

# AUDIENCE EXPERIENCE PLANNER



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 and operators and professional detailers.

Reach Carwash Owners and Operators – Anytime. Anywhere.



# MARKET SERVICES

→ FOR ADVERTISING INFORMATION AND RESOURCES CLICK ON THE "ADVERTISE" DROPDOWN ON THE PROFESSIONAL CARWASHING & DETAILING BRAND PAGE AT [Babcox.com/brand/professional-carwashing-detailing/](http://Babcox.com/brand/professional-carwashing-detailing/)

## CONTENT

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

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

- Case Studies & 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 while they're proactively seeking information about the industry.

- **Carwash eNews:**  
*2x/week (Mon/Thu)*  
*Subscribers: 10,381*  
*Monthly Opens: 30,673*

## 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

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* 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](#)

## WEBINARS

Prove the ROI of your marketing program! 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](#) averages more than 116,808 pageviews each month. Our viewers spend an average of 2:09 minutes per page.

- Website Display Ads
- High-Impact Ads
- Content Targeting Ads
- Site Sponsorship
- Sponsored Content
- Digital Supplements

[Babcox.com Ad Demos](#)

Monthly Pageviews: **116,808**

## 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*, *Newsmakers* and *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

Target a select group within our audience base to deliver a specific message in order to generate a direct response. We are able to communicate with individuals who have agreed to receive emails from our partner clients to help you sell more products.

## 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 and 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



PROFESSIONAL  
**Carwashing**  
& DETAILING