

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment which must be made by the user of the report.

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Launched in 1953, **AUTO LAUNDRY NEWS** has the longest history of all the B2B magazines covering the car wash industry. The print edition, published monthly, in addition to the annual Buyers' Guide of Manufacturers and Distributors, offers industry news and information to operators of conveyORIZED car washes (both full-service and exterior only), self serve car washes and in-bay automatics. Other car care services covered include detailing and fast lube. Content ranges from technical information to "how-to" articles, new product announcements, facility profiles, and, through the course of the year, analyses of five industry segment surveys.

FIELD SERVED

AUTO LAUNDRY NEWS serves the total car care industry including the full service car wash, exterior car wash only, wand self-service car wash, automatic (drive through rollover), detailing facility, fast lube/oil change facility, gas station, C-store, equipment manufacturer, chemical manufacturer, distributor/wholesaler, oil company, auto dealership, potential investors, as well as advertising agencies & others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are the owner/partner/president, manager (other than operations and production), operation/production manager as well as other titled and non-titled personnel in the field served.

CHANNELS

**AUTO LAUNDRY NEWS
MAGAZINE**



7 issues in the period
16,055 average circulation

EXECUTIVE SUMMARY

Below are the average contacts per occurrence, including frequency per period reported.

| | Non-Paid | Paid | Average |
|--|----------|------|---------|
| AUTO LAUNDRY NEWS MAGAZINE (7 issues in the period) | 16,022 | 33 | 16,055 |

AVERAGE NON-QUALIFIED CIRCULATION

| Non-Qualified Not Included Elsewhere | Copies |
|--|--------------|
| Other Paid Circulation | 45 |
| Advertiser and Agency | 812 |
| *Allocated for Trade Shows and Conventions | 21 |
| All Other | 297 |
| TOTAL | 1,175 |

*See Additional Data

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

| Qualified Circulation | Total Qualified | | Qualified Non-Paid | | Qualified Paid | |
|------------------------------------|-----------------|--------------|--------------------|-------------|----------------|------------|
| | Copies | Percent | Copies | Percent | Copies | Percent |
| Individual | 16,055 | 100.0 | 16,022 | 99.8 | 33 | 0.2 |
| Sponsored Individually Addressed | - | - | - | - | - | - |
| Membership Benefit | - | - | - | - | - | - |
| Multi-Copy Same Addressee | - | - | - | - | - | - |
| Single Copy Sales | - | - | - | - | - | - |
| TOTAL QUALIFIED CIRCULATION | 16,055 | 100.0 | 16,022 | 99.8 | 33 | 0.2 |

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

| 2020 Issue | Total Qualified |
|--------------------------|-----------------|
| January | 16,025 |
| February | 16,025 |
| March | 16,036 |
| April | 16,025 |
| 2020 Annual Buyers Guide | 16,025 |
| May | 16,130 |
| June | 16,117 |

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2020
This issue is 0.5% or 88 copies above the average of the other 6 issues reported in Paragraph 2.

| Business and Industry | Total Qualified | Percent of Total | Owner/Partner/President | Manager (Other than Operations/Production) | Operations/Production Manager | Other Titled | Non-Titled |
|--|-----------------|------------------|-------------------------|--|-------------------------------|--------------|------------|
| Full Service Car Wash | 5,086 | 31.5 | 2,478 | 1,662 | 928 | 18 | - |
| Exterior Car Wash Only | 1,454 | 9.0 | 886 | 351 | 211 | 6 | - |
| Wand Self-Service Car Wash | 2,539 | 15.8 | 1,464 | 709 | 356 | 9 | 1 |
| Automatic (Drive through Rollover) | 2,074 | 12.9 | 883 | 794 | 392 | 5 | - |
| Detailing | 3,048 | 18.9 | 2,127 | 535 | 384 | 2 | - |
| Fast Lube/Oil Change | 1,653 | 10.2 | 639 | 654 | 360 | - | - |
| Gas Station | 151 | 0.9 | 50 | 71 | 30 | - | - |
| Manufacturer, including Equipment and Chemical | 40 | 0.2 | 20 | 10 | 3 | 7 | - |
| C-Store | 33 | 0.2 | 22 | 6 | 4 | 1 | - |
| Distributor/Wholesaler | 36 | 0.2 | 21 | 7 | 3 | 5 | - |
| Oil Company | 7 | 0.1 | 2 | 3 | 2 | - | - |
| Auto Dealership | 8 | 0.1 | 3 | 3 | 1 | 1 | - |
| Potential Investor | 1 | - | - | 1 | - | - | - |
| Advertising Agency | - | - | - | - | - | - | - |
| Others Allied to the Field | - | - | - | - | - | - | - |
| TOTAL QUALIFIED CIRCULATION | 16,130 | 100.0 | 8,595 | 4,806 | 2,674 | 54 | 1 |
| PERCENT | 100.0 | | 53.3 | 29.8 | 16.6 | 0.3 | - |

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2020

| Qualification Source | Qualified Within | | | Total Qualified | Percent |
|---|------------------|--------------|------------|-----------------|--------------|
| | 1 Year | 2 Years | 3 Years | | |
| I. Direct Request: | 12,139 | 3,458 | 505 | 16,102 | 99.8 |
| II. Request from recipient's company: | 27 | 1 | - | 28 | 0.2 |
| III. Membership Benefit: | - | - | - | - | - |
| IV. Communication (other than request): | - | - | - | - | - |
| V. Sources other than above, including: Association rosters and directories; Business directories; Manufacturer's, distributor's and wholesaler's lists; and Other sources: | - | - | - | - | - |
| VI. Single Copy Sales: | - | - | - | - | - |
| TOTAL QUALIFIED CIRCULATION | 12,166 | 3,459 | 505 | 16,130 | 100.0 |
| PERCENT | 75.4 | 21.5 | 3.1 | 100.0 | |

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED BRAND REPORTS

| 6-Month Period Ended: | Audited Data | Audited Data | Audited Data | Audited Data | Circulation Claim | Circulation Claim |
|---|----------------------|---------------------|----------------------|---------------------|-----------------------|----------------------|
| | July – December 2017 | January – June 2018 | July – December 2018 | January – June 2019 | July – December 2019* | January – June 2020* |
| Total Audit Average Qualified: | 16,027 | 16,055 | 16,026 | 16,064 | 16,025 | 16,055 |
| Qualified Non-Paid: | 15,942 | 15,976 | 15,948 | 15,996 | 15,998 | 16,022 |
| Qualified Paid: | 85 | 79 | 78 | 68 | 27 | 33 |
| Post Expire Copies included in Total Qualified Circulation: | **NC | **NC | **NC | **NC | **NC | **NC |
| Average Annual Order Price: | \$63.11 | \$56.02 | \$55.70 | \$55.35 | \$61.89 | \$57.09 |

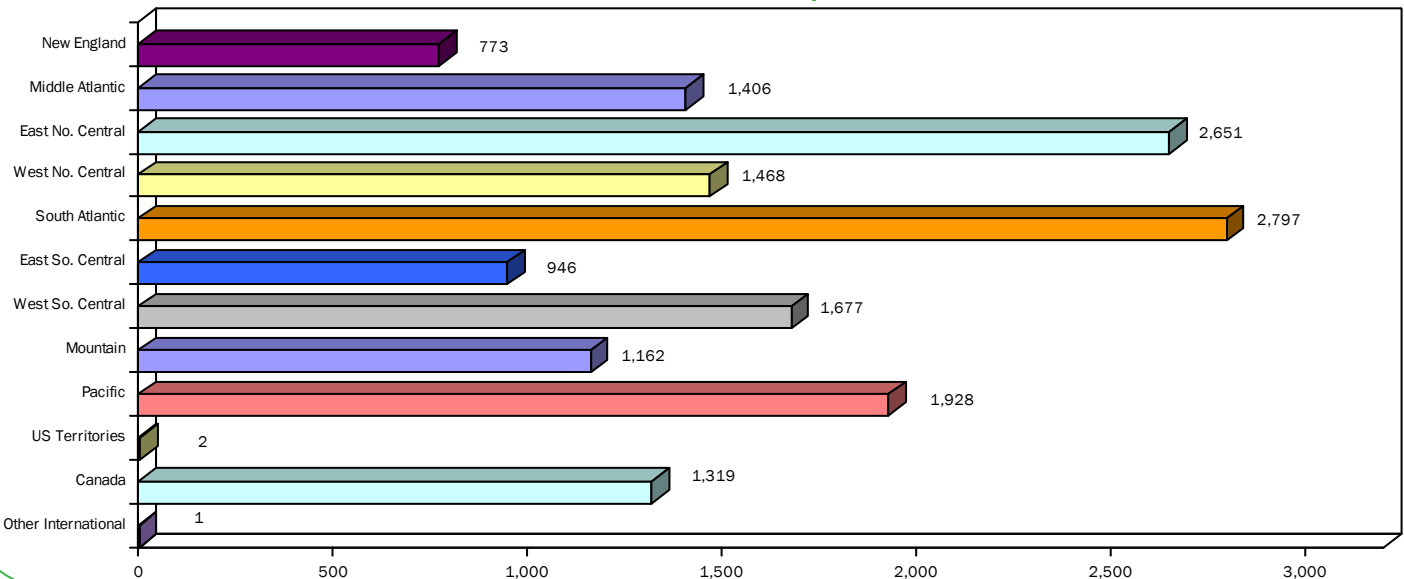
*NOTE: July 2019 – June 2020 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2020

| State | Total Qualified | Percent | State | Total Qualified | Percent |
|-------------------------|-----------------|-------------|------------------------------------|-----------------|--------------|
| Maine | 85 | | Kentucky | 222 | |
| New Hampshire | 80 | | Tennessee | 349 | |
| Vermont | 42 | | Alabama | 240 | |
| Massachusetts | 322 | | Mississippi | 135 | |
| Rhode Island | 39 | | EAST SO. CENTRAL | 946 | 5.9 |
| Connecticut | 205 | | Arkansas | 122 | |
| NEW ENGLAND | 773 | 4.8 | Louisiana | 96 | |
| New York | 367 | | Oklahoma | 174 | |
| New Jersey | 433 | | TEXAS | 1,285 | |
| Pennsylvania | 606 | | WEST SO. CENTRAL | 1,677 | 10.4 |
| MIDDLE ATLANTIC | 1,406 | 8.7 | Montana | 108 | |
| Ohio | 598 | | Idaho | 118 | |
| Indiana | 336 | | Wyoming | 59 | |
| Illinois | 659 | | Colorado | 303 | |
| Michigan | 615 | | New Mexico | 101 | |
| Wisconsin | 443 | | Arizona | 219 | |
| EAST NO. CENTRAL | 2,651 | 16.4 | Utah | 147 | |
| Minnesota | 451 | | Nevada | 107 | |
| Iowa | 176 | | MOUNTAIN | 1,162 | 7.2 |
| Missouri | 366 | | Alaska | 22 | |
| North Dakota | 101 | | Washington | 267 | |
| South Dakota | 62 | | Oregon | 197 | |
| Nebraska | 140 | | California | 1,426 | |
| Kansas | 172 | | Hawaii | 16 | |
| WEST NO. CENTRAL | 1,468 | 9.1 | PACIFIC | 1,928 | 12.0 |
| Delaware | 58 | | UNITED STATES | 14,808 | 91.8 |
| Maryland | 250 | | U.S. Territories | 2 | |
| Washington, DC | 7 | | Canada | 1,319 | |
| Virginia | 358 | | Mexico | - | |
| West Virginia | 77 | | Other International | 1 | |
| North Carolina | 504 | | APO/FPO | - | |
| South Carolina | 236 | | | | |
| Georgia | 440 | | | | |
| Florida | 867 | | | | |
| SOUTH ATLANTIC | 2,797 | 17.3 | | | |
| | | | TOTAL QUALIFIED CIRCULATION | 16,130 | 100.0 |

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION



ADDITIONAL DATA

AVERAGE NON-QUALIFIED CIRCULATION:

Allocated for Trade Shows and Conventions:

The average of 21 copies allocated for Trade Shows and Conventions include:

| Copies | Show Distribution with Dates |
|--------|--|
| 100 | Southwest (SCWA) Car Wash Association Expo Fort Worth, Texas January 29-31, 2020 |
| 50 | Southeast Petro-Food Marketing Expo Myrtle Beach, South Carolina March 4-5, 2020 |

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Andrew H. Williams, President

Janys Kuznier, Circulation Director

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

IMPORTANT NOTE:

This unaudited brand report has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed

July 16, 2020

State

New Jersey

County

Bergen

Received by BPA Worldwide

July 16, 2020

Type

BJ

ID Number

A279B0JO

About BPA Worldwide

A not-for-profit organization since 1931 and headquartered in Shelton, Connecticut, USA, BPA has a global membership, spanning more than 20 countries. The organization conducts 2,500+ audits for media brands in print, online/digital and live events. In addition, the BPA-iCompli division verifies compliance to defined industry standards, provides technology assurance, and certifies organization's sustainability practices and reporting. BPA is supported by 4,000+ advertiser and agency members. The latest innovation to move the industry forward is the BPA Media Exchange, a brand-safe and audited cooperative marketplace which offers automated solutions for the buying and selling of digital advertising.