



**INTERNATIONAL
CARWASH
ASSOCIATION®**

ICA 2023 Media Opportunities

CAR WASH MAGAZINE

www.carwash.org

ICA Media Offerings:

💧 ***Car Wash Magazine***

💧 ***CAR WASH Magazine Show Guide***



The association's members represent more than **15,000** car wash locations across the globe.



ICA members make purchasing decisions for equipment and supplies, subscription services, marketing, building, design and more.



ICA media reaches car wash owners and operators as well as those involved in marketing, finance, human resources and maintenance.

We're With You

We've seen the ups and downs of this business and the amazing transformation of the car wash industry. Our perspective and coverage are shaped by this journey. We provide trusted, relevant, forward-thinking and thought-provoking content ranging from innovation to entrepreneurship, empowering you to become a confident, connected industry leader.



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ASSOCIATION®

CAR WASH Magazine

ADVERTISING RATES and SIZES

Full Color	1x	2x	3x-4x
Double-page Spread	\$5,123.50	\$4,869.50	\$4,609.50
Outside Back Cover	\$4,305.50	\$4,093.50	\$3,799.50
Inside Front Cover	\$4,093.50	\$3,789.50	\$3,629.50
Inside Back Cover	\$3,844.50	\$3,579.50	\$3,419.50
Full Page	\$3,487.50	\$3,309.50	\$3,129.50
1/2 Page	\$2,199.50	\$2,089.50	\$1,984.50
1/3 Page	\$1,679.50	\$1,594.50	\$1,509.50
1/4 Page	\$1,269.50	\$1,209.50	\$1,139.50

SPECS

Full Page no Bleed
7" x 9.5"

Full Page w/Bleed
8.625" x 11.125"

Double-page Spread
w/Bleed
17" x 11.125"

1/2 Page Horizontal
7" x 4.583"

1/3 Page Vertical
2.166" x 9.5"

1/4 Page Vertical
3.333" x 4.583"

CAR WASH MAGAZINE

The flagship ICA publication is printed quarterly and distributed to ICA members and targeted audiences.

CAR WASH Magazine reaches 2,500 key operator contacts and decision makers — the **most engaged of the engaged when it comes to the car wash industry.**

The publication provides best-in-class content and design that informs and educates car wash operators around the globe, empowering them to be confident, connected industry leaders.



STATIONS
EMERGE
AS EV
SOLUTION

312

Calif. Brought
Restrictions Reach
Far and Wide

300+

US Car Washes

2023

2023

2023

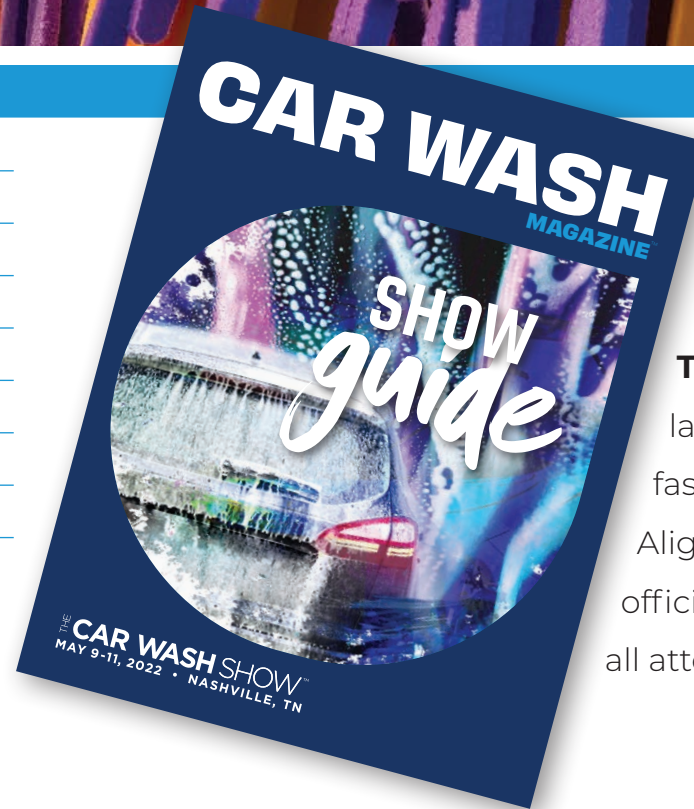
CAR WASH Magazine Show Guide



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Full-color Rates	1x
Double-page Spread	\$3,500
Outside Back Cover	\$2,805
Inside Front Cover	\$2,655
Inside Back Cover	\$2,500
Full Page	\$2,425
1/2 Page	\$1,525
1/4 Page	\$895

**CAR WASH
SHOW**
MAY 8-10, 2023
LAS VEGAS, NV



The Car Wash Show™ is the largest gathering of car wash and fast lube professionals in the world. Align your business with the show's official printed Show Guide given to all attendees.

