

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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**PROFESSIONAL CARWASHING & DETAILING** is a b2b brand whose primary focus is on educating and informing operators of carwashes, fast lube facilities, and auto detailing centers. The brand content and editorial scope of the publication features tips and techniques geared toward helping those involved in the carwash and detail industry. The content of every issue is also available to subscribers globally via the online digital version.

**BRAND REPORT PURPOSE**

The Brand Report provides a deeper understanding and identification of all audited touch points with customers that have interest in the brand. It is designed to present analysis of all communication channels, including a brand's unique users within each channel of, but not across, multiple media platforms. This non-integrated report contains data for each separate media channel as indicated in the Executive Summary. No attempt has been made to identify or eliminate duplication that may exist across media channels.

**CHANNELS**

**PROFESSIONAL CARWASHING & DETAILING MAGAZINE**



6 Issues in the period  
18,300 average circulation

**PROFESSIONAL CARWASHING & DETAILING WEBSITE**



48,196 average users

**PROFESSIONAL CARWASHING & DETAILING SOCIAL MEDIA**



2,993 Twitter followers  
3,029 Facebook likes

**EXECUTIVE SUMMARY**

Below are the Average contacts per occurrence, including frequency per period reported

	Non-Paid	Paid	Average
<b>PROFESSIONAL CARWASHING &amp; DETAILING MAGAZINE</b> (6 issues in the period)	18,194	106	18,300
a. Print	16,875	106	16,981
b. Digital	1,319	-	1,319
1. Requested	1,319	-	1,319
2. Non-Requested	-	-	-
<b>PROFESSIONAL CARWASHING &amp; DETAILING WEBSITE</b> (Monthly Users with 82,115 average Pageviews)	48,196	-	48,196
<b>PROFESSIONAL CARWASHING &amp; DETAILING SOCIAL MEDIA</b>			
a. Twitter followers	*2,993	-	*2,993
b. Facebook likes	*3,029	-	*3,029

\*Social Media claims are cumulative figures, not averages.

**FIELD SERVED**

**PROFESSIONAL CARWASHING & DETAILING MAGAZINE** serves the fields of Potential Investor; Full-Service Conveyor; In-Bay Automatic; Self-Serve; Exterior Service Conveyor; Detailing/Restoration; Fast Lube/Oil Change; Auto Dealer/Auto Leasing; Gasoline Retailer/Distributor; Convenience Store; Distributor or Jobber of Auto Detailing Supplies; Distributor/Wholesaler/Manufacturer/Supplier of Carwash Equipment, Supplies & Products and Others Allied to the Field (including Financial and Government Agencies).

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients are Owners, Presidents, Managers and other titled and non-titled personnel and company addressed copies in the above fields.

**PURPOSE**

The supplementary data reported herein contains an analysis of purchasing authority, indicating the number of respondents who are the sole decision-makers, recommend/specify or approve the purchase of products.

**AVERAGE NON-QUALIFIED CIRCULATION**

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency Allocated for Trade Shows and Conventions	560 58
All Other	142
<b>TOTAL</b>	<b>760</b>

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD**

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	18,300	100.0	18,194	99.4	106	0.6
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>18,300</b>	<b>100.0</b>	<b>18,194</b>	<b>99.4</b>	<b>106</b>	<b>0.6</b>

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

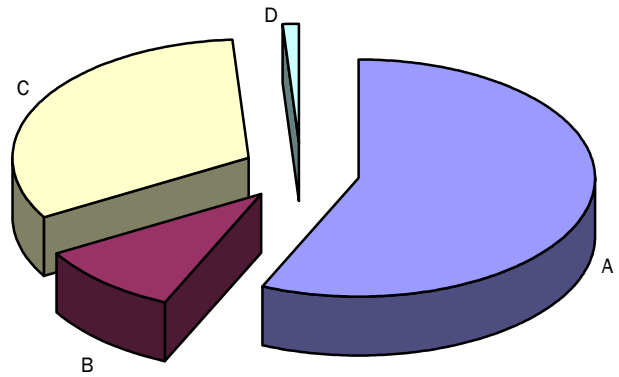
2017 Issue	Print	Digital	Total Qualified
January	16,833	1,467	18,300
February	17,164	1,136	18,300
March	17,172	1,128	18,300
April	17,050	1,250	18,300
May	16,832	1,468	18,300
June	16,835	1,465	18,300

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017**  
 This issue is equal to the average of the other 5 issues reported in Paragraph 2.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	JOB TITLES			
			Owner	President	Manager	Other
Full Service Conveyor	5,052	27.6	2,995	360	1,667	30
Detailing/Restoration	2,953	16.2	2,062	259	628	4
In-Bay Automatic	2,383	13.0	1,190	423	714	56
Self-Serve	2,377	13.0	1,634	280	453	10
Fast Lube Oil Change who operates a carwash	1,867	10.2	722	90	1,050	5
Exterior Service Conveyor	1,410	7.7	725	124	547	14
Auto Dealer/Auto Leasing, Gasoline Retailer/Distributor, Convenience Store who operates a carwash	975	5.3	438	110	422	5
Distributor or Jobber of Auto Detailing Supplies or Distributor/Wholesaler/Manufacturer/Supplier of Carwash Equipment, Supplies & Products	769	4.2	305	119	297	48
Potential Investor	472	2.6	311	70	82	9
Others Allied to the Field (including Financial and Government Agencies)	42	0.2	15	2	11	14
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>18,300</b>	<b>100.0</b>	<b>10,397</b>	<b>1,837</b>	<b>5,871</b>	<b>195</b>

**3a. Business/Occupation Breakout of Qualified Circulation by Job Title**

JOB TITLE	TOTAL QUALIFIED	PERCENT OF TOTAL
A Owner	10,397	56.8
B President	1,837	10.0
C Manager	5,871	32.1
D Other	195	1.1



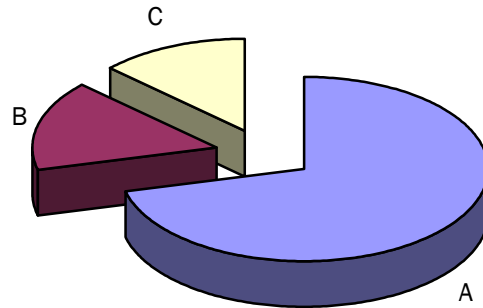
**SUPPLEMENTARY DATA FOR ISSUE OF MAY 2017**

This is an analysis of the 14,110 or 77.1% of respondents who responded to the question indicating purchasing authority. These data are presented for statistical and marketing purposes only.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	PURCHASING AUTHORITY				
			Sole Decision Maker	Specify/Recommend	Approve	Not Involved	Not Available
Full Service Conveyor	5,052	27.6	2,849	653	547	512	491
Detailing/Restoration	2,953	16.2	2,139	227	226	165	196
In-Bay Automatic	2,383	13.0	1,106	261	199	198	619
Self-Serve	2,377	13.0	1,363	205	208	141	460
Fast Lube Oil Change who operates a carwash	1,867	10.2	653	289	169	346	410
Exterior Service Conveyor	1,410	7.7	709	253	172	181	95
Auto Dealer/Auto Leasing, Gasoline Retailer/Distributor, Convenience Store who operates a carwash	975	5.3	505	132	136	112	90
Distributor or Jobber of Auto Detailing Supplies or Distributor/Wholesaler/Manufacturer/Supplier of Carwash Equipment, Supplies & Products	769	4.2	345	163	132	109	20
Potential Investor	472	2.6	329	63	37	24	19
Others Allied to the Field (including Financial and Government Agencies)	42	0.2	14	7	1	1	1
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>18,300</b>	<b>100.0</b>	<b>10,012</b>	<b>2,253</b>	<b>1,827</b>	<b>1,789</b>	<b>2,401</b>

**Supplementary Data – Purchasing Authority**  
(Not Involved and Not Available are omitted from the pie chart)

PURCHASING AUTHORITY	TOTAL QUALIFIED
A Sole Decision Maker	10,012
B Specify/Recommend	2,253
C Approve	1,827



**INDIVIDUALS WHO HAVE INDICATED THEY ARE A POTENTIAL INVESTOR IN A CARWASH**

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
Yes, Potential Investor	2,372	13.0
No, not a potential investor/or no response	15,928	87.0
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>18,300</b>	<b>100.0</b>

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017**

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	12,819	2,926	1,167	16,912	92.4
II. Request from recipient's company:	-	-	-	-	-
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:	1,388	-	-	1,388	7.6
VI. Single Copy Sales:	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>14,207</b>	<b>2,926</b>	<b>1,167</b>	<b>18,300</b>	<b>100.0</b>
<b>PERCENT</b>	<b>77.6</b>	<b>16.0</b>	<b>6.4</b>	<b>100.0</b>	

\*See Additional Data

### 3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017

Mailing Address	Total Qualified	Percent of Total
Individuals by name and title and/or function	18,300	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multiple Copy Same Addressee copies	-	-
Single Copy Sales	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>18,300</b>	<b>100.0</b>

### GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017\*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	79		Kentucky	279	
New Hampshire	86		Tennessee	333	
Vermont	50		Alabama	273	
Massachusetts	375		Mississippi	115	
Rhode Island	63		<b>EAST SO. CENTRAL</b>	<b>1,000</b>	<b>5.5</b>
Connecticut	235		Arkansas	191	
<b>NEW ENGLAND</b>	<b>888</b>	<b>4.9</b>	Louisiana	238	
New York	789		Oklahoma	223	
New Jersey	531		Texas	1,213	
Pennsylvania	755		<b>WEST SO. CENTRAL</b>	<b>1,865</b>	<b>10.2</b>
<b>MIDDLE ATLANTIC</b>	<b>2,075</b>	<b>11.3</b>	Montana	114	
Ohio	835		Idaho	145	
Indiana	345		Wyoming	49	
Illinois	890		Colorado	380	
Michigan	763		New Mexico	111	
Wisconsin	414		Arizona	295	
<b>EAST NO. CENTRAL</b>	<b>3,247</b>	<b>17.7</b>	Utah	176	
Minnesota	435		Nevada	112	
Iowa	310		<b>MOUNTAIN</b>	<b>1,382</b>	<b>7.6</b>
Missouri	416		Alaska	14	
North Dakota	72		Washington	338	
South Dakota	93		Oregon	218	
Nebraska	166		California	1,683	
Kansas	181		Hawaii	18	
<b>WEST NO. CENTRAL</b>	<b>1,673</b>	<b>9.1</b>	<b>PACIFIC</b>	<b>2,271</b>	<b>12.4</b>
Delaware	41		<b>UNITED STATES</b>	<b>17,877</b>	<b>97.7</b>
Maryland	295		U.S. Territories	8	
Washington, DC	13		Canada	87	
Virginia	367		Mexico	15	
West Virginia	87		Other International	313	
North Carolina	556		APO/FPO	-	
South Carolina	284				
Georgia	662				
Florida	1,171				
<b>SOUTH ATLANTIC</b>	<b>3,476</b>	<b>19.0</b>			
			<b>TOTAL QUALIFIED CIRCULATION</b>	<b>18,300</b>	<b>100.0</b>

\*See Additional Data

## WEBSITE CHANNEL

### WWW.CARWASH.COM

2017	PAGEVIEWS	SESSIONS	USERS	AVERAGE SESSION DURATION
January	72,487	49,420	40,804	1:09
February	75,469	52,423	43,736	1:10
March	88,836	62,237	51,777	1:10
April	87,390	61,767	51,714	1:02
May	86,485	61,284	51,408	1:02
June	82,024	59,411	49,742	0:59
<b>AVERAGE:</b>	<b>82,115</b>	<b>57,757</b>	<b>48,196</b>	<b>1:05</b>

January – June 2017 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

#### WEBSITE GLOSSARY

**Pageviews:** A Pageview is recorded each time a page implanted with the JavaScript code (tag) is displayed in a browser window. This will occur whether the page is served directly from the web server, from a proxy, or from the browser's cache.

**Sessions:** A single continuous set of activity attributable to a cookie browser resulting in one or more pulled text and/or graphics downloads from a site. A period of 30 minutes of inactivity will terminate the session.

**Users:** An identified and unduplicated Cookie Browser that accesses Internet content or advertising during a measurement period.

**Average Session Duration:** The time visitors remain on a site per session.

For info on how to obtain online ad campaign performance metrics across multiple sites, visit [www.adicompli.com](http://www.adicompli.com)

## SOCIAL MEDIA CHANNEL

### Professional Carwashing & Detailing Social Media



Twitter followers

<http://twitter.com/carwashmagazine>



Facebook likes

<http://www.facebook.com/PCDonline>

2017

	Twitter followers	Facebook likes
Beginning Balance:	2,722	2,826
January	2,780	2,873
February	2,917	2,906
March	2,939	2,938
April	2,941	2,969
May	2,975	3,013
June	2,993	3,029

## ADDITIONAL DATA

### METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served and definition of recipient qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients of the digital version are notified via email when the version is available.

### STATEMENT OF CONTENT PLATFORM:

Editorial Replica – If a print edition exists, editorial and design are unchanged from the original print edition. Each issue's content and design are identical to the original edition. Apart from minor updates, the content cannot change once the issue is made available.

### MAGAZINE:

#### CHANGE IN FREQUENCY:

Effective with the July 2016 issue, Professional CarWashing & Detailing changed its frequency from 13 to 12 issues per year.

### PARAGRAPH 3b:

Business Directories include 2 sources of circulation for quantities of 268 copies or 1.5% to 1,120 copies or 6.1%.

### GEOGRAPHIC DISTRIBUTION:

Geographic data for Website and Social Media are not reported at the media owner's option.

### PUBLISHER'S AFFIDAVIT

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

Heather Thompson, Audience Development & Analytics Director

Anna Hicks, Audience Marketing Manager

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

Date signed

August 11, 2017

State

Alabama

County

Birmingham

Received by BPA Worldwide

August 11, 2017

Type

BSJ

ID Number

P145B0J7

#### 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](http://www.bpaww.com) for the latest audit reports, membership information and publishing and advertising industry news.