

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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(See Additional Data)  
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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**



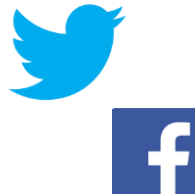
6 Issues in the period  
18,300 average circulation

**PROFESSIONAL CARWASHING & DETAILING WEBSITE**



47,995 average users

**PROFESSIONAL CARWASHING & DETAILING SOCIAL MEDIA**



3,064 Twitter followers  
3,186 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)	18,195	105	18,300
a. Print	16,692	104	16,796
b. Digital	1,503	1	1,504
1. Requested	1,503	1	1,504
2. Non-Requested	-	-	-
<b>PROFESSIONAL CARWASHING &amp; DETAILING WEBSITE</b> (Monthly Users with 80,880 average Pageviews)	47,995	-	47,995
<b>PROFESSIONAL CARWASHING &amp; DETAILING SOCIAL MEDIA</b>			
a. Twitter followers	*3,064	-	*3,064
b. Facebook likes	*3,186	-	*3,186

\*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.

**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	10
Advertiser and Agency	226
Allocated for Trade Shows and Conventions	8
All Other	584
<b>TOTAL</b>	<b>828</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	18,195	99.4	105	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>18,195</b>	<b>99.4</b>	<b>105</b>	<b>0.6</b>

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

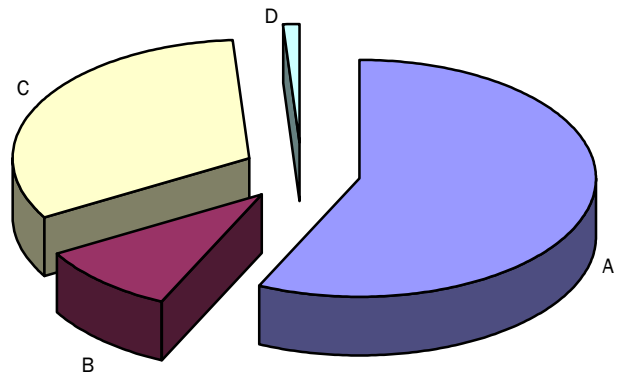
2017 Issue	Print	Digital	Total Qualified
July	16,872	1,429	18,301
August	16,850	1,450	18,300
September	16,848	1,452	18,300
October	16,846	1,454	18,300
November	16,679	1,621	18,300
December	16,680	1,620	18,300

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 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	5,012	27.4	2,954	361	1,664	33
Detailing/Restoration	3,047	16.7	2,152	256	628	11
In-Bay Automatic	2,318	12.7	1,167	398	707	46
Self-Serve	2,271	12.4	1,555	264	442	10
Fast Lube Oil Change	1,837	10.0	710	89	1,034	4
Exterior Service Conveyor	1,426	7.8	729	133	547	17
Auto Dealer/Auto Leasing, Gasoline Retailer/Distributor, Convenience Store	994	5.4	449	113	425	7
Distributor or Jobber of Auto Detailing Supplies or Distributor/Wholesaler/Manufacturer/Supplier of Carwash Equipment, Supplies & Products	826	4.5	322	127	316	61
Potential Investor	530	2.9	364	75	83	8
Others Allied to the Field	39	0.2	15	2	8	14
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>18,300</b>	<b>100.0</b>	<b>10,417</b>	<b>1,818</b>	<b>5,854</b>	<b>211</b>

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

JOB TITLE	TOTAL QUALIFIED	PERCENT OF TOTAL
A Owner	10,417	56.9
B President	1,818	9.9
C Manager	5,854	32.0
D Other	211	1.2



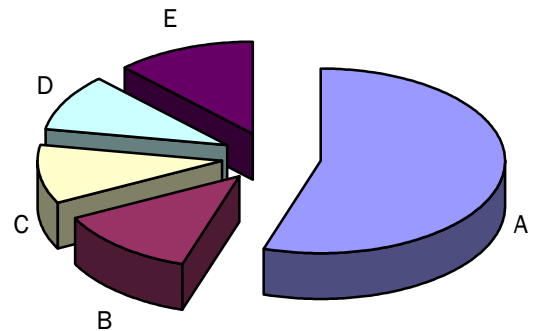
**SUPPLEMENTARY DATA FOR ISSUE OF NOVEMBER 2017**

This is an analysis of the 16,061 or 87.8% 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	5,012	27.4	2,817	644	564	508	479
Detailing/Restoration	3,047	16.7	2,214	224	235	178	196
In-Bay Automatic	2,318	12.7	1,086	262	208	196	566
Self-Serve	2,271	12.4	1,343	199	205	142	382
Fast Lube Oil Change	1,837	10.0	650	282	168	342	395
Exterior Service Conveyor	1,426	7.8	712	255	179	186	94
Auto Dealer/Auto Leasing, Gasoline Retailer/Distributor, Convenience Store	994	5.4	512	142	138	114	88
Distributor or Jobber of Auto Detailing Supplies or Distributor/ Wholesaler/ Manufacturer/Supplier of Carwash Equipment, Supplies & Products	826	4.5	347	187	153	119	20
Potential Investor	530	2.9	376	63	42	31	18
Others Allied to the Field	39	0.2	13	5	-	20	1
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>18,300</b>	<b>100.0</b>	<b>10,070</b>	<b>2,263</b>	<b>1,892</b>	<b>1,836</b>	<b>2,239</b>

**Supplementary Data – Purchasing Authority**

PURCHASING AUTHORITY	TOTAL QUALIFIED
A Sole Decision Maker	10,070
B Specify/Recommend	2,263
C Approve	1,892
D Not Involved	1,836
E Not Available	2,239



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

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
Yes, Potential Investor	2,667	14.6
No, not a potential investor/or no response	15,633	85.4
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>18,300</b>	<b>100.0</b>

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

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	80		Kentucky	274	
New Hampshire	92		Tennessee	324	
Vermont	48		Alabama	271	
Massachusetts	377		Mississippi	112	
Rhode Island	63		<b>EAST SO. CENTRAL</b>	<b>981</b>	<b>5.4</b>
Connecticut	230		Arkansas	189	
<b>NEW ENGLAND</b>	<b>890</b>	<b>4.9</b>	Louisiana	237	
New York	796		Oklahoma	220	
New Jersey	543		Texas	1,216	
Pennsylvania	754		<b>WEST SO. CENTRAL</b>	<b>1,862</b>	<b>10.2</b>
<b>MIDDLE ATLANTIC</b>	<b>2,093</b>	<b>11.4</b>	Montana	114	
Ohio	847		Idaho	143	
Indiana	346		Wyoming	48	
Illinois	896		Colorado	379	
Michigan	764		New Mexico	111	
Wisconsin	416		Arizona	297	
<b>EAST NO. CENTRAL</b>	<b>3,269</b>	<b>17.9</b>	Utah	176	
Minnesota	438		Nevada	109	
Iowa	307		<b>MOUNTAIN</b>	<b>1,377</b>	<b>7.5</b>
Missouri	413		Alaska	13	
North Dakota	71		Washington	336	
South Dakota	93		Oregon	218	
Nebraska	162		California	1,673	
Kansas	180		Hawaii	17	
<b>WEST NO. CENTRAL</b>	<b>1,664</b>	<b>9.1</b>	<b>PACIFIC</b>	<b>2,257</b>	<b>12.3</b>
Delaware	43		<b>UNITED STATES</b>	<b>17,870</b>	<b>97.7</b>
Maryland	295		U.S. Territories	13	
Washington, DC	13		Canada	101	
Virginia	378		Mexico	16	
West Virginia	87		Other International	300	
North Carolina	557		APO/FPO	-	
South Carolina	284				
Georgia	654				
Florida	1,166				
<b>SOUTH ATLANTIC</b>	<b>3,477</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
July	84,725	63,136	53,081	0:54
August	87,161	63,509	52,933	0:59
September	83,676	60,690	50,769	1:01
October	86,109	60,696	49,197	1:07
November	75,322	53,437	43,208	1:07
December	68,291	48,765	38,784	1:05
<b>AVERAGE:</b>	<b>80,880</b>	<b>58,372</b>	<b>47,995</b>	<b>1:02</b>

July – December 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:	2,993	3,029
July	3,012	3,063
August	3,028	3,084
September	3,047	3,117
October	3,062	3,130
November	3,064	3,145
December	3,064	3,186

## 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.

### CHANGE IN COMPANY NAME:

Effective with the January 2018 issue, Professional Carwashing & Detailing was purchased by Babcox Media, Inc.

### MAGAZINE:

#### 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.

Tracy Aston-Martin, Group Publisher

Pat Robinson, Associate Director of Circulation

(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

March 14, 2018

State

Ohio

County

Summit

Received by BPA Worldwide

March 14, 2018

Type

BSJ

ID Number

P145B0D7

#### 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.