

# 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.

PRINT  
**15K**

WEBSITE  
**113K**

EMAIL  
**10K**

SOCIAL MEDIA IMPRESSIONS  
**190K**

## MARKET SERVICES



### 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



### 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](#)



### 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: **15,025**



### 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



### 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.

## MARKET SERVICES



### NEWSLETTERS

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: 9,974*  
*Monthly Opens: 31,320*
- **WeekEND Review eNews:**  
*1x/week (Fri)*  
*Subscribers: 9,723*



### 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**



### 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.



### 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](#)



### SOCIAL MEDIA

Meet your audiences where they are online with the power of social media marketing. Supporting your multimedia projects with social media not only expands your content's reach, but it also positions you as a thought leader with a voice of authority on the channels that matter most to your audiences.

[Request more info](#)



### 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             | • Look-alike Audience      |
| Audio Ad Delivery        | • Predictive Targeting     |
| Native Ads               | • Audience Excluding       |
| Keyword Targeting        |                            |
| <b>Weather Targeting</b> |                            |
| Retargeting              |                            |
| Contextual Targeting     |                            |
| Social Retargeting       | <b>Facility Targeting:</b> |
|                          | • IP Targeting             |
| Audience Targeting:      | • Geofencing               |
| • Behavioral             | • Historical Targeting     |
| • NAICS/SIC Codes        |                            |
| • CRM Targeting          |                            |

## CUSTOM SOLUTIONS

### CUSTOM VIDEO

Babcox Media can produce videos on your company's behalf, then distribute them to the market.

### WEBSITE DESIGN

Creating a website doesn't have to be difficult. We'll help you bring your website to life, so you can stay focused on running your business.

### CUSTOM PRINT

PC&D will print a custom brochure and mail to the circulation. With PC&D your custom piece will be poly-bagged with the current issue. We'll also produce a digital version of the brochure and provide you 100 additional copies.

### SOCIAL MEDIA SERVICES

Babcox Media offers promotional campaign services as well as full-service social media management on your company's behalf.

### CUSTOM NEWSLETTERS

Babcox Media is a leader in connecting your message directly to aftermarket professionals. When working with us, you can create leads and deliver a return on your marketing investment.