

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.

EW Williams Publications Co.
2125 Center Avenue, Suite 305
Fort Lee, NJ 07024-5898
Tel.: (201) 592-7007
Fax: (201) 592-7171
www.carwashmag.com

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 conveyerized 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



6 issues in the period
16,026 average circulation

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
AUTO LAUNDRY NEWS MAGAZINE (6 issues in the period)	15,948	78	16,026

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	25
Advertiser and Agency	723
*Allocated for Trade Shows and Conventions	17
All Other	214
TOTAL	979

*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	16,026	100.0	15,948	99.5	78	0.5
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	16,026	100.0	15,948	99.5	78	0.5

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2018 Issue	Number Removed	Number Added	Total Qualified
July	145	82	16,025
August	139	139	16,025
September	101	101	16,025
October	767	769	16,027
November	431	429	16,025
December	123	123	16,025
TOTAL	1,706	1,643	

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2018

This issue is equal to the average of the other 5 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	4,930	30.7	2,414	1,625	869	18	4
Exterior Car Wash Only	1,341	8.4	721	386	226	7	1
Wand Self-Service Car Wash	2,447	15.2	1,525	646	264	10	2
Automatic (Drive through Rollover)	2,016	12.6	847	785	372	9	3
Detailing	3,065	19.1	1,948	681	430	5	1
Fast Lube/Oil Change	1,661	10.4	740	614	304	2	1
Gas Station	125	0.8	61	48	14	2	-
Manufacturer, including Equipment and Chemical	223	1.4	81	72	9	60	1
C-Store	16	0.1	8	6	1	1	-
Distributor/Wholesaler	72	0.4	49	11	-	11	1
Oil Company	10	0.1	6	4	-	-	-
Auto Dealership	10	0.1	7	1	1	1	-
Potential Investor	11	0.1	8	1	1	1	-
Advertising Agency	10	0.1	2	4	-	2	2
Others Allied to the Field	88	0.5	13	1	3	7	64
TOTAL QUALIFIED CIRCULATION	16,025	100.0	8,430	4,885	2,494	136	80
PERCENT	100.0		52.6	30.5	15.6	0.8	0.5

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2018

Qualification Source	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	12,664	2,958	330	15,952	99.5
II. Request from recipient's company:	65	8	-	73	0.5
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (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	12,729	2,966	330	16,025	100.0
PERCENT	79.4	18.5	2.1	100.0	

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED BRAND REPORTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	January - June 2016	July - December 2016	January - June 2017	July - December 2017	January - June 2018	July - December 2018*
Total Audit Average Qualified:	16,066	16,052	16,053	16,027	16,055	16,026
Qualified Non-Paid:	15,978	16,008	15,972	15,942	15,976	15,948
Qualified Paid:	88	44	81	85	79	78
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	\$63.97	\$55.42	\$58.00	\$63.11	\$56.02	\$55.70

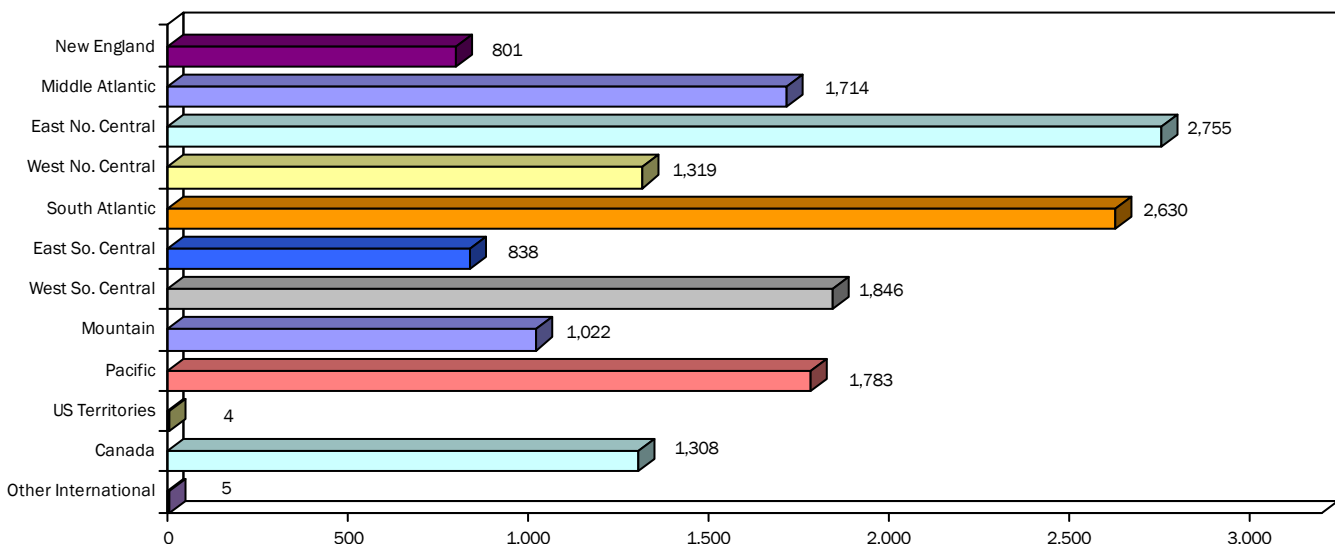
*NOTE: July - December 2018 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2018

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	91		Kentucky	208	
New Hampshire	74		Tennessee	291	
Vermont	39		Alabama	223	
Massachusetts	323		Mississippi	116	
Rhode Island	46		EAST SO. CENTRAL	838	5.2
Connecticut	228		Arkansas	164	
NEW ENGLAND	801	5.0	Louisiana	197	
New York	632		Oklahoma	214	
New Jersey	434		Texas	1,271	
Pennsylvania	648		WEST SO. CENTRAL	1,846	11.5
MIDDLE ATLANTIC	1,714	10.7	Montana	94	
Ohio	598		Idaho	110	
Indiana	314		Wyoming	57	
Illinois	675		Colorado	250	
Michigan	719		New Mexico	99	
Wisconsin	449		Arizona	197	
EAST NO. CENTRAL	2,755	17.2	Utah	121	
Minnesota	365		Nevada	94	
Iowa	168		MOUNTAIN	1,022	6.4
Missouri	360		Alaska	-	
North Dakota	75		Washington	236	
South Dakota	62		Oregon	162	
Nebraska	130		California	1,380	
Kansas	159		Hawaii	5	
WEST NO. CENTRAL	1,319	8.3	PACIFIC	1,783	11.1
Delaware	44		UNITED STATES	14,708	91.8
Maryland	215		U.S. Territories	4	
Washington, DC	14		Canada	1,308	
Virginia	317		Mexico	-	
West Virginia	104		Other International	5	
North Carolina	518		APO/FPO	-	
South Carolina	231				
Georgia	424				
Florida	763				
SOUTH ATLANTIC	2,630	16.4			
			TOTAL QUALIFIED CIRCULATION	16,025	100.0

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION



ADDITIONAL DATA

AVERAGE NON-QUALIFIED CIRCULATION: ALLOCATED FOR TRADE SHOWS AND CONVENTIONS:

The average of 17 copies allocated for Trade Shows and Conventions include:

COPIES	SHOW DISTRIBUTION WITH DATES
100	NRCC Trade Show and Convention Atlantic City, New Jersey October 1-3, 2018

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

January 9, 2019

State

New Jersey

County

Bergen

Received by BPA Worldwide

January 9, 2019

Type

BJ

ID Number

A279B0D8

About BPA Worldwide:

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.