2021 CONTENT PLAN

PROFESSIONAL Carwashing & DETAILING

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
MONTHLY CONTENT FOCUS ACROSS ALL PLATFORMS	» **PRIVATE EQUITY IMPACT** » **FINANCING** » **CONSULTANTS** **Spotlight On:** Dryers **Carwash Connection Video:** Self-serve booms **Unscripted Video:** Marketing **Wash Talk Podcast:** SCWA Expo	» **DESIGNING A MENU** » **CONTROLLERS** » **RISK ASSESSMENT** **Spotlight On:** Chemicals **Carwash Connection Video:** Interior detailing **Unscripted Video:** Loyalty programs **Wash Talk Podcast:** 2020 Top 50 list recap	» **SELF-SERVES** » **POS SYSTEMS** » **IN-BAY AUTOMATIC UPDATE** **Spotlight On:** Water **Carwash Connection Video:** Brushes **Unscripted Video:** Maintenance **Wash Talk Podcast:** Site selection and design	» **DETAILING BEST PRACTICES** » **CERAMIC PROTECTANTS** » **DOORS** **Spotlight On:** Insurance **Carwash Connection Video:** Doors **Unscripted Video:** Chemicals **Wash Talk Podcast:** Private equity	» **INDUSTRY DIVERSITY** » **CHEMICAL PH** » **INSECT REMOVAL** **Spotlight On:** Arches **Carwash Connection Video:** Vacuum booms **Unscripted Video:** Detailing **Wash Talk Podcast:** Menu design	» **EMPLOYEE MANAGEMENT** » **BRUSHES** » **TIRE CARE** **Spotlight On:** Equipment **Carwash Connection Video:** Blowers **Unscripted Video:** Water **Wash Talk Podcast:** Self-serves

***SPECIAL OPPORTUNITIES THIS YEAR**

- **SCWA EPG: FEB. 17-19, FORT WORTH, TX – FEBRUARY ISSUE**
- **NRCC EPG: OCT. 4-6, ATLANTIC CITY, NJ – SEPTEMBER ISSUE**
- **THE CAR WASH SHOW EPG: NOV. 15-17, LAS VEGAS, NV – NOVEMBER ISSUE**
- **2021 BUYERS GUIDE – DECEMBER ISSUE**

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→ DIGITAL ADVERTISING SPECIFICATIONS

→ PRINT AD SPECIFICATIONS
→ CLOSING DATE
→ MATERIALS DUE DATE

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2021 CONTENT PLAN

Professional Carwashing & Detailing

	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
MONTHLY CONTENT FOCUS ACROSS ALL PLATFORMS	» **STATE OF THE CARWASH INDUSTRY** » **M&A UPDATE** » **WASH CLUBS** **Spotlight On:** Financing **Carwash Connection Video:** Chemicals **Unscripted Video:** Interviews from The Car Wash Show™ **Wash Talk Podcast:** Detailing best practices	» **STATE OF THE DETAILING INDUSTRY** » **PADS** » **MARKETING** **Spotlight On:** Loyalty programs **Carwash Connection Video:** In-bay automatics **Unscripted Video:** Vacuums **Wash Talk Podcast:** Industry diversity	» **WATER RECLAIM** » **SEASONAL OPPORTUNITIES** » **VACUUMS** **Spotlight On:** Belt conveyors **Carwash Connection Video:** Exterior detailing **Unscripted Video:** Doors **Wash Talk Podcast:** State of the carwash industry	» **DRYER UPDATE** » **EMERGING AUTO TECH** » **SURFACE REPAIR** **Spotlight On:** Replacement parts **Carwash Connection Video:** Water **Unscripted Video:** Dryers **Wash Talk Podcast:** State of the detailing industry	» **THE CAR WASH SHOW™** » **BELT CONVEYORS** » **SIGNAGE** **Spotlight On:** Training programs **Carwash Connection Video:** Express exterior **Unscripted Video:** Arches **Wash Talk Podcast:** The Car Wash Show™	» **TOP 50 LIST** » **BOOMS** » **SITE SELECTION AND DESIGN** **Spotlight On:** Signage **Carwash Connection Video:** Self-serves **Unscripted Video:** Brushes **Wash Talk Podcast:** Water reclaim
*SPECIAL OPPORTUNITIES THIS YEAR	■ SCWA EPG: FEB. 17-19, FORT WORTH, TX – FEBRUARY ISSUE ■ NRCC EPG: OCT. 4-6, ATLANTIC CITY, NJ – SEPTEMBER ISSUE ■ THE CAR WASH SHOW EPG: NOV. 15-17, LAS VEGAS, NV – NOVEMBER ISSUE				■ 2021 BUYERS GUIDE – DECEMBER ISSUE	

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