

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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**SANITARY MAINTENANCE** is a B2B brand serving executives of distributor firms active in the sanitary supply marketplace including janitorial, paper, food service, industrial and wholesale. These executives depend on Sanitary Maintenance and its complementing digital outlets to stay on top of industry trends, best practices and timely reporting. This content and much more are featured on CleanLink.com.

### 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

### SANITARY MAINTENANCE MAGAZINE



4 Issues in the period  
15,052 average circulation

### SANITARY MAINTENANCE WEBSITE



65,738 average unique browsers  
Shared media channel,  
See Note 1

## EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
<b>SANITARY MAINTENANCE MAGAZINE</b> (4 issues in the period)	15,052	-	15,052
<b>SANITARY MAINTENANCE WEBSITE: CleanLink.com</b> (Monthly Unique Browsers with 113,524 average Page Impressions)	65,738	-	65,738

Note 1: Shared media channel www.cleanlink.com – serving both Sanitary Maintenance and Contracting Profits.

**FIELD SERVED**

**SANITARY MAINTENANCE** serves distributors of sanitary supplies: janitor supply firms, paper merchants, food service distributors, industrial supply firms, other distributors of sanitary supplies and wholesalers of sanitary supplies. Also qualified are manufacturers of sanitary supplies and manufacturer's agents. A limited number of copies are sent to libraries, government, schools, and associations.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients include Owners, Presidents, Corporate Officers, General Managers, Sales Managers, Office Managers, Purchasing Agents, and other titled and non-titled personnel.

**AVERAGE NON-QUALIFIED CIRCULATION**

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	67
Advertiser and Agency	538
Allocated for Trade Shows and Conventions	65
All Other	315
<b>TOTAL</b>	<b>985</b>

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

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	15,052	100.0	15,052	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>15,052</b>	<b>100.0</b>	<b>15,052</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

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

2015 Issue	Total Qualified
July/August	15,052
September	15,050
October	15,054
November/December	15,050

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2015**

This issue is -% or 1 copy above the average of the other 4 issues reported in Paragraph 2.

This publication conforms to the uniform business and industry breakout which was developed by the BPA Worldwide advertiser, agency and publisher committee for the Maintenance Equipment & Supplies Distributors Market in January 1984, and revised in November 1993, requiring participating publications to report their circulation on a comparable basis by June 1986. A copy of the comparability brochure can be obtained from BPA Worldwide.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
<b>1. DISTRIBUTORS OF SANITARY SUPPLIES (NOTE 1)</b>		
a. Janitor Supply Firms	6,883	45.7
b. Paper Merchants	2,391	15.9
d. Food Service Distributors	2,254	15.0
e. Industrial Supply Firms	745	5.0
g. Other Distributors of Sanitary Supplies	546	3.6
<b>2. Wholesalers of Sanitary Supplies</b>	1,071	7.1
<b>SUB-TOTAL DISTRIBUTORS AND WHOLESALEERS OF SANITARY SUPPLIES (NOTE 2)</b>	13,890	92.3
4. Manufacturers of Sanitary Supplies and Manufacturer's Agents	1,160	7.7
5. Others Allied to the Field including Libraries, Government, Schools and Associations	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>15,050</b>	<b>100.0</b>

Note 1: Classification 1c. - pest control, hospital supply, hotel, restaurant or bar supply, grocer or hardware distributor and classification 1f. - chemical specialty firm - are omitted at the option of the publisher. Responses in these categories have been combined under 1g. - Other distributors of sanitary supplies.

Note 2: Qualified recipients include Owners, Presidents, Corporate Officers, General Managers, Sales Managers, Office Managers, Purchasing Agents, and other titled and non-titled personnel.

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2015**

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	9,445	2,071	466	11,982	79.6
II. Request from recipient's company:	57	71	-	128	0.9
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-
V. <b>TOTAL</b> - Sources other than above (listed alphabetically):	2,639	301	-	2,940	19.5
Association rosters and directories	-	-	-	-	-
*Business directories	2,639	301	-	2,940	19.5
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>12,141</b>	<b>2,443</b>	<b>466</b>	<b>15,050</b>	<b>100.0</b>
<b>PERCENT</b>	<b>80.7</b>	<b>16.2</b>	<b>3.1</b>	<b>100.0</b>	

\*See Additional Data

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

6-Month Period Ended:	Audited Data		Audited Data		Audited Data		Audited Data		Circulation Claim	
	January – June 2013	July – December 2013	January – June 2014	July – December 2014	January – June 2015	July – December 2015*	January – June 2015	July – December 2015*	January – June 2015	July – December 2015*
Total Audit Average Qualified:	15,052	15,052	15,053	15,052	15,051	15,052	15,051	15,052	15,051	15,052
Qualified Non-Paid:	15,052	15,052	15,053	15,052	15,051	15,052	15,051	15,052	15,051	15,052
Qualified Paid:	-	-	-	-	-	-	-	-	-	-
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	**NC	**NC	**NC	**NC	**NC	**NC	**NC	**NC	**NC	**NC

**\*NOTE: July - December 2015 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 NOVEMBER/DECEMBER 2015**

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	57		Kentucky	188	
New Hampshire	59		Tennessee	324	
Vermont	30		Alabama	195	
Massachusetts	310		Mississippi	121	
Rhode Island	43		<b>EAST SO. CENTRAL</b>	<b>828</b>	<b>5.5</b>
Connecticut	148		Arkansas	136	
<b>NEW ENGLAND</b>	<b>647</b>	<b>4.3</b>	Louisiana	235	
New York	796		Oklahoma	158	
New Jersey	496		Texas	881	
Pennsylvania	671		<b>WEST SO. CENTRAL</b>	<b>1,410</b>	<b>9.4</b>
<b>MIDDLE ATLANTIC</b>	<b>1,963</b>	<b>13.0</b>	Montana	60	
Ohio	692		Idaho	63	
Indiana	288		Wyoming	32	
Illinois	621		Colorado	197	
Michigan	453		New Mexico	63	
Wisconsin	349		Arizona	178	
<b>EAST NO. CENTRAL</b>	<b>2,403</b>	<b>16.0</b>	Utah	136	
Minnesota	246		Nevada	81	
Iowa	165		<b>MOUNTAIN</b>	<b>810</b>	<b>5.4</b>
Missouri	348		Alaska	26	
North Dakota	43		Washington	217	
South Dakota	45		Oregon	140	
Nebraska	92		California	1,152	
Kansas	166		Hawaii	67	
<b>WEST NO. CENTRAL</b>	<b>1,105</b>	<b>7.3</b>	<b>PACIFIC</b>	<b>1,602</b>	<b>10.6</b>
Delaware	39		<b>UNITED STATES</b>	<b>13,358</b>	<b>88.8</b>
Maryland	232		U.S. Territories	39	
Washington, DC	7		Canada	1,653	
Virginia	248		Mexico	-	
West Virginia	59		Other International	-	
North Carolina	488		APO/FPO	-	
South Carolina	200				
Georgia	476		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>15,050</b>	<b>100.0</b>
Florida	841				
<b>SOUTH ATLANTIC</b>	<b>2,590</b>	<b>17.2</b>			

**\*See Additional Data**

# WEBSITE CHANNEL\*

## WWW.CLEANLINK.COM

2015	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
July	123,905	82,773	69,921	1.18	02:13	01:06
August	115,101	79,735	68,843	1.16	02:10	00:58
September	112,977	74,540	63,801	1.17	02:00	01:02
October	123,583	82,162	70,604	1.16	02:05	01:03
November	107,452	73,478	63,568	1.16	02:09	01:00
December	98,131	67,085	57,694	1.16	02:12	01:01
<b>AVERAGE:</b>	<b>113,524</b>	<b>76,628</b>	<b>65,738</b>	<b>1.17</b>	<b>02:08</b>	<b>01:01</b>

July - December 2015 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

\*Shared media channel [www.cleanlink.com](http://www.cleanlink.com) – serving both Sanitary Maintenance and Contracting Profits.

### WEBSITE GLOSSARY

**Page Impressions:** A Page Impression 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.

**User 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.

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

**Unique Browser Frequency:** Unique Browser Frequency represents the average number of times a Unique Browser visits a site during a reporting period. This is calculated by dividing the total number of User Sessions by the number of Unique Browsers.

**Page Duration:** The average time spent viewing any page on a web site.

**User Session Duration:** The average 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)

## ADDITIONAL DATA

### PARAGRAPH 3b:

Business Directories include 3 sources of circulation for quantities 711 copies or 4.7% to 1,382 copies or 9.2%.

### GEOGRAPHIC DISTRIBUTION:

Geographic data for Website is 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.

Rob Geissler, Publisher

Eric Muench, Director of Audience Development

(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

State

County

Received by BPA Worldwide

Type

ID Number

January 14, 2016

Wisconsin

Milwaukee

January 14, 2016

BJ

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#### 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.