

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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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.
2100 West Florist Avenue
Milwaukee, WI 53209
Tel.: (414) 228-7701
Fax: (414) 228-1134
www.cleanlink.com/sm

Official Publication of: None
Established: 1943
Issues Per Year: 10
(See Paragraph 9)

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 _____	770
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
Electronic _____	-
All Other _____	537
TOTAL	1,307

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	15,553	100.0	15,553	100.0	-	-
Sponsored Individually Addressed ____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	15,553	100.0	15,553	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2009 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2009 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
January _____	116	117			16,057	April _____	1,169	169			15,053
February _____	359	353			16,051	May _____	2,459	2,457			15,051
March _____	130	132			16,053	June _____	96	97			15,052
						TOTAL	4,329	3,325			

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009		
This issue is 3.8% or 602 copies below the average of the other 5 issues reported in Paragraph two.		
BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
1. DISTRIBUTORS OF SANITARY SUPPLIES (NOTE 1)		
a. Janitor Supply Firms _____	7,700	51.2
b. Paper Merchants _____	1,663	11.0
d. Food Service Distributors _____	1,728	11.5
e. Industrial Supply Firms _____	1,093	7.3
g. Other Distributors of Sanitary Supplies _____	696	4.6
2. Wholesalers of Sanitary Supplies _____	828	5.5
SUB-TOTAL DISTRIBUTORS AND WHOLESALERS OF SANITARY SUPPLIES	13,708	91.1
4. Manufacturers of Sanitary Supplies and Manufacturer's Agents _____	1,343	8.9
5. Others Allied to the Field including Libraries, Government, Schools and Associations _____	-	-
TOTAL QUALIFIED CIRCULATION	15,051	100.0
PERCENT	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.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009							
QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
I. Direct request from the recipient: _____	9,696	2,023	-			11,719	77.9
II. Request from recipient's company: _____	641	201	-			842	5.6
III. Membership Benefit: _____	-	-	-			-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-			-	-
V. Sources other than above (listed alphabetically): _____	2,490	-	-			2,490	16.5
Association rosters and directories _____	-	-	-			-	-
Business directories _____	2,490	-	-			2,490	16.5
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-			-	-
Other sources _____	-	-	-			-	-
VI. TOTAL - Single Copy Sales: _____	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	12,827	2,224	-			15,051	100.0
PERCENT	85.2	14.8	-			100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009				
MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			15,051	100.0
Individuals by name only _____			-	-
Titles or functions only _____			-	-
Company names only _____			-	-
Multi-Copy Same Addressee copies _____			-	-
Single Copy Sales _____			-	-
TOTAL QUALIFIED CIRCULATION			15,051	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009								
State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified	Percent
039-049 Maine _____	39		400-427 Kentucky _____	192				
030-038 New Hampshire _____	51		370-385 Tennessee _____	358				
050-059 Vermont _____	28		350-369 Alabama _____	218				
010-027 Massachusetts _____	345		386-397 Mississippi _____	127				
028-029 Rhode Island _____	51		EAST SO. CENTRAL	895	5.9			
060-069 Connecticut _____	156		716-729 Arkansas _____	157				
NEW ENGLAND	670	4.4	700-714 Louisiana _____	235				
100-149 New York _____	787		730-749 Oklahoma _____	204				
070-089 New Jersey _____	495		750-799 Texas _____	889				
150-196 Pennsylvania _____	707		WEST SO. CENTRAL	1,485	9.9			
MIDDLE ATLANTIC	1,989	13.2	590-599 Montana _____	88				
430-459 Ohio _____	775		832-838 Idaho _____	75				
460-479 Indiana _____	314		820-831 Wyoming _____	43				
600-629 Illinois _____	676		800-816 Colorado _____	241				
480-499 Michigan _____	503		870-884 New Mexico _____	65				
530-549 Wisconsin _____	396		850-865 Arizona _____	219				
EAST NO. CENTRAL	2,664	17.7	840-847 Utah _____	151				
550-567 Minnesota _____	274		889-898 Nevada _____	75				
500-528 Iowa _____	170		MOUNTAIN	957	6.4			
630-658 Missouri _____	392		995-999 Alaska _____	31				
580-588 North Dakota _____	54		980-994 Washington _____	231				
570-577 South Dakota _____	32		970-979 Oregon _____	148				
680-693 Nebraska _____	104		900-961 California _____	1,089				
660-679 Kansas _____	187		967-968 Hawaii _____	105				
WEST NO. CENTRAL	1,213	8.1	PACIFIC	1,604	10.7			
197-199 Delaware _____	48		UNITED STATES	14,261	94.8			
206-219 Maryland _____	239		969 & 004-009 U.S. Territories _____	45				
200-205 Washington, DC _____	6		Canada _____	745				
220-246 Virginia _____	260		Mexico _____	-				
247-268 West Virginia _____	58		Other International _____	-				
270-289 North Carolina _____	518		APO/FPO _____	-				
290-299 South Carolina _____	225		TOTAL QUALIFIED CIRCULATION	15,051	100.0			
300-319 Georgia _____	511							
320-349 Florida _____	919							
SOUTH ATLANTIC	2,784	18.5						

7. AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
6-Month Period Ended:	2005	2006	2007	January - June 2008	July - December 2008*	January - June 2009*
Total Audit Average Qualified: _____	16,025	16,050	16,053	16,052	16,053	15,553
Qualified Non-Paid: _	16,025	16,050	16,053	16,052	16,053	15,553
Qualified Paid: _____	-	-	-	-	-	-
Post Expire Copies included in Paid Circulation: _____	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	**NC	**NC	**NC	**NC	**NC	**NC

***NOTE: July 2008 - June 2009 data is unaudited. With each successive year, new data will be added until six 6-month periods are displayed.**

**NC = None Claimed.

9. ADDITIONAL DATA**CHANGE IN FREQUENCY:**

Effective with the July 2009 issue, the frequency will be changed from 12 to 10 issues per year.

PARAGRAPHS 5 & 6 ARE NOT REQUIRED**8. PAID CIRCULATION DATA**

**NC	Average Annual Subscription Order Price for the Period. (includes promotional incentive value, if any)
10	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 July 2, 2009

State Wisconsin

County Milwaukee

Received by BPA Worldwide July 2, 2009

Type PJ

ID Number S005P0J9