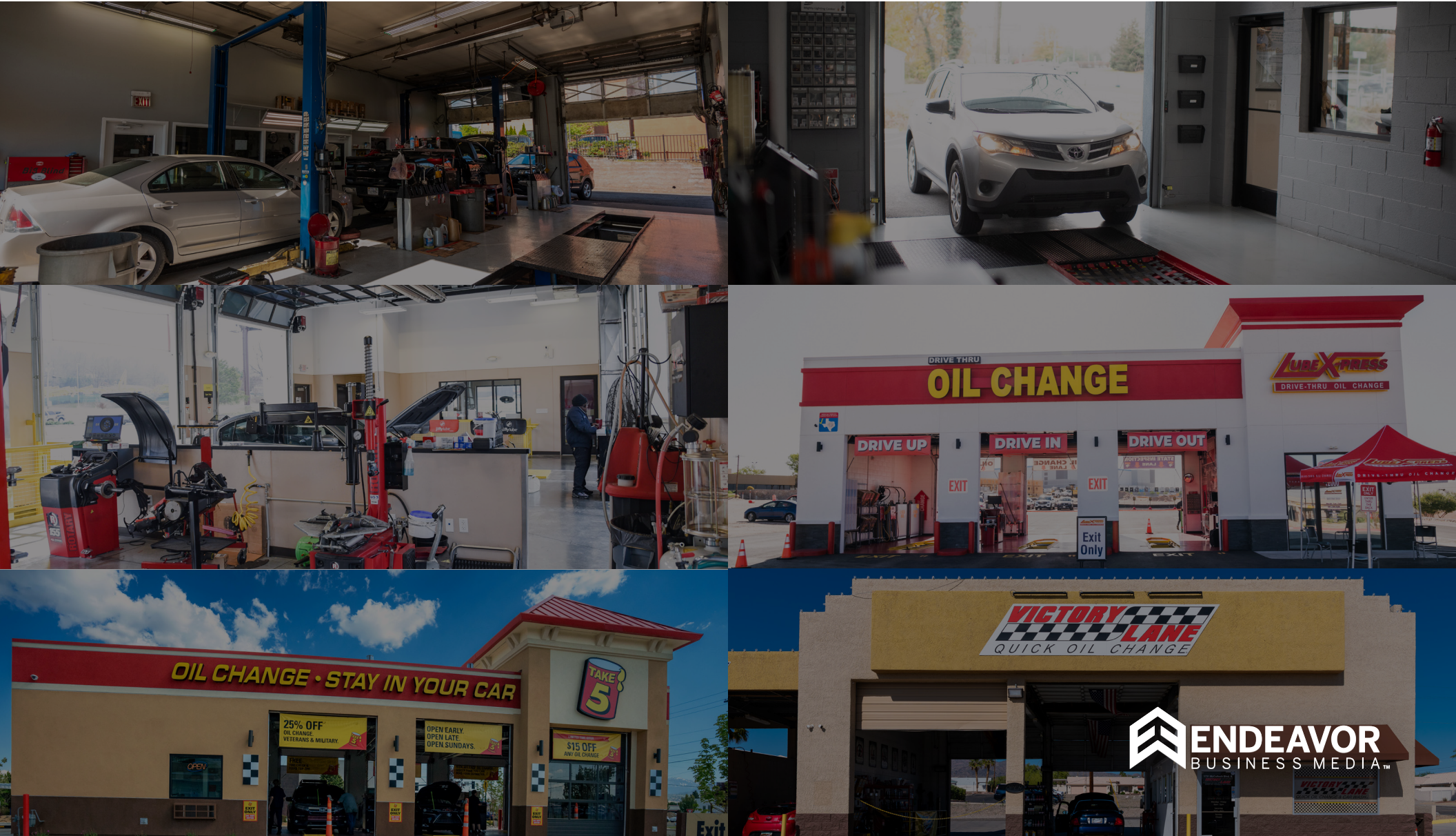


AUDIENCE ENGAGEMENT REPORT



National Oil and Lube News — Audience Engagement Report



JULY 2024 - JUNE 2025

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



72,800



MAGAZINE REACH

25,000

NOLN Magazine Subscribers

144,200

NOLN Magazine Reach Including
Pass Along Readership

NEWSLETTER REACH

16,300

NOLN
Newsletter Subscribers

WEBSITE REACH

24,500

Average Monthly Sessions

20,000

Average Monthly Unique Visitors

COMBINED SOCIAL REACH



6,900

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



JULY 2024 - JUNE 2025

Primary Business	%
Independent Lube Shop	27.3%
Franchise Lube Shop	24.1%
General Repair Shop with Quick Lube Lane	42.9%
New/Used Vehicle Dealer with Quick Lube Lane	3.0%
Other	2.7%

Decision Makers	%
Owner/Partner/Pres/VP	43.8%
Service Mgr, Shop Mgr, GM, Service Writer	51.0%
Shop Foreman/Shop Supervisor	3.0%
Other	2.2%

REACH DECISION MAKERS

94.8%

of total audience are managers and above

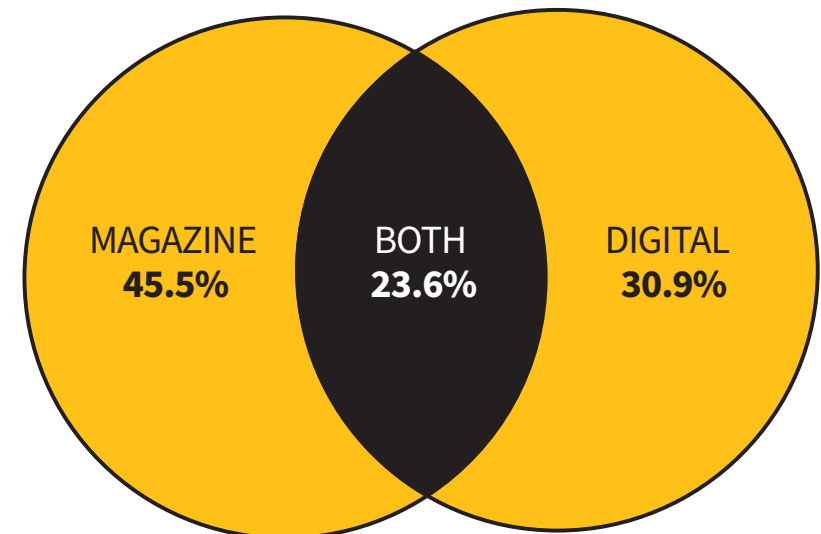


MULTI-SHOP OPERATORS

19.0%

of total audience are MSOs

MAGAZINE/DIGITAL OVERLAP*



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

JULY 2024 - JUNE 2025

NEWSLETTER REACH



16,300

AVERAGE TOTAL OPEN RATE



33.60%

AVERAGE TOTAL CTR



1.80%

	Deployment Average	Average Total Open Rate	Average Total CTR
Quick Lube Report	9,240	30.11%	1.73%
This Month in NOLN	7,050	37.09%	1.87%

EMAIL MARKETING

EMAIL MARKETING LIST



12,750

AVERAGE TOTAL OPEN RATE



30.11%

JULY 2024 - JUNE 2025

TOP TOPICS



Customer Service



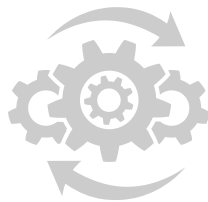
Extended Service Intervals
and Daily Vehicle Counts



Acquisitions and New
Facility Construction



Marketing



Operations

TOP VIEWED ARTICLES

- [Kia Issues Recall for Potential Engine Damage From Defective Piston Rings](#)
- [Ford Owners File Another Class Action Over EcoBoost Engines](#)
- [After Some Hesitation, General Motors Expands Recall for 10-Speed Transmissions](#)
- [Federal Agency Opens Investigation Into General Motors V8 Engine Failures](#)
- [Lawsuit Over General Motors' 8L90 and 8L45 Transmissions Will Continue](#)
- [Hyundai/Kia Class Action Lawsuit Alleges Vehicles Sold With Defective Fuel Systems](#)
- [5 Tactics for Running a Rock-Solid Lube Shop in 2025](#)
- [Community Connection: Operators Leverage Standing in Communities to Help Those in Need](#)
- [7 Habits of an Effective Lube Manager](#)

JULY 2024 - JUNE 2025

QUALIFIED CIRCULATION BY ISSUE

Issues	Total Qualified
July 2024	25,000
August 2024	25,000
September 2024	25,000
October 2024	25,000
November/December 2024	25,000
January/February 2025	25,000
March 2025	25,000
April 2025	25,000
May 2025	25,000
June 2025	25,000
Average Total Qualified Circulation	25,000

MULTI-SHOP OPERATORS



34.9%

of total qualified subscribers

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	5,827	23.3%	3,078	2,688	61
Franchise Lube Shop	10,869	43.5%	1,766	9,027	76
General Repair Shop w Lane for Quick Lube Services	7,671	30.7%	2,721	4,839	111
New / Used Vehicle Dealer w Lane for Quick Lube Services	633	2.5%	101	513	19
Total	25,000	100.0%	7,666	17,067	267
% of Total			30.7%	68.3%	1.0%

We hereby make oath and say that all data set forth in this statement are true. | June 2025 | Chris Messer, VP/Group Publisher - Vehicle Repair Group | Tracy Skallman, Audience Development Manager

National Oil and Lube News – Magazine Subscribers by State



JULY 2024 - JUNE 2025

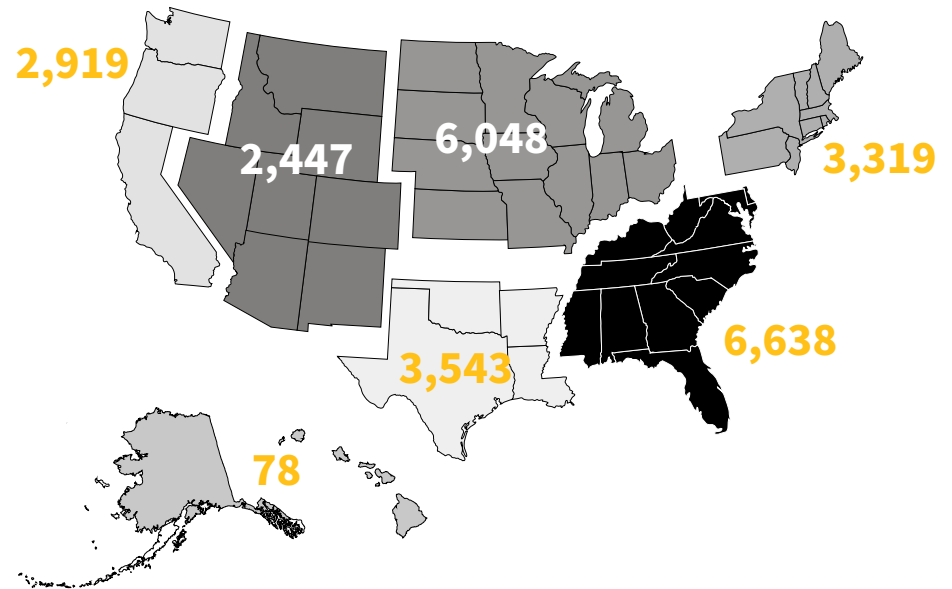
SUBSCRIBERS BY STATE STATE BREAKOUT OF MAGAZINE SUBSCRIBERS

State	Total
Alabama	432
Arizona	518
Arkansas	239
California	2,026
Colorado	622
Connecticut	282
D. C.	3
Delaware	79
Florida	1,370
Georgia	839
Idaho	229
Illinois	1,186
Indiana	504
Iowa	254
Kansas	291
Kentucky	468
Louisiana	330
Maine	153
Maryland	524
Massachusetts	487
Michigan	1,025
Minnesota	462
Mississippi	282
Missouri	629
Montana	143
Nebraska	199
Nevada	235

State	Total
New Hampshire	203
New Jersey	527
New Mexico	245
New York	748
North Carolina	1,023
North Dakota	76
Ohio	932
Oklahoma	330
Oregon	360
Pennsylvania	822
Rhode Island	60
South Carolina	375
South Dakota	58
Tennessee	515
Texas	2,644
Utah	383
Vermont	37
Virginia	639
Washington	533
West Virginia	89
Wisconsin	432
Wyoming	72
Total 48 Contiguous States	24,914
Alaska	47
Hawaii	31
Possessions & Other Areas	8
Total USA	25,000

SUBSCRIBERS BY REGION

U.S. REGION BREAKOUT OF MAGAZINE SUBSCRIBERS



JULY 2024 - JUNE 2025

AVERAGE MONTHLY
UNIQUE VISITORS



20,000

AVERAGE MONTHLY
SESSIONS



24,500

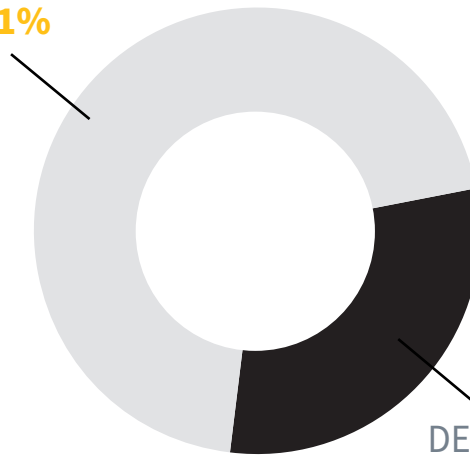
AVERAGE MONTHLY
PAGE VIEWS



43,200

AVERAGE MONTHLY VISITORS BY DEVICE

MOBILE
69.51%



DESKTOP
30.49%