



CAR WASH MAGAZINE™

2025 Media Opportunities

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.** This award-winning 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.

Special Issue – Pulse™

This special issue of CAR WASH Magazine will **include exclusive data from ICA's Pulse™ targeted research surveys, including timely consumer and industry data and actionable insights.** This special issue will be distributed to ICA members and targeted audiences in a print and digital version.

Special Issue – The Best!

The Best of 2024 will feature targeted distribution at The Car Wash Show 2025 and will be **the ONLY issue of CAR WASH Magazine available at The Show in print.** Its circulation will include a digital version that will be distributed to a targeted email list of more than 20,000 professionals in the car wash industry, including all registered attendees at The Car Wash Show.



CAR WASH Magazine



Special Issue-
The Best!

Special Issue-PULSE™



ONLY 40 PAGES
of ads will be offered per issue.



ONLY 20 PAGES
of ads are being offered in this special Pulse issue.



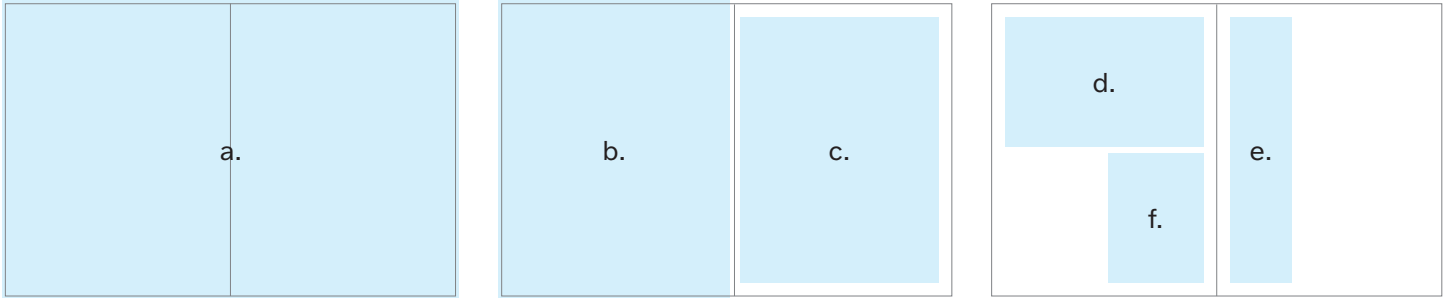
ONLY 24 PAGES
of ads are being offered in The Best! issue.

Ad Placement / Pricing:

Rates are based on number of issues in which you have an ad commitment.

	1 Issue	2-4 Issues	5-6 Issues
Double Page Spread	\$5,000	\$4,800	\$4,600
Outside Back Cover	\$4,300	\$4,100	\$3,800
Inside Front Cover	\$4,100	\$3,800	\$3,600
Inside Back Cover	\$3,800	\$3,600	\$3,400
Full Page Inside	\$3,500	\$3,300	\$3,100
1/2 Page Horizontal	\$2,200	\$2,100	\$2,000
1/3 Page Vertical	\$1,700	\$1,600	\$1,500
1/4 Page Vertical	\$1,300	\$1,200	\$1,100
ICA Champions Discount*	20% Off	20% Off	20% Off

*For more information about becoming an ICA Champions partner, contact Jennifer Fitzpatrick at jfitzpatrick@carwash.org.



Ad Sizes:

	Inches		Picas	
	Width	Height	Width	Height
a. Double Page Spread w/Bleed	17"	11.125"	102p	66p9
b. Full Page w/Bleed	8.625"	11.125"	51p9	66p9
c. Full Page No Bleed	7.375"	9.875"	44p3	59p3
d. 1/2 Page Horizontal	7"	4.8"	44p3	29p
e. 1/3 Page Vertical	2.285"	9.875"	13p9	59p3
f. 1/4 Page Vertical	3.555"	4.8"	21p4	28p9

Ad Artwork Specifications:

- **Magazine Trim Size:** 8.375" x 10.875" (50p3 x 65p3)
- **Bleed:** 0.125"
- **Color:** CMYK Only (ads containing spot-colors or RGB are NOT accepted)
- **Minimum Resolution:** 250 dpi
- **Maximum Ink Density:** 300%
- **Acceptable File Formats:** PDF, TIFF, JPEG, and EPS (all fonts must be outlined)

Important Dates:

Issue	Artwork Due	Ship Date
Q1 - Spring 2025	Jan. 8, 2025	March 2025
Special Issue - The Best!	Feb. 20, 2025	April 2025
Q2 - Summer 2025	April 9, 2025	June 2025
Q3 - Fall 2025	June 27, 2025	August 2025
Special Issue - Pulse™	Aug. 8, 2025	October 2025
Q4 - Winter 2025	Sept. 19, 2025	November 2025



RESERVE YOUR SPACE!

Let us help you come up with a plan that fits within your budget and achieves your ROI, reach and engagement goals.
Contact Jennifer Fitzpatrick at jfitzpatrick@carwash.org.