

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.

### 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

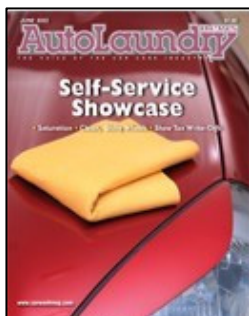
**AUTO LAUNDRY NEWS** serves the total car care industry including the full service car wash, exterior car wash only, wand self-service car wash, automatic (drive through rollover), detailing facility, fast lube/oil change facility, gas station, C-store, equipment manufacturer, chemical manufacturer, 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  
16,095 average circulation

## EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
<b>AUTO LAUNDRY NEWS PRINT MAGAZINE</b> (7 issues in the period)	16,047	48	16,095

(See Paragraph 3b for Source)

**AVERAGE NON-QUALIFIED CIRCULATION**

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	17
Advertiser and Agency	648
*Allocated for Trade Shows and Conventions	66
All Other	221
<b>TOTAL</b>	<b>952</b>

\*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	16,095	100.0	16,047	99.7	48	0.3
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>16,095</b>	<b>100.0</b>	<b>16,047</b>	<b>99.7</b>	<b>48</b>	<b>0.3</b>

**2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD**

2022 Issue	Total Qualified
January	16,025
February	16,025
March	16,025
April	16,025
Buyers Guide	16,025
May	16,305
June	16,231

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2022**  
 This issue is 1.5% or 246 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	5,077	31.1	2,317	1,742	1,008	10	-
Exterior Car Wash Only	1,433	8.8	668	471	290	4	-
Wand Self-Service Car Wash	2,524	15.5	1,410	714	396	4	-
Automatic (Drive through Rollover)	2,143	13.2	867	862	412	2	-
Detailing	3,047	18.7	1,884	681	482	-	-
Fast Lube/Oil Change	1,710	10.5	625	748	337	-	-
Gas Station	267	1.6	119	125	23	-	-
Manufacturer, including Equipment and Chemical	39	0.2	18	13	2	6	-
C-Store	23	0.1	12	6	4	1	-
Distributor/Wholesaler	17	0.1	13	3	-	1	-
Oil Company	7	0.1	3	2	1	1	-
Auto Dealership	15	0.1	9	5	1	-	-
Potential Investor	3	-	2	1	-	-	-
Advertising Agency	-	-	-	-	-	-	-
Others Allied to the Field	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>16,305</b>	<b>100.0</b>	<b>7,947</b>	<b>5,373</b>	<b>2,956</b>	<b>29</b>	<b>-</b>
<b>PERCENT</b>	<b>100.0</b>		<b>48.7</b>	<b>33.0</b>	<b>18.1</b>	<b>0.2</b>	<b>-</b>

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2022**

Qualification Source	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	12,354	3,711	208	16,273	99.8
II. Request from recipient's company:	24	8	-	32	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:	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>12,378</b>	<b>3,719</b>	<b>208</b>	<b>16,305</b>	<b>100.0</b>
<b>PERCENT</b>	<b>75.9</b>	<b>22.8</b>	<b>1.3</b>	<b>100.0</b>	

**AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION**

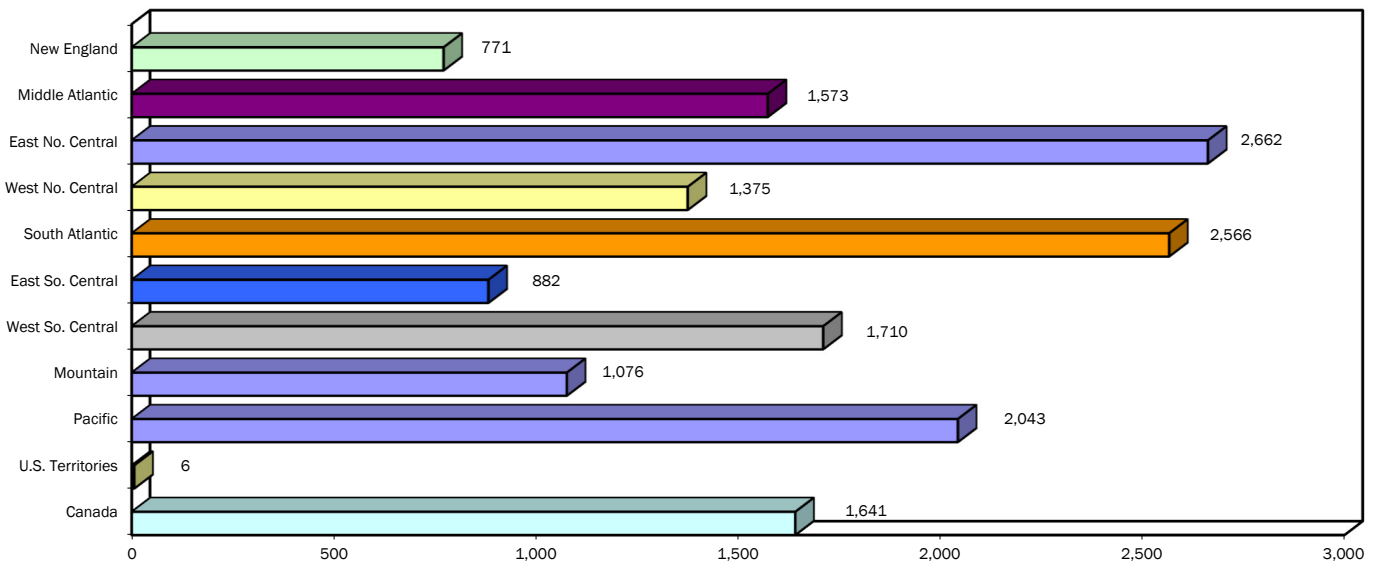
6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	July – December 2019	January – June 2020	July – December 2020	January – June 2021	July – December 2021*	January – June 2022*
Total Audit Average Qualified:	16,025	16,055	16,025	16,101	16,025	16,095
Qualified Non-Paid:	15,998	16,022	15,957	16,059	15,965	16,047
Qualified Paid:	27	33	68	42	60	48
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	\$61.89	\$57.09	\$55.28	\$54.74	\$57.14	\$63.55

\*NOTE: July 2021 – June 2022 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 2022**

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	93		Kentucky	216	
New Hampshire	66		Tennessee	308	
Vermont	46		Alabama	219	
Massachusetts	300		Mississippi	139	
Rhode Island	59		EAST SO. CENTRAL	882	5.4
Connecticut	207		Arkansas	137	
NEW ENGLAND	771	4.7	Louisiana	199	
New York	578		Oklahoma	156	
New Jersey	393		Texas	1,218	
Pennsylvania	602		WEST SO. CENTRAL	1,710	10.5
MIDDLE ATLANTIC	1,573	9.7	Montana	112	
Ohio	577		Idaho	107	
Indiana	314		Wyoming	37	
Illinois	676		Colorado	295	
Michigan	666		New Mexico	110	
Wisconsin	429		Arizona	185	
EAST NO. CENTRAL	2,662	16.3	Utah	124	
Minnesota	396		Nevada	106	
Iowa	176		MOUNTAIN	1,076	6.6
Missouri	340		Alaska	21	
North Dakota	115		Washington	287	
South Dakota	28		Oregon	200	
Nebraska	133		California	1,509	
Kansas	187		Hawaii	26	
WEST NO. CENTRAL	1,375	8.4	PACIFIC	2,043	12.5
Delaware	47		UNITED STATES	14,658	89.9
Maryland	261		U.S. Territories	6	
Washington, DC	7		Canada	1,641	
Virginia	331		Mexico	-	
West Virginia	76		Other International	-	
North Carolina	460		APO/FPO	-	
South Carolina	264				
Georgia	374				
Florida	746				
SOUTH ATLANTIC	2,566	15.8			
			<b>TOTAL QUALIFIED CIRCULATION</b>	<b>16,305</b>	<b>100.0</b>

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION**



## ADDITIONAL DATA

### AVERAGE NON-QUALIFIED CIRCULATION:

Allocated for Trade Shows and Conventions:

The average of 66 copies allocated for Trade Shows and Conventions include:

Copies	Show Distribution with Dates
50	SCWA-Southwest Carwash Convention & Expo Fort Worth, Texas February 27-March 1, 2022
60	Southeast Petro-Food Marketing Expo Myrtle Beach, South Carolina March 2-3, 2022
350	The Car Wash Show Nashville, Tennessee May 9-11, 2022

### 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 18, 2022

State

New Jersey

County

Bergen

Received by BPA Worldwide

July 18, 2022

Type

BJ

ID Number

A279B0J2

#### About BPA Worldwide

BPA Worldwide is in the business of providing assurance. For 80+ years as a not-for-profit assurance service provider, BPA was originally created by advertisers, advertising agencies and the media industry to audit audience claims used in the buying and selling of advertising. Performing nearly 1,000 annual audits of media channels in 19 countries, BPA is a trusted resource for compliance and assurance services.