

Since 1953



The Voice of
the Car Care Industry

MEDIA KIT



www.carwashmag.com

ISSUE	SPECIAL FEATURES and SURVEYS	MANUFACTURERS' SHOWCASE	BONUS CIRCULATION	SPACE CLOSE	MATERIALS DUE
JANUARY	Detail Survey Full-Service Trends Heating A Wash	Vacuum System Showcase and Editorial Feature		November 20	November 27
SOUTHWEST CARWASH EXPO SUPPLEMENT	Exhibitors, Site Map, Schedule, and Must Attend Sessions		Southwest Car Wash Association Convention and Expo Feb 24-26, Fort Worth, TX	December 18	December 24
FEBRUARY	Charitable Wash Managing Growth Detail Lessons	Detail Product Showcase and Editorial Feature	Southwest Car Wash Association Convention and Expo Feb 24-26, Fort Worth, TX	December 18	December 24
MARCH	David Vs. Goliath Full/Flex-Serve Conveyor Survey Maximizing Labor <i>Spring Catalogs Etc. Guide</i>	Water Treatment System Showcase and Editorial Feature	Southeast Petro-Food Marketing Expo March 3-4, Myrtle Beach, SC	January 20	January 27
CAR WASH SHOW SUPPLEMENT	Exhibitors, Site Map, Schedule, and Must Attend Sessions		The Car Wash Show May 3-5, Las Vegas, NV	February 19	February 26
APRIL	Financing AI Powered Operations SCWA Wrap	Dryer System Showcase and Editorial Feature		February 19	February 26
ANNUAL BUYERS GUIDE	Buyers Guide Six User-Friendly Categories Alphabetical Website Listing and Toll-Free Listings, Association Listing		Distributed at All Major Trade Shows	March 12	March 19
MAY	Self-Serve Survey The Right Chemicals Equipment Maintenance & Repair Out-of-the-Box Promotions Ancillary Services <i>websource.guide</i>	Marketing Software Showcase and Editorial Feature	The Car Wash Show May 3-5, Las Vegas, NV	March 19	March 26
JUNE	Regional Chain Management ICA Wrap Self-Serve Rebirth Social Media How-To	Self-Serve Equipment Showcase and Editorial Feature		April 19	April 26
JULY	Exterior Conveyor Survey Self Service Trends Economical Lighting	Winterization Showcase and Editorial Feature		May 21	May 28
AUGUST	Advertisers' Showcase Training & Education Modern Full Service AI-Powered Inspections	Tunnel Wash Systems Showcase and Editorial Feature		June 22	June 29
SEPTEMBER	Successful Site Layout Car Wash Insurance NACS preview <i>Fall Catalogs Etc. Guide</i>	Security/Safety Products Showcase and Editorial Feature		July 16	July 23
CARWASH CON SUPPLEMENT	Exhibitors, Site Map, Schedule, and Must Attend Sessions		Carwash Con East October 4-6, Atlantic City, NJ	July 16	July 23
OCTOBER	In-Bay Automatic Survey Winning in a Competitive Market Innovative Marketing	Cleaning Products/Systems Showcase and Editorial Feature	Carwash Con East October 4-6, Atlantic City, NJ	August 20	August 27
NOVEMBER	Design and Construction Owners Speak NRCC Wrap <i>websource.guide</i>	In-Bay Automatic Showcase and Editorial Feature		September 21	September 28
DECEMBER	Executive Forecast State of the Industry Survey St. Nick's Pick	Computer Systems Showcase and Editorial Feature		October 20	October 27

Monthly Editorial Features: **(Please contact our editor for the above editorial contributions)**

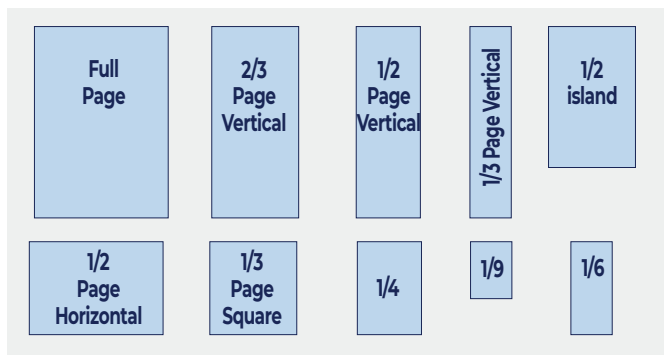
• On the Wash Front • Auto Detailing • Product Showcase • Industry Newsline
• Manufacturers' Showcase • Profile in Success • Finishing Line

Editorial copy and artwork are due on the 1st of the month, two months prior to the issue cover date. If the 1st falls on a Saturday, Sunday, or holiday, materials are due the following business day.

Editorial Contact: Timothy Denman - timdenman@ewwpi.com • Advertising Contact: Joanne Gambert - jgambert@ewwpi.com

2125 Center Avenue • Suite 603 • Fort Lee, NJ 07024 • Office: (201) 592-7007 Fax: (201) 592-7171

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DISPLAY ADVERTISING RATES

Black & White Rates: 1X 3X 6X 13X*

Full Page.....	\$3325.....	3145.....	3000.....	2865
2/3 Page.....	\$2465.....	2310.....	2225.....	2110
1/2 Island.....	\$1970.....	1885.....	1820.....	1735
1/2 Page.....	\$1910.....	1765.....	1695.....	1655
1/3 Page.....	\$1440.....	1310.....	1240.....	1110
1/4 Page.....	\$1065.....	985.....	925.....	825
1/6 Page.....	\$850.....	670.....	635.....	565

Premium Positions (Rates include four-color charge)

Cover II & III.....	\$4700.....	4415.....	4295.....	4120
Cover IV.....	\$5300.....	5030.....	4785.....	4650

* Includes 12 monthly issues and the Annual Buyers Guide

Color Charges: CMYK only

These charges are in addition to earned rate for black & white pages.

4-color per page or fraction\$750

AD MATERIAL REQUIREMENTS

Ad material can be sent by email or uploaded to our FTP site in high resolution format (a minimum of 300 dpi.) Other acceptable formats of artwork are QuarkExpress, InDesign, Photoshop, and Illustrator. The publisher accepts no responsibility for ads submitted without color proofs. Photo files should be saved as CMYK (not RGB), and can be TIFF, EPS, or PDF. Photo scans should be high resolution scanned at 300dpi. They should be close to the size used in the ad. Files should not be locked or embedded.

Artwork prepared by publisher will be billed to advertiser.

MECHANICAL REQUIREMENTS

Space unit	Width	Depth
Full Page.....	7.0"	10.0"
2/3 Page vertical	4.5625"	10.0"
1/2 Page vertical	3.375"	10.0"
1/2 Page horizontal	7.0"	4.875"
1/2 Page island	4.5625"	7.375"
1/3 Page vertical	2.1875"	10.0"
1/3 Page square	4.5625"	4.875"
1/4 Page	3.375"	4.875"
1/6 Page	2.1875"	4.875"
1/9 Page	2.1875"	3.0"
Trim size	8.125"	10.875"

BLEED OR OVERSIZE ADS

Bleed page plate size	8.375" X 11.125"
Bleed page trim size	8.125" X 10.875"
Bleed double-page spread plate size	16.50" X 11.125"
Bleed double-page trim size	16.25" X 10.875"

Live area: must be .375" inside the trim

Note: It is important that any photo, word or anything that should not be trimmed from your artwork stays **inside** the .375" safety margin.

COMMISSION

Agency commission: 15% to recognized agencies.

No cash discount. Terms: NET 30 days.

CANCELLATIONS

Cancellations must be made in writing or via email with confirmation of receipt from the Publisher. No cancellation will be accepted after the issue's published closing date.

GENERAL POLICY

- Publisher reserves the right to reject any advertisement. The advertiser assumes all liability for any claims and/or expenses resulting from the unauthorized or improper use of any names, photographs, maps, illustrations or other contents used or statements made in connection with his/her advertising.
- Advertisements set to simulate editorial style must be labeled "Advertisement."
- Short Rates and Rebates: Advertisers will be short-rated if within a 12-month period from the date of first insertion they do not use the amount of space upon which their billings have been based. Advertisers will be rebated if within a 12-month period from the date of first insertion they have used sufficient additional space to warrant a lower rate than that at which they have been billed.
- Rate earned is determined by the number of insertions or different advertisements regardless of size placed in any one or more issues within the contract period. Each page of spread will be counted as one insertion toward earning a frequency rate. Distributor ads are not included in earning frequency discounts for display advertising.

Send contracts, insertion orders, copy instructions, and artwork to:

Joanne Gambert - jgambert@ewwpi.com

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If you are a distributor or smaller manufacturer, advertising within the Distributor Guide offers a cost effective way to reach our audience. If you have a car care facility for sale, used equipment, or a job offer, the classified section of Auto Laundry News is a proven way to get a response and can be combined with online advertising on our website, www.carwashmag.com for immediate results.

DISTRIBUTOR ADVERTISING RATES

These ads will appear in the Distributors' Guide Section.

Black & White Rates: 1X.....13X*

Full Page\$1305\$1275

1/2 Page (horiz. or vert.)\$750\$685

1/3 Page\$490\$465

1/4 Page\$395\$375

1/6 Page\$275\$250

1/9 Page\$195\$170

* Includes 12 monthly issues and the Annual Buyers Guide

Color Charges: CMYK Only

These charges are in addition to earned rate for black & white pages.

4-color per page or fraction\$750

Catalog and Websource Guide ads can be used to get requests for your catalog or drive traffic to your website. These 1/9 page, four-color ads feature your catalog or website plus a 50 words description and we do all the production work for you.

**Catalogs Etc.\$650 NET March and September

**Websource Guide\$650 NET May and November

**Cannot be included in frequency discounts and are non-commissionable.

For ad material requirements, please see the Display Advertising Rate Card.

Distributor ads are non-commissionable
All classifieds ads prepaid and non-commissionable

CLASSIFIED DISPLAY RATES

Black & White Rates: 13X*

Full Page\$1605

1/2 Page (horiz. or vert.)\$810

1/3 Page\$575

1/4 Page\$455

1/6 Page\$320

1/9 Page\$215

INTERNET CLASSIFIED RATES

You can place your ad in the classified section of our website, www.carwashmag.com, for an additional charge of 50% of the magazine rate.

Your ad will appear for 30 days and you can get an immediate response by including your email address.

CLASSIFIED RATES

\$250.00 minimum for first 30 words. **\$4.00** per each additional word.

\$175.00 per 1 column inch (2.1875" X 1"). Ad in **BOLD TYPE \$50.00 extra.**

Black and white photo **\$100.00 extra.**

MECHANICAL REQUIREMENTS

Space unit Width Depth

Full Page 7.0" 10.0"

2/3 Page vertical 4.5625" 10.0"

1/2 Page vertical 3.375" 10.0"

1/2 Page horizontal 7.0" 4.875"

1/2 Page island 4.5625" 7.375"

1/3 Page vertical 2.1875" 10.0"

1/3 Page square 4.5625" 4.875"

1/4 Page 3.375" 4.875"

1/6 Page 2.1875" 4.875"

1/9 Page 2.1875" 3.0"

Trim size 8.125" 10.875"

CLOSING DATES

Closing date for space reservations is the 20th, two months prior to the cover date. Advertising material must be received seven days thereafter.

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Leaderboard 728 x 90

Medium Rectangle 300 x 250

Max initial file load Size: 40 KB
Max additional initial file load Size for OBA self-reg compliance: 15 KB
Max video & animation frame rate: 24 FPS
Maximum animation length: 15-Sec (i.e. flash™)
Z-index range: 0 - 4,999
Max percentage of CPU usage: 20%

1/2 page 300 x 600

Text ad

Text with a link to your URL
Channel sponsorship maximum of 350 characters

Video

Video recommendations:
Short, high-quality videos minimum resolution 720p
Recommended maximum length of 60 Sec
Video file type: MP4. or link
Ratio: 16:9 (landscape; 1.78)

ROS (Run of Site)

**Leaderboard
728 x 90
Medium Rectangle
300 x 250**

Channel Sponsorship

**Leaderboard 728 x 90
Medium Rectangle 300 x 250
Half Page 300 x 600
Text Ad up to 350 characters**

Labeling requirements, font size, etc. ad unit content must be clearly distinguishable from normal webpage content
(i.e. ad unit must have clearly defined borders and not be confused with normal page content)

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Ad Type	Image Dimensions	Max Initial File Load Size	File Types
eNewsletter Leaderboard	728 X 90 px	50 KB	jpg
eNewsletter 1/2 page	300 X 600 px	50 KB	jpg
eBlast Leaderboard	728 X 90 px	50 KB	jpg
eBlast Body	800 X 1300 px (Recommended)	50 KB	jpg

*Linking URL's — must be domain name based.

*Ad types listed may not be compatible with all brands.

Submission of eBlast & eNewsletter Advertising Material

Submit creative material via email: jgambert@ewwpi.com

Send creative files attached to your email, not embedded in your email.

Creative material must be submitted a minimum of 5 business days prior to launch

Creative should include the following:

- Advertiser name
- Contact name & email address for approval and deployment authorization
- Linking URL's (must be domain named based)
- Subject or title of eblast

Send contracts, insertion orders, copy instructions, and artwork to:

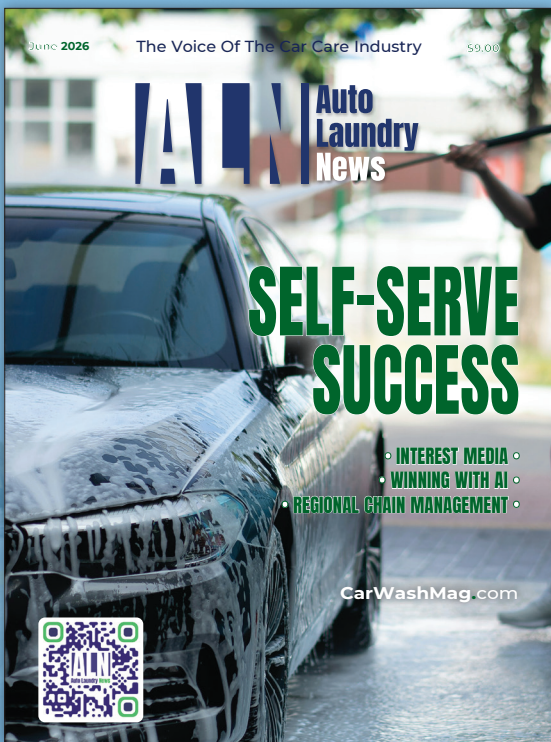
Joanne Gambert - jgambert@ewwpi.com

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ALN | Auto Laundry News

SWORN STATEMENT OF CIRCULATION: SIX MONTH PERIOD ENDING JUNE 30, 2026



AUTO LAUNDRY NEWS has been in publication since 1953 and serves the full-serve, exterior, self-serve, and in-bay automatic car wash industries. In addition, ALN serves members of the detailing, fast lube/oil change, gas station, C-store, equipment manufacturer, chemical manufacturer, distributor/wholesaler, oil, auto dealership, investor, and advertising communities, as well as others allied to the field.

TOTAL AVERAGE QUALIFIED PAID & NONPAID CIRCULATION

AVERAGE QUALIFIED PAID CIRCULATION		AVERAGE QUALIFIED NONPAID CIRCULATION	
Qualified Paid Individual – Print	17	Qualified Nonpaid Individual – Print	16,013
Total Average Qualified Paid Circulation	17	Total Average Qualified Nonpaid Circulation	16,013

AVERAGE NONQUALIFIED CIRCULATION

Nonqualified Allocated for Shows & Conventions – Print	51
Nonqualified Miscellaneous, Including Staff Copies – Print	100
Total Average Nonqualified Circulation	151

AVERAGE CIRCULATION BY ISSUES

ISSUE	QUALIFIED PAID	QUALIFIED NONPAID	TOTAL QUALIFIED
January	19	15,999	16,018
February	18	15,995	16,013
March	17	16,028	16,045
April (polybagged with Buyers Guide Issue)	16	16,024	16,040
May	15	15,998	16,013
June	16	16,034	16,050
Average	17	16,013	16,030

BUSINESS/OCCUPATIONAL ANALYSIS									
CLASSIFICATION BY BUSINESS AND INDUSTRY	Total Qualified	Percent	Qualified Paid	Qualified Non Paid	Owner/ Partner/ President	Manager (Other than Operations/ Production)	Operations/ Production Manger	Other Titled	Non-Titled
Full Service Car Wash	4,818	30%		4,818	2,392	1,663	628	135	
Exterior Car Wash Only	1,299	8%		1,299	625	414	256	4	
Wand Self-Service Car Wash	1,070	7%		1,070	594	318	157	1	
Automatic (Drive through Rollover)	1,305	8%		1,305	547	530	227	1	
Detailing	2,861	18%		2,861	1,824	655	343	39	
Fast Lube/Oil Change	4,502	28%		4,502	1,352	2,351	798	1	
Gas Station	111	1%		111	37	52	22		
Manufacturer, including Equipment & Chemical	29	0%		29	11	8	1	9	
C-Store	3	0%		3	2	1			
Distributor/Wholesaler	14	0%		14	11			3	
Oil Company	2	0%		2				2	
Auto Dealership	2	0%		2	1		1		
Potential Investor	6	0%		6	4		1	1	
Advertising Agency	1	0%		1		1			
Others Allied to the Field	27	0%	16	11	6	2			19
Total Qualified Circulation	16,050	100%	16	16,034	7,406	5,995	2,434	196	19

SOURCE ANALYSIS – JUNE 2026 ISSUE ISSUE

QUALIFIED PAID AND NONPAID CIRCULATION	Qualified Within 1 Year	Qualified Within 2 Years	Qualified Within 3 Years	TOTAL	PERCENT
Total Direct Request from Recipient	5,737	2,375	5,950	14,062	87.6%
Written	2	51	255	308	1.9%
Telecommunication	5,731	2,303	5,658	13,692	85.3%
Internet and E-mail	4	21	37	62	0.4%
Total Direct Request from Recipient's Company	2	3	8	13	0.1%
Written	1	1	8	10	0.1%
Telecommunication	1	2		3	0%
Internet and E-mail					0%
Total Communication other than Request					0%
Written					0%
Telecommunication					0%
Internet and E-mail					0%
Association					0%
Business Directories					0%
Lists					0%
Acquired Circulation					0%
Other Sources	1,975			1,975	12.3%
Total Qualified Paid and Nonpaid Circulation	7,714	2,378	5,958	16,050	
Percent	48.1%	14.8%	37.1%		100%

GEOGRAPHIC ANALYSIS – JUNE 2026 ISSUE

STATE	QUALIFIED PAID	QUALIFIED NONPAID	TOTAL QUALIFIED
Alabama		198	198
Arizona	1	211	212
Arkansas		159	159
California		1,473	1,473
Colorado		302	302
Connecticut	1	202	203
Delaware		59	59
District of Columbia		8	8
Florida	2	865	867
Georgia		504	504
Idaho		118	118
Illinois	1	690	691
Indiana		355	355
Iowa		176	177
Kansas		189	189
Kentucky		215	215
Louisiana	1	192	193
Maine	1	78	79
Maryland		270	270
Massachusetts		350	350
Michigan	2	669	671
Minnesota		383	383
Mississippi		142	142
Missouri	1	327	328
Montana		93	93
Nebraska		112	112
Nevada		128	128
New Hampshire		55	55
New Jersey		366	366

GEOGRAPHIC ANALYSIS – JUNE 2026 ISSUE (CONTINUED)

STATE	QUALIFIED PAID	QUALIFIED NONPAID	TOTAL QUALIFIED
New Mexico		114	114
New York		567	568
North Carolina		424	424
North Dakota		97	97
Ohio	1	593	594
Oklahoma		201	201
Oregon		207	207
Pennsylvania		573	573
Rhode Island		46	46
South Carolina		203	203
South Dakota		41	41
Tennessee		309	309
Texas		1,328	1,329
Utah		207	207
Vermont		43	43
Virginia		375	375
Washington	1	312	313
West Virginia		71	71
Wisconsin		316	316
Wyoming		38	38
TOTAL 48 STATES	15	14,954	14,969
Alaska		25	25
Hawaii		17	17
TOTAL ALASKA & HAWAII	0	42	42
Single Copy Sales			
U.S. Unclassified			
TOTAL UNITED STATES	15	14,996	15,011

GEOGRAPHIC ANALYSIS – JUNE 2025 ISSUE (CONTINUED)			
STATE	QUALIFIED PAID	QUALIFIED NONPAID	TOTAL QUALIFIED
U.S. TERRITORIES			
Canada		1,035	1,035
International	1		1
APO/FPO			
TOTAL INTERNATIONAL	1	1,035	1,036
E-Mail Address Only			
Other Unclassified			
TOTAL QUALIFIED CIRCULATION	16	16,034	16,050

AUTO LAUNDRY NEWS E-NEWSLETTER	
January	18,543
February	18,530
March	18,500
April	18,454
May	18,428
June	17,546

PUBLISHER’S AFFIDAVIT We hereby make oath and say that all data set forth in this statement are true, and the numbers contained in this statement are correct – Joanne Gambert, Publisher, August 24, 2026

The Voice Of The Car Care Industry



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