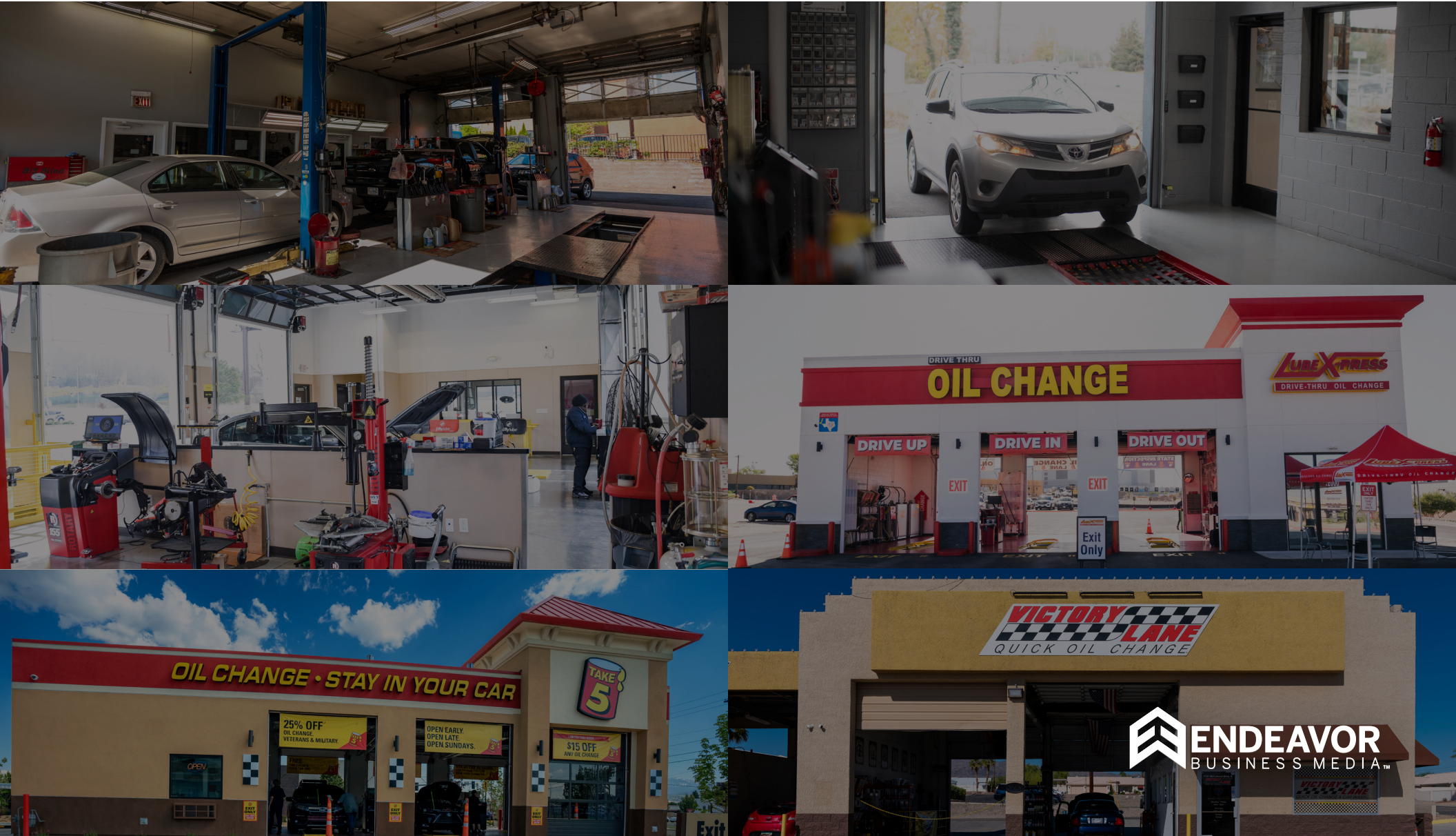


AUDIENCE ENGAGEMENT REPORT



National Oil and Lube News — Audience Engagement Report



JANUARY-JUNE 2024

National Oil and Lube News is the only media brand dedicated to quick lube and fast maintenance business owners, operators, and managers. NOLN keeps readers up to date on key industry issues and trends, and helps operators lead and manage their operations by covering the latest knowledge, technology, and strategies for business success.

AVERAGE MONTHLY REACH



59,800



MAGAZINE REACH

25,000

NOLN Magazine Subscribers

144,200

NOLN Magazine Reach Including
Pass Along Readership

NEWSLETTER REACH

16,200

NOLN
Newsletter Subscribers

WEBSITE REACH

11,600

Average Monthly Sessions

8,400

Average Monthly Unique Visitors

COMBINED SOCIAL REACH



7,000

The Audience Engagement Report provides an integrated view of the NOLN community. The data provided within is obtained via internal and third party sources, including Google Analytics and Omeda.

National Oil and Lube News – Total Audience Insights



JANUARY-JUNE 2024

Primary Business	%
Independent Lube Shop	24.7%
Franchise Lube Shop	21.8%
General Repair Shop with Quick Lube Lane	47.7%
New/Used Vehicle Dealer with Quick Lube Lane	3.0%
Other	2.8%

Decision Makers	%
Owner/Partner/Pres/VP	43.3%
Service Mgr, Shop Mgr, GM, Service Writer	52.4%
Shop Foreman/Shop Supervisor	1.8%
Other	2.5%

REACH DECISION MAKERS

95.7%

of total audience are managers and above

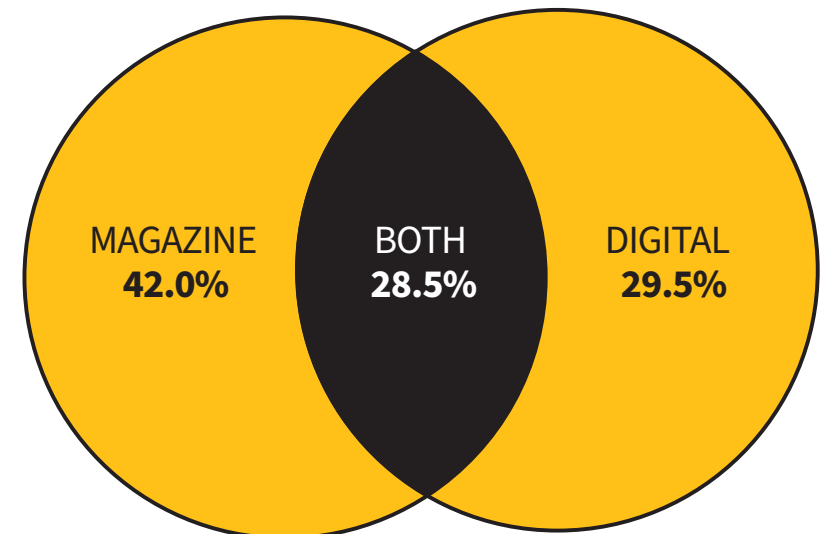


MULTI SHOP OPERATORS

15.7%

of total audience are MSO's

MAGAZINE/DIGITAL OVERLAP*



*Magazine includes print and digital magazine subscribers. Digital includes all other digital products including newsletter subscribers and website visitors.

JANUARY-JUNE 2024

ENEWSLETTER REACH



16,222

AVERAGE TOTAL OPEN RATE



47.01%

AVERAGE TOTAL CTR



2.04%

	Deployment Average	Average Total Open Rate	Average Total CTR
Quick Lube Report	9,177	44.39%	2.08%
This Month in NOLN	7,045	49.62%	1.99%

EMAIL MARKETING

EMAIL MARKETING LIST



13,500

AVERAGE TOTAL OPEN RATE



44.08%

JANUARY-JUNE 2024

TOP TOPICS



Customer Service



Expanded Services



Acquisitions

TOP VIEWED ARTICLES

- iFLEX 2024: PAMA Education Sessions Part 2
- Battery Power Loss Leads to Recall of Over 456K Ford Vehicles
- Family-Owned Quick Lube in Connecticut Sold for \$1.1M
- U.S. Launches Investigation Into RAM Trucks Losing Motive Power
- Report: Gas-Powered Cars Cost 65% Less Than Electric Vehicles Per 1,000 Miles
- Thieves Steal 14 Catalytic Converters From New Orleans Auto Shop
- NHTSA Rejects Hyundai/Kia Oil Leak Recall, Cites Improper Service Procedures as Cause
- Kwik Kar Oil Change & Auto Care Unveils Nationwide Franchise Opportunity
- NHTSA Closes Probe Into Hyundai/Kia Engine Fires
- Costa Kapothanasis Buys Out Costa Franchising LLC Shareholders

National Oil and Lube News – Magazine Audience



JANUARY-JUNE 2024

QUALIFIED CIRCULATION BY ISSUE

2024 Issues	Total Qualified
January/February	25,000
March	25,000
April	25,000
May	25,000
June	25,000
Average Total Qualified Circulation	25,000

PRIMARY BUSINESS	Grand Total	% of Total	Owner, Ptnr, Pres, VP, and Other Company Officials	Service Mgr, Shop Mgr, General Mgr, Service Writer	Shop Foreman, Shop Supervisor
Independent Lube Shop	5,432	21.7%	3,051	2,329	52
Franchise Lube Shop	10,066	40.3%	1,642	8,352	72
General Repair Shop w Lane for Quick Lube Services	8,848	35.4%	3,308	5,429	111
New / Used Vehicle Dealer w Lane for Q Lube Services	654	2.6%	110	522	22
Total	25,000	100.0%	8,111	16,632	257
% of Total			32.5%	66.5%	1.0%



MULTI-SHOP OPERATORS

22.0%

of total
qualified subscribers

We hereby make oath and say that all data set forth in this statement are true. | June 2024 | Chris Messer, VP/Group Publisher - Vehicle Repair Group | Tracy Skallman, Audience Development Manager

National Oil and Lube News – Magazine Subscribers by State



JANUARY-JUNE 2024

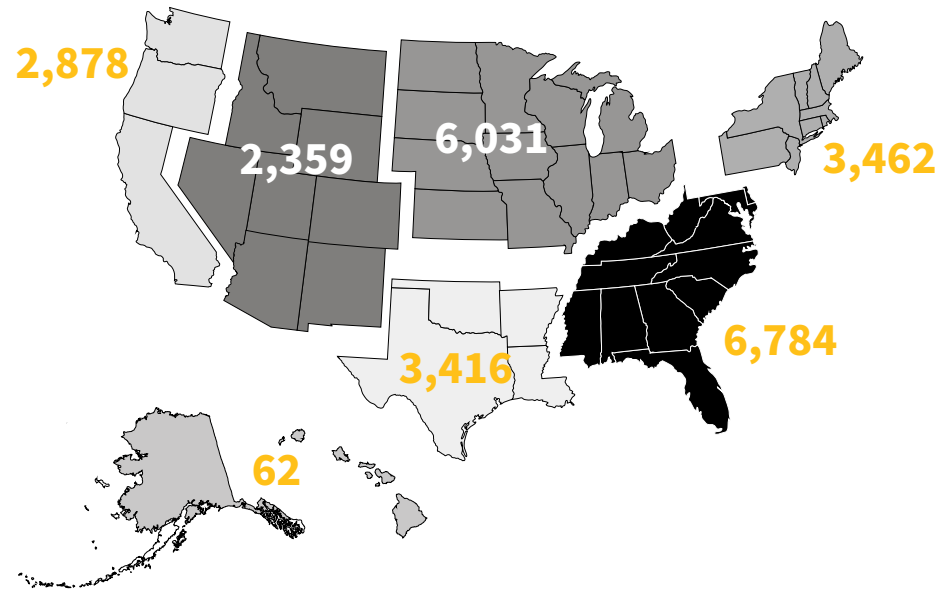
SUBSCRIBERS BY STATE STATE BREAKOUT OF MAGAZINE SUBSCRIBERS

State	Total
Alabama	447
Arizona	484
Arkansas	244
California	2,053
Colorado	623
Connecticut	292
D. C.	4
Delaware	82
Florida	1,475
Georgia	879
Idaho	239
Illinois	1,179
Indiana	507
Iowa	255
Kansas	273
Kentucky	438
Louisiana	295
Maine	142
Maryland	518
Massachusetts	508
Michigan	1,043
Minnesota	457
Mississippi	260
Missouri	647
Montana	136
Nebraska	199
Nevada	232

State	Total
New Hampshire	205
New Jersey	596
New Mexico	232
New York	788
North Carolina	1,039
North Dakota	64
Ohio	932
Oklahoma	330
Oregon	353
Pennsylvania	839
Rhode Island	55
South Carolina	390
South Dakota	63
Tennessee	498
Texas	2,547
Utah	347
Vermont	37
Virginia	653
Washington	472
West Virginia	101
Wisconsin	412
Wyoming	66
Total 48 Contiguous States	24,930
Alaska	35
Hawaii	27
Possessions & Other Areas	8
Total USA	25,000

SUBSCRIBERS BY REGION

U.S. REGION BREAKOUT OF MAGAZINE SUBSCRIBERS



JANUARY-JUNE 2024

AVERAGE MONTHLY
UNIQUE VISITORS



8,400

AVERAGE MONTHLY
SESSIONS



11,600

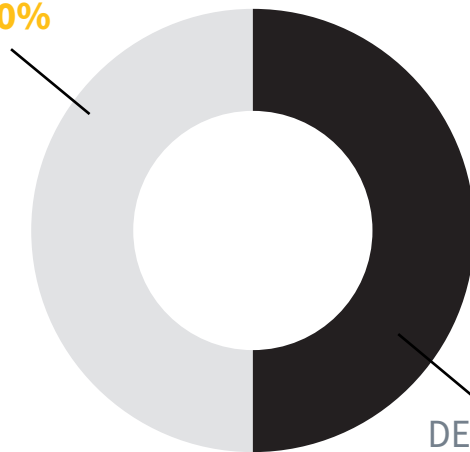
AVERAGE MONTHLY
PAGE VIEWS



36,800

AVERAGE MONTHLY VISITORS BY DEVICE

MOBILE
49.80%



DESKTOP
50.20%