

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.

Two Corporate Drive, Ninth Floor  
Shelton, CT 06484-6259  
Phone: +1 203.447.2800  
Fax: +1 203.447.2900  
[www.bpaww.com](http://www.bpaww.com)

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprising media owners, advertising agencies and advertisers. Spanning 25 countries, BPA serves more than 2,000 B-to-B publications and 500 consumer magazines, plus newspapers, events, Web sites, email newsletters, databases, wireless and other advertiser-supported media-as well as more than 2,600 advertiser and agency members.

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# SANITARY MAINTENANCE

Trade Press Media Group, Inc.  
(See Paragraph 11)  
2100 West Florist Avenue  
Milwaukee, WI 53209  
Tel.: (414) 228-7701  
Fax: (414) 228-1134  
[www.cleanlink.com/sm](http://www.cleanlink.com/sm)

Official Publication of: None  
Established: 1943  
Issues Per Year: 12



**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 _____	-
Advertiser and Agency _____	844
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	192
All Other _____	709
<b>TOTAL</b>	<b>1,745</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	16,053	100.0	16,053	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>16,053</b>	<b>100.0</b>	<b>16,053</b>	<b>100.0</b>	-	-

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2008 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2008 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
July _____	125	127			16,055	October _____	371	373			16,056
August _____	161	157			16,051	November _____	107	99			16,048
September _____	136	139			16,054	December _____	125	133			16,056
						<b>TOTAL</b>	<b>1,025</b>	<b>1,028</b>			

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2008****This issue is -% or 6 copies below the average of the other 5 issues reported in Paragraph two.**

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
<b>1. DISTRIBUTORS OF SANITARY SUPPLIES (NOTE 1)</b>		
a. Janitor Supply Firms _____	8,351	52.0
b. Paper Merchants _____	1,639	10.2
d. Food Service Distributors _____	1,792	11.2
e. Industrial Supply Firms _____	1,203	7.5
g. Other Distributors of Sanitary Supplies _____	725	4.5
2. Wholesalers of Sanitary Supplies _____	752	4.7
SUB-TOTAL DISTRIBUTORS AND WHOLESALERS OF SANITARY SUPPLIES	14,462	90.1
4. Manufacturers of Sanitary Supplies and Manufacturer's Agents _____	1,586	9.9
5. Others Allied to the Field including Libraries, Government, Schools and Associations _____	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>16,048</b>	<b>100.0</b>
<b>PERCENT</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.

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2008**

QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
I. <b>TOTAL</b> - Personal direct request from the recipient: _____	<b>10,806</b>	<b>1,871</b>	-			<b>12,677</b>	<b>79.0</b>
a. Written _____	6,390	890	-			7,280	45.4
b. Telecommunication _____	4,112	911	-			5,023	31.3
c. Electronic _____	304	70	-			374	2.3
II. <b>TOTAL</b> - Request from recipient's company: _____	<b>536</b>	<b>133</b>	-			<b>669</b>	<b>4.2</b>
a. Written _____	341	102	-			443	2.8
b. Telecommunication _____	189	31	-			220	1.4
c. Electronic _____	6	-	-			6	-
III. <b>TOTAL</b> - Membership Benefit: _____	-	-	-			-	-
a. Individual _____	-	-	-			-	-
b. Organizational _____	-	-	-			-	-
IV. <b>TOTAL</b> - Communication from recipient or recipient's company (other than request): _____	-	-	-			-	-
a. Written _____	-	-	-			-	-
b. Telecommunication _____	-	-	-			-	-
c. Electronic _____	-	-	-			-	-
V. <b>TOTAL</b> - Sources other than above (listed alphabetically): _____	<b>2,702</b>	-	-			<b>2,702</b>	<b>16.8</b>
*Association rosters and directories _____	228	-	-			228	1.4
*Business directories _____	2,474	-	-			2,474	15.4
Independent field reports _____	-	-	-			-	-
Licenseses - National, State or Local Government _____	-	-	-			-	-
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-			-	-
Other sources _____	-	-	-			-	-
VI. <b>TOTAL</b> - Single Copy Sales: _____	-	-	-			-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>14,044</b>	<b>2,004</b>	-			<b>16,048</b>	<b>100.0</b>
<b>*See Paragraph 11</b>	<b>PERCENT</b>	<b>87.5</b>	<b>12.5</b>	-		<b>100.0</b>	

**3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2008**

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			16,048	100.0
Individuals by name only _____			-	-
Titles or functions only _____			-	-
Company names only _____			-	-
Multi-Copy Same Addressee copies _____			-	-
Single Copy Sales _____			-	-
<b>TOTAL QUALIFIED CIRCULATION</b>			<b>16,048</b>	<b>100.0</b>

**4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2008**

State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified	Percent
039-049 Maine _____	40		400-427 Kentucky _____	197	
030-038 New Hampshire _____	59		370-385 Tennessee _____	337	
050-059 Vermont _____	23		350-369 Alabama _____	229	
010-027 Massachusetts _____	372		386-397 Mississippi _____	128	
028-029 Rhode Island _____	50		<b>EAST SO. CENTRAL</b>	<b>891</b>	<b>5.6</b>
060-069 Connecticut _____	148		716-729 Arkansas _____	151	
<b>NEW ENGLAND</b>	<b>692</b>	<b>4.3</b>	700-714 Louisiana _____	245	
100-149 New York _____	847		730-749 Oklahoma _____	220	
070-089 New Jersey _____	573		750-799 Texas _____	945	
150-196 Pennsylvania _____	751		<b>WEST SO. CENTRAL</b>	<b>1,561</b>	<b>9.7</b>
<b>MIDDLE ATLANTIC</b>	<b>2,171</b>	<b>13.5</b>	590-599 Montana _____	92	
430-459 Ohio _____	806		832-838 Idaho _____	76	
460-479 Indiana _____	333		820-831 Wyoming _____	44	
600-629 Illinois _____	750		800-816 Colorado _____	243	
480-499 Michigan _____	538		870-884 New Mexico _____	56	
530-549 Wisconsin _____	393		850-865 Arizona _____	210	
<b>EAST NO. CENTRAL</b>	<b>2,820</b>	<b>17.6</b>	840-847 Utah _____	150	
550-567 Minnesota _____	284		889-898 Nevada _____	83	
500-528 Iowa _____	159		<b>MOUNTAIN</b>	<b>954</b>	<b>5.9</b>
630-658 Missouri _____	415		995-999 Alaska _____	31	
580-588 North Dakota _____	53		980-994 Washington _____	228	
570-577 South Dakota _____	41		970-979 Oregon _____	159	
680-693 Nebraska _____	103		900-961 California _____	1,132	
660-679 Kansas _____	198		967-968 Hawaii _____	94	
<b>WEST NO. CENTRAL</b>	<b>1,253</b>	<b>7.8</b>	<b>PACIFIC</b>	<b>1,644</b>	<b>10.2</b>
197-199 Delaware _____	58		<b>UNITED STATES</b>	<b>14,859</b>	<b>92.5</b>
206-219 Maryland _____	244		969 & 004-009 U.S. Territories _____	64	
200-205 Washington, DC _____	5		Canada _____	1,125	
220-246 Virginia _____	260		Mexico _____	-	
247-268 West Virginia _____	80		Other International _____	-	
270-289 North Carolina _____	543		APO/FPO _____	-	
290-299 South Carolina _____	226		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>16,048</b>	<b>100.0</b>
300-319 Georgia _____	550				
320-349 Florida _____	907				
<b>SOUTH ATLANTIC</b>	<b>2,873</b>	<b>17.9</b>			

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

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	2005	2006	2007	January - June 2008	July - December 2008*
Total Audit Average Qualified: _____	16,025	16,050	16,053	16,052	16,053
Qualified Non-Paid: _	16,025	16,050	16,053	16,052	16,053
Qualified Paid: _____	-	-	-	-	-
Post Expire Copies included in Paid Circulation: _____	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	**NC	**NC	**NC	**NC	**NC

**\*NOTE: July-December 2008 data is unaudited. With each successive year, new data will be added until six 6-month periods are displayed.**

\*\*NC = None Claimed.

**11. ADDITIONAL DATA****CHANGE IN COMPANY NAME:**

Effective with the December 2008 issue, Trade Press Publishing Corp. changed its name to Trade Press Media Group, Inc.

**PARAGRAPH 3b:**

Association rosters and directories include 1 source of circulation for a quantity of 228 copies or 1.4%.

Business directories include 3 sources of circulation for quantities of 811 copies or 5.1% to 844 copies or 5.2%.

**PARAGRAPHS 5 THROUGH 8 ARE NOT REQUIRED.**

**10. PAID CIRCULATION DATA**

**NC	Average Annual Subscription Order Price for the Period. (includes promotional incentive value, if any)
12	Issues Per Year
**NC	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

**PUBLISHER'S AFFIDAVIT**

We hereby make oath and say that all data set forth in this statement are true.

Rob Geissler, Publisher

Eric J. 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 circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed December 23, 2008

State Wisconsin

County Milwaukee

Received by BPA Worldwide December 23, 2008

Type PJ

ID Number S005P0D8