

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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www.cleanlink.com/sm

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
15,053 average circulation

SANITARY MAINTENANCE WEBSITE



73,275 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
SANITARY MAINTENANCE MAGAZINE (4 issues in the period)	15,053	-	15,053
SANITARY MAINTENANCE WEBSITE: CleanLink.com (Monthly Unique Browsers with 124,628 average Page Impressions)	73,275	-	73,275

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	88
Advertiser and Agency	528
Allocated for Trade Shows and Conventions	25
All Other	314
TOTAL	956

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

	Total Qualified		Qualified Non-Paid		Qualified Paid	
QUALIFIED CIRCULATION	Copies	Percent	Copies	Percent	Copies	Percent
Individual	15,053	100.0	15,053	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	15,053	100.0	15,053	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2016 Issue	Total Qualified
January/February	15,054
March	15,055
April	15,054
May	15,050

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2016

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
1. DISTRIBUTORS OF SANITARY SUPPLIES (NOTE 1)		
a. Janitor Supply Firms	7,514	50.0
b. Paper Merchants	2,108	14.0
d. Food Service Distributors	2,050	13.6
e. Industrial Supply Firms	757	5.0
g. Other Distributors of Sanitary Supplies	489	3.2
2. Wholesalers of Sanitary Supplies	1,021	6.8
SUB-TOTAL DISTRIBUTORS AND WHOLESALERS OF SANITARY SUPPLIES (NOTE 2)	13,939	92.6
4. Manufacturers of Sanitary Supplies and Manufacturer's Agents	1,111	7.4
5. Others Allied to the Field including Libraries, Government, Schools and Associations	-	-
TOTAL QUALIFIED CIRCULATION	15,050	100.0

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 MAY 2016

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	9,690	2,085	376	12,151	80.7
II. Request from recipient's company:	32	26	-	58	0.4
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	2,841	-	-	2,841	18.9
Association rosters and directories	-	-	-	-	-
*Business directories	2,841	-	-	2,841	18.9
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	12,563	2,111	376	15,050	100.0
PERCENT	83.5	14.0	2.5	100.0	

*See Additional Data

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	July – December 2013	January – June 2014	July – December 2014	January – June 2015	July – December 2015*	January – June 2016*
Total Audit Average Qualified:	15,052	15,053	15,052	15,051	15,052	15,053
Qualified Non-Paid:	15,052	15,053	15,052	15,051	15,052	15,053
Qualified Paid:	-	-	-	-	-	-
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	**NC	**NC	**NC	**NC	**NC	**NC

**NC = None Claimed.

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	65		Kentucky	192	
New Hampshire	52		Tennessee	297	
Vermont	24		Alabama	180	
Massachusetts	297		Mississippi	115	
Rhode Island	49		EAST SO. CENTRAL	784	5.2
Connecticut	132		Arkansas	144	
NEW ENGLAND	619	4.1	Louisiana	252	
New York	832		Oklahoma	148	
New Jersey	490		Texas	910	
Pennsylvania	671		WEST SO. CENTRAL	1,454	9.7
MIDDLE ATLANTIC	1,993	13.2	Montana	66	
Ohio	665		Idaho	64	
Indiana	309		Wyoming	27	
Illinois	624		Colorado	210	
Michigan	445		New Mexico	68	
Wisconsin	349		Arizona	193	
EAST NO. CENTRAL	2,392	15.9	Utah	126	
Minnesota	236		Nevada	82	
Iowa	153		MOUNTAIN	836	5.6
Missouri	355		Alaska	23	
North Dakota	52		Washington	224	
South Dakota	46		Oregon	130	
Nebraska	95		California	1,168	
Kansas	171		Hawaii	73	
WEST NO. CENTRAL	1,108	7.4	PACIFIC	1,618	10.8
Delaware	35		UNITED STATES	13,370	88.8
Maryland	232		U.S. Territories	42	
Washington, DC	10		Canada	1,638	
Virginia	254		Mexico	-	
West Virginia	63		Other International	-	
North Carolina	495		APO/FPO	-	
South Carolina	208				
Georgia	456				
Florida	813		TOTAL QUALIFIED CIRCULATION	15,050	100.0
SOUTH ATLANTIC	2,566	16.9			

TOTAL QUALIFIED CIRCULATION	15,050	100.0
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WEBSITE CHANNEL*

WWW.CLEANLINK.COM

2016	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
January	128,379	91,857	79,657	1.15	02:17	00:55
February	127,673	85,994	72,822	1.18	02:13	01:05
March	132,878	88,699	74,957	1.18	02:08	01:04
April	118,752	82,489	70,855	1.16	02:21	01:02
May	124,238	85,827	72,316	1.19	02:17	01:02
June	115,853	81,086	69,044	1.17	02:17	00:59
AVERAGE:	124,628	85,992	73,275	1.17	02:15	01:01

January – June 2016 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

*Shared media channel 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

ADDITIONAL DATA

MAGAZINE:

PARAGRAPH 3b:

Business directories include 3 sources of circulation for quantities of 380 copies or 2.5% to 1,909 copies or 12.7%, including Hoovers

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

July 14, 2016

State

Wisconsin

County

Milwaukee

Received by BPA Worldwide

July 14, 2016

Type

BJ

ID Number

S005B0J6

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 for the latest audit reports, membership information and publishing and advertising industry news.