

**estern media, inc.**

**visibility.results**

**www.esternmedia.com**

## MEDIA KIT

**Estern Media**, founded in 2003 has quickly become an industry leader in car wash advertising and has the largest network of child enrichment center locations to advertise in. With partnerships in over 300 locations throughout Southern California, Estern Media can provide the visibility required to achieve the results desired.



**Car Washes:** Car Washes have been an advertiser's paradise for over two decades. There are very few places an advertiser has a large captive audience for more than 30 minutes per patron. Did you know that the average California car wash ads have the opportunity to be viewed for over 500,000 minutes every month?

**Child Centers:** Estern Media began this program initially with an agreement to market and advertise local businesses in the My Gym centers located throughout the United States. Since then we have negotiated deals with a variety of additional children centers throughout Southern California and other select states.

**Other Locations:** Besides car washes and children centers, Estern Media has aggressively pursued venues that allow our customers to market their businesses in strategic locations. (Examples of these venues include Curves International, Jerry's Deli, Malibu Gym, and many others).

### **Demographics:**

#### **California Car Wash patrons are:**

48% Male  
52% Female  
67% Married  
88% Between the ages of 24 & 56  
83% Income over \$63,000  
37% Income over \$86,000  
18% Income over \$124,000  
And 67% are Management Executives.



#### **Child Enrichment Centers:**

Your audience is comprised of stay at home moms with disposable income and young children ages 9 months to 10 years.

The EM network of centers currently average 777,600 visitors annually with an average visit length of 45 minutes per person.

#### **Pricing:**

Pricing varies according to the different venues. Typically, a one year agreement is required, volume discounts are standard and substantial discounts are granted to customers who choose to pre pay the entire year in full (Our PIF option). Estern Media does accept Mastercard, VISA, and American Express.