcox.com Ad Demos](#)

Monthly Pageviews: **113,338**



## VIDEO

[Video](#) is not only popular, but it also has great visual storytelling capabilities to help you reach and engage your target audience.

Align your brand with the *Carwash Connection* and *PC&D Unscripted* video series.

- Sponsor attribution in each video
- Promotion via eNewsletter, website and social media
- Product Placement
- Custom Video
- Interactive Video

[Garage Studio and Training Center](#)  
[Why Video is Significant](#)



## DIRECT MARKETING

We offer several direct marketing tools that leverage our first-party data to locate and engage your target audience. As a third-party sender, you can rent our list to deploy single or multi-send email campaigns to specific demographics of the *PC&D* subscriber audience, segmented by job title, business classification, sales volume, and geography. You can also serve a custom topical targeting ad to visitors who have previously engaged with content relevant to your brand on [Carwash.com](http://Carwash.com). Reporting included.



## ADVANCED DIGITAL TARGETING

Leverage our industry knowledge, first-party data and expertise to create a custom campaign that reaches your audience at the right time, in the right place, with the right message.

Connected TV  
Audio Ad Delivery  
Native Ads  
Keyword Targeting  
[Weather Targeting](#)  
Retargeting  
Contextual Targeting  
Social Retargeting

Audience Targeting:  
• Behavioral  
• NAICS/SIC Codes

- CRM Targeting
- Look-alike Audience
- Predictive Targeting
- Audience Excluding

[Facility Targeting:](#)

- IP Targeting
- Geofencing
- Historical Targeting