

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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**CONTRACTING PROFITS** is a B2B brand serving owners and top level executives of building service contractor firms. These executives depend on Contracting Profits and its complementing digital outlets to stay on top of issues they face, including immigration, technology, best practices, human resources, 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**

**CONTRACTING PROFITS MAGAZINE**



3 Issues in the period  
20,053 average circulation

**CONTRACTING PROFITS WEBSITE**



90,217 average users  
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>CONTRACTING PROFITS MAGAZINE</b> (3 issues in the period)	20,053	-	20,053
<b>CONTRACTING PROFITS WEBSITE: CleanLink.com</b> (Monthly Users with 152,409 average Pageviews)	90,217	-	90,217

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

### FIELD SERVED

**CONTRACTING PROFITS** serves building service contractors/professional cleaning contractors and manufacturers of sanitary supplies.

### DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are building service contractors/professional cleaning contractor executives including: owners, presidents, corporate officers, general managers and other titled and non-titled personnel in the building service contractor/professional cleaning contractor industry.

### AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	82
Advertiser and Agency	382
Allocated for Trade Shows and Conventions	75
All Other	213
<b>TOTAL</b>	<b>752</b>

### 1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	20,053	100.0	20,053	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>20,053</b>	<b>100.0</b>	<b>20,053</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

### 2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2017 Issue	Total Qualified
January/February	20,052
March/April	20,053
May/June	20,053

### 3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2017 This issue is equal to the average of the other 2 issues reported in Paragraph 2.

BUSINESS AND INDUSTRY (Note 1)	TOTAL QUALIFIED	PERCENT OF TOTAL
Building service contractors/professional cleaning contractors	19,858	99.0
Manufacturers of Sanitary Supplies	195	1.0
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>20,053</b>	<b>100.0</b>
<b>PERCENT</b>	<b>100.0</b>	

NOTE 1: Qualified recipients are building service contractors/professional cleaning contractor executives including: owners, presidents, corporate officers, general managers and other titled and non-titled personnel in the building service contractor/professional cleaning contractor industry.

### 3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2017

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	<b>7,884</b>	<b>3,375</b>	<b>961</b>	<b>12,220</b>	<b>60.9</b>
II. Request from recipient's company:	<b>30</b>	<b>3</b>	-	<b>33</b>	<b>0.2</b>
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-
V. <b>TOTAL</b> - Sources other than above (listed alphabetically):	<b>6,985</b>	<b>815</b>	-	<b>7,800</b>	<b>38.9</b>
*Association rosters and directories	-	210	-	210	1.0
*Business directories	6,985	605	-	7,590	37.9
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>14,899</b>	<b>4,193</b>	<b>961</b>	<b>20,053</b>	<b>100.0</b>
<b>PERCENT</b>	<b>74.3</b>	<b>20.9</b>	<b>4.8</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	Audited Data	Circulation Claim
	July – December 2014	January – June 2015	July – December 2015	January – June 2016	July – December 2016	January – June 2017*
Total Audit Average Qualified:	25,053	25,053	25,055	25,053	25,053	20,053
Qualified Non-Paid:	25,053	25,053	25,055	25,053	25,053	20,053
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

**\*NOTE: January – June 2017 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 MAY/JUNE 2017\***

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	97		Kentucky	191	
New Hampshire	100		Tennessee	476	
Vermont	41		Alabama	226	
Massachusetts	453		Mississippi	111	
Rhode Island	62		<b>EAST SO. CENTRAL</b>	<b>1,004</b>	<b>5.0</b>
Connecticut	241		Arkansas	157	
<b>NEW ENGLAND</b>	<b>994</b>	<b>5.0</b>	Louisiana	196	
New York	940		Oklahoma	154	
New Jersey	539		Texas	1,559	
Pennsylvania	811		<b>WEST SO. CENTRAL</b>	<b>2,066</b>	<b>10.3</b>
<b>MIDDLE ATLANTIC</b>	<b>2,290</b>	<b>11.4</b>	Montana	66	
Ohio	734		Idaho	106	
Indiana	394		Wyoming	44	
Illinois	723		Colorado	297	
Michigan	664		New Mexico	99	
Wisconsin	399		Arizona	306	
<b>EAST NO. CENTRAL</b>	<b>2,914</b>	<b>14.5</b>	Utah	145	
Minnesota	328		Nevada	173	
Iowa	221		<b>MOUNTAIN</b>	<b>1,236</b>	<b>6.2</b>
Missouri	355		Alaska	73	
North Dakota	48		Washington	358	
South Dakota	54		Oregon	259	
Nebraska	148		California	2,545	
Kansas	168		Hawaii	67	
<b>WEST NO. CENTRAL</b>	<b>1,322</b>	<b>6.6</b>	<b>PACIFIC</b>	<b>3,302</b>	<b>16.5</b>
Delaware	59		<b>UNITED STATES</b>	<b>19,946</b>	<b>99.5</b>
Maryland	463		U.S. Territories	23	
Washington, DC	32		Canada	84	
Virginia	613		Mexico	-	
West Virginia	79		Other International	-	
North Carolina	631		APO/FPO	-	
South Carolina	282		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>20,053</b>	<b>100.0</b>
Georgia	649				
Florida	2,010				
<b>SOUTH ATLANTIC</b>	<b>4,818</b>	<b>24.0</b>			

\*See Additional Data

## WEBSITE CHANNEL\*

WWW.CLEANLINK.COM

2017	PAGEVIEWS	SESSIONS	USERS	AVERAGE SESSION DURATION
January	185,095	140,705	119,474	0:46
February	149,313	105,929	88,655	0:55
March	162,814	114,828	93,976	0:54
April	138,830	97,732	80,057	1:02
May	142,728	102,689	80,274	2:02
June	135,677	99,141	78,869	1:55
<b>AVERAGE:</b>	<b>152,409</b>	<b>110,170</b>	<b>90,217</b>	<b>1:15</b>

January – June 2017 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

**Pageviews:** A Pageview 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.

**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.

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

**Average Session Duration:** The time visitors remain on a site per session.

For info on how to obtain online ad campaign performance metrics across multiple sites, visit [www.adcompli.com](http://www.adcompli.com)

## ADDITIONAL DATA

### MAGAZINE: PARAGRAPH 3b:

Association rosters and directories include 1 source of circulation for quantities of 210 copies or 1.0%.

Business directories include 1 source of circulation for a quantity of 7,590 copies or 37.9%, 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 7, 2017

State

Wisconsin

County

Milwaukee

Received by BPA Worldwide

July 7, 2017

Type

BD

ID Number

C365B0J7

### 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.