

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 Publishing Corp.  
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 others.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	800
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	25
All Other _____	718
<b>TOTAL</b>	<b>1,543</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	16,052	100.0	16,052	100.0	-	-
Sponsored Individually Addressed __	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>16,052</b>	<b>100.0</b>	<b>16,052</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
January _____	49	50			16,058	April _____	139	147			16,056
February _____	296	289			16,051	May _____	3,068	3,061			16,049
March _____	191	188			16,048	June _____	155	159			16,053
						<b>TOTAL</b>	<b>3,898</b>	<b>3,894</b>			

<b>3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2008</b>		
<b>This issue is -% or 4 copies below the average of the other 5 issues reported in Paragraph two.</b>		
BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
<b>1. DISTRIBUTORS OF SANITARY SUPPLIES (NOTE 1)</b>		
a. Janitor Supply Firms _____	8,375	52.2
b. Paper Merchants _____	1,720	10.7
d. Food Service Distributors _____	1,869	11.6
e. Industrial Supply Firms _____	1,162	7.2
g. Other Distributors of Sanitary Supplies _____	727	4.5
2. Wholesalers of Sanitary Supplies _____	761	4.7
SUB-TOTAL DISTRIBUTORS AND WHOLESALERS OF SANITARY SUPPLIES	14,614	91.1
4. Manufacturers of Sanitary Supplies and Manufacturer's Agents _____	1,435	8.9
5. Others Allied to the Field including Libraries, Government, Schools and Associations _____	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>16,049</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 MAY 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>10,807</b>	<b>1,871</b>	-			<b>12,678</b>	<b>79.0</b>
a. Written _____	6,391	890	-			7,281	45.4
b. Telecommunication _____	4,112	911	-			5,023	31.3
c. Internet and E-Mail _____	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. Internet and E-Mail _____	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. Internet and E-Mail _____	-	-	-			-	-
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>14,045</b>	<b>2,004</b>	-			<b>16,049</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 MAY 2008**

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			16,049	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>16,049</b>	<b>100.0</b>

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

State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified	Percent
039-049 Maine _____	41		400-427 Kentucky _____	205	
030-038 New Hampshire _____	56		370-385 Tennessee _____	317	
050-059 Vermont _____	22		350-369 Alabama _____	240	
010-027 Massachusetts _____	366		386-397 Mississippi _____	127	
028-029 Rhode Island _____	46		<b>EAST SO. CENTRAL</b>	<b>889</b>	<b>5.5</b>
060-069 Connecticut _____	147		716-729 Arkansas _____	153	
<b>NEW ENGLAND</b>	<b>678</b>	<b>4.2</b>	700-714 Louisiana _____	259	
100-149 New York _____	834		730-749 Oklahoma _____	220	
070-089 New Jersey _____	568		750-799 Texas _____	954	
150-196 Pennsylvania _____	753		<b>WEST SO. CENTRAL</b>	<b>1,586</b>	<b>9.9</b>
<b>MIDDLE ATLANTIC</b>	<b>2,155</b>	<b>13.4</b>	590-599 Montana _____	89	
430-459 Ohio _____	822		832-838 Idaho _____	76	
460-479 Indiana _____	329		820-831 Wyoming _____	43	
600-629 Illinois _____	742		800-816 Colorado _____	235	
480-499 Michigan _____	537		870-884 New Mexico _____	61	
530-549 Wisconsin _____	389		850-865 Arizona _____	215	
<b>EAST NO. CENTRAL</b>	<b>2,819</b>	<b>17.6</b>	840-847 Utah _____	150	
550-567 Minnesota _____	287		889-898 Nevada _____	89	
500-528 Iowa _____	166		<b>MOUNTAIN</b>	<b>958</b>	<b>6.0</b>
630-658 Missouri _____	412		995-999 Alaska _____	35	
580-588 North Dakota _____	54		980-994 Washington _____	225	
570-577 South Dakota _____	41		970-979 Oregon _____	167	
680-693 Nebraska _____	108		900-961 California _____	1,135	
660-679 Kansas _____	197		967-968 Hawaii _____	101	
<b>WEST NO. CENTRAL</b>	<b>1,265</b>	<b>7.9</b>	<b>PACIFIC</b>	<b>1,663</b>	<b>10.4</b>
197-199 Delaware _____	55		<b>UNITED STATES</b>	<b>14,882</b>	<b>92.7</b>
206-219 Maryland _____	256		969 & 004-009 U.S. Territories _____	53	
200-205 Washington, DC _____	5		Canada _____	1,114	
220-246 Virginia _____	254		Mexico _____	-	
247-268 West Virginia _____	81		Other International _____	-	
270-289 North Carolina _____	546		APO/FPO _____	-	
290-299 South Carolina _____	234		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>16,049</b>	<b>100.0</b>
300-319 Georgia _____	546				
320-349 Florida _____	892				
<b>SOUTH ATLANTIC</b>	<b>2,869</b>	<b>17.9</b>			

9. FIVE CALENDAR YEAR ANALYSIS: AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS					
	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	2004	2005	2006	*2007	**2008
Total Audit Average Qualified _	16,050	16,025	16,050	16,053	16,052
Qualified Non-Paid Total ____	16,050	16,025	16,050	16,053	16,052
Qualified Paid Total _____	-	-	-	-	-
Post Expire Copies included in Paid Circulation _____	***NC	***NC	***NC	***NC	***NC
Average Annual Order Price _	***NC	***NC	***NC	***NC	***NC

\* NOTE: The audited average qualified circulation for January - June 2007 = 16,053. The unaudited average qualified circulation for July - December 2007 = 16,052. Yielding an average qualified circulation of 16,053.

\*\* 2008 data is unaudited.

\*\*\*NC = None Claimed.

## 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)

## 11. ADDITIONAL DATA

## PARAGRAPH 3b:

Association rosters and directories include 1 source for quantities 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.

## 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 08, 2008

State Wisconsin

County Milwaukee

Received by BPA Worldwide July 08, 2008

Type PJ

ID Number S005P0J8