

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 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.

MAGAZINE CHANNEL FORMAT - PRINT ISSUES

AUTO LAUNDRY NEWS is produced in a print format. The editorial for the print copy is the same for all recipients.

FIELD SERVED

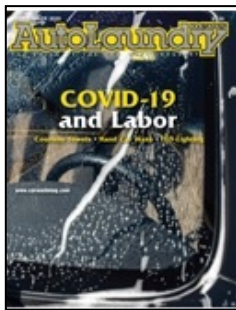
AUTO LAUNDRY NEWS serves the total car care industry including the full service car wash, exterior car wash only, wand self-service car wash, automatic (drive through rollover), detailing facility, fast lube/oil change facility, gas station, C-store, equipment manufacturer, chemical manufacturer, distributor/wholesaler, 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 PRINT MAGAZINE



7 issues in the period
16,101 average circulation

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
AUTO LAUNDRY NEWS PRINT MAGAZINE (7 issues in the period)	16,059	42	16,101

(See Paragraph 3b for Source)

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	30
Advertiser and Agency	774
*Allocated for Trade Shows and Conventions	29
All Other	373
TOTAL	1,206

*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	16,101	100.0	16,059	99.7	42	0.3
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	16,101	100.0	16,059	99.7	42	0.3

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2021 Issue	Total Qualified
January	16,025
February	16,025
March	16,025
April	16,020
May	16,218
Buyers Guide	16,218
June	16,178

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2021
 This issue is 0.8% or 136 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	5,075	31.3	2,506	1,785	779	5	-
Exterior Car Wash Only	1,434	8.8	710	479	243	2	-
Wand Self-Service Car Wash	2,524	15.6	1,332	796	390	6	-
Automatic (Drive through Rollover)	2,143	13.2	880	854	407	2	-
Detailing	3,031	18.7	2,015	602	413	1	-
Fast Lube/Oil Change	1,690	10.4	739	625	326	-	-
Gas Station	188	1.2	70	85	33	-	-
Manufacturer, including Equipment and Chemical	39	0.2	20	12	3	4	-
C-Store	35	0.2	19	8	6	2	-
Distributor/Wholesaler	27	0.2	14	8	1	4	-
Oil Company	10	0.1	4	3	2	1	-
Auto Dealership	20	0.1	12	6	1	1	-
Potential Investor	2	-	1	1	-	-	-
Advertising Agency	-	-	-	-	-	-	-
Others Allied to the Field	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	16,218	100.0	8,322	5,264	2,604	28	-
PERCENT	100.0		51.3	32.5	16.0	0.2	-

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2021

Qualification Source	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	12,693	3,427	71	16,191	99.8
II. Request from recipient's company:	24	3	-	27	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	12,717	3,430	71	16,218	100.0
PERCENT	78.4	21.2	0.4	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 2018	January – June 2019	July – December 2019	January – June 2020	July – December 2020*	January – June 2021*
Total Audit Average Qualified:	16,026	16,064	16,025	16,055	16,025	16,101
Qualified Non-Paid:	15,948	15,996	15,998	16,022	15,957	16,059
Qualified Paid:	78	68	27	33	68	42
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	\$55.70	\$55.35	\$61.89	\$57.09	\$55.28	\$54.74

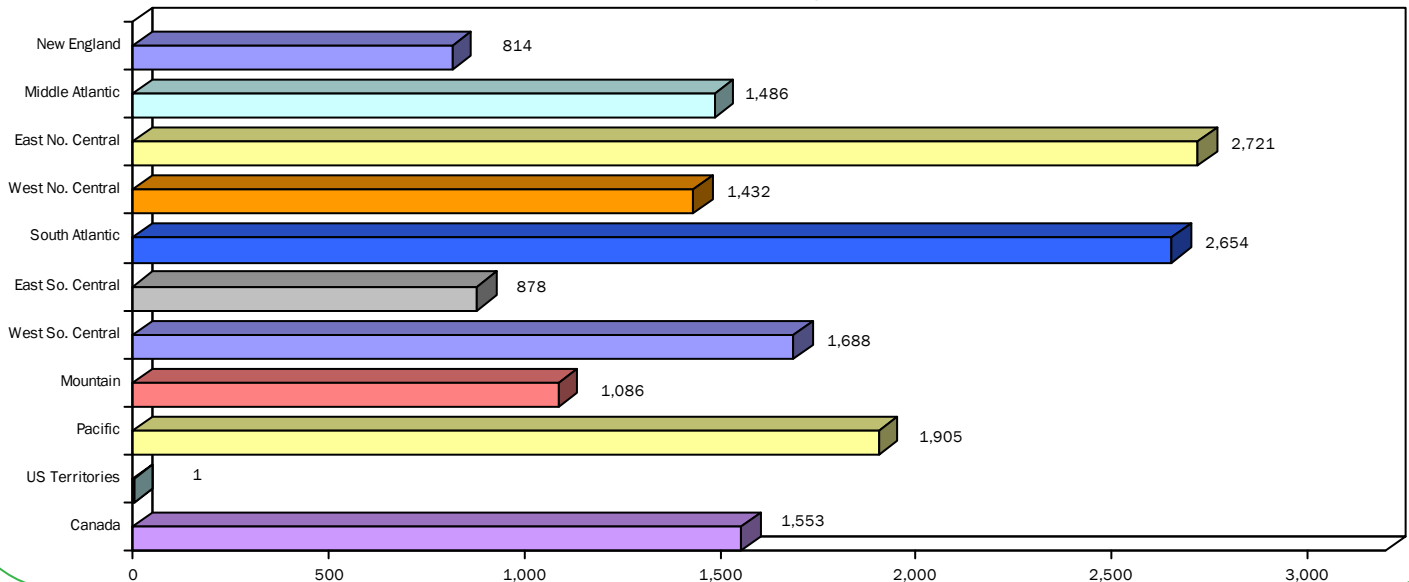
*NOTE: July 2020 – June 2021 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2021

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	88		Kentucky	209	
New Hampshire	88		Tennessee	317	
Vermont	45		Alabama	223	
Massachusetts	304		Mississippi	129	
Rhode Island	60		EAST SO. CENTRAL	878	5.4
Connecticut	229		Arkansas	132	
NEW ENGLAND	814	5.0	Louisiana	175	
New York	480		Oklahoma	178	
New Jersey	391		Texas	1,203	
Pennsylvania	615		WEST SO. CENTRAL	1,688	10.4
MIDDLE ATLANTIC	1,486	9.2	Montana	108	
Ohio	624		Idaho	100	
Indiana	326		Wyoming	49	
Illinois	651		Colorado	299	
Michigan	672		New Mexico	97	
Wisconsin	448		Arizona	185	
EAST NO. CENTRAL	2,721	16.8	Utah	137	
Minnesota	413		Nevada	111	
Iowa	175		MOUNTAIN	1,086	6.7
Missouri	377		Alaska	19	
North Dakota	108		Washington	250	
South Dakota	50		Oregon	206	
Nebraska	136		California	1,418	
Kansas	173		Hawaii	12	
WEST NO. CENTRAL	1,432	8.8	PACIFIC	1,905	11.7
Delaware	56		UNITED STATES	14,664	90.4
Maryland	254		U.S. Territories	1	
Washington, DC	6		Canada	1,553	
Virginia	368		Mexico	-	
West Virginia	82		Other International	-	
North Carolina	501		APO/FPO	-	
South Carolina	260				
Georgia	391				
Florida	736				
SOUTH ATLANTIC	2,654	16.4			
			TOTAL QUALIFIED CIRCULATION	16,218	100.0

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION



ADDITIONAL DATA

AVERAGE NON-QUALIFIED CIRCULATION:

Allocated for Trade Shows and Conventions -
 The average of 29 copies allocated for Trade Shows and Conventions include:

Copies	Show Distribution with Dates
50	Southeast Petro-Food Marketing Expo Myrtle Beach, South Carolina May 20-21, 2021
150	Southwest (SCWA) Car Wash Convention & Expo Fort Worth, Texas June 9-11, 2021

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 28, 2021
State	New Jersey
County	Bergen
Received by BPA Worldwide	July 28, 2021
Type	BJ
ID Number	A279B0J1

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.