

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.

Trade Press Media Group, Inc.  
2100 West Florist Avenue  
Milwaukee, WI 53209  
Tel. No.: (414) 228-7701  
Fax No.: (414) 228-1134  
www.cleanlink.com/cp

**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  
20,052 average circulation

**CONTRACTING PROFITS WEBSITE**

80,314 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)	20,052	-	20,052
<b>CONTRACTING PROFITS WEBSITE: CleanLink.com</b> (Monthly Users with 133,880 average Pageviews)	80,314	-	80,314

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	384
Allocated for Trade Shows and Conventions	312
All Other	215
<b>TOTAL</b>	<b>993</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	20,052	100.0	20,052	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>20,052</b>	<b>100.0</b>	<b>20,052</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

### 2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2017 Issue	Total Qualified
July/August	20,053
September/October	20,053
November/December	20,050

### 3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2017 This issue is -% or 3 copies below 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	19,847	99.0
Manufacturers of Sanitary Supplies	203	1.0
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>20,050</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 NOVEMBER/DECEMBER 2017

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	<b>7,292</b>	<b>3,663</b>	<b>924</b>	<b>11,879</b>	<b>59.3</b>
II. Request from recipient's company:	<b>32</b>	<b>14</b>	-	<b>46</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>7,387</b>	<b>738</b>	-	<b>8,125</b>	<b>40.5</b>
*Association rosters and directories	237	-	-	237	1.2
*Business directories	7,150	738	-	7,888	39.3
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>14,711</b>	<b>4,415</b>	<b>924</b>	<b>20,050</b>	<b>100.0</b>
<b>PERCENT</b>	<b>73.4</b>	<b>22.0</b>	<b>4.6</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	Circulation Claim	Circulation Claim
	January – June 2015	July – December 2015	January – June 2016	July – December 2016	January – June 2017*	July – December 2017*
Total Audit Average Qualified:	25,053	25,055	25,053	25,053	20,053	20,052
Qualified Non-Paid:	25,053	25,055	25,053	25,053	20,053	20,052
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 – December 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 NOVEMBER/DECEMBER 2017\***

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	94		Kentucky	207	
New Hampshire	97		Tennessee	498	
Vermont	40		Alabama	234	
Massachusetts	481		Mississippi	105	
Rhode Island	62		<b>EAST SO. CENTRAL</b>	<b>1,044</b>	<b>5.2</b>
Connecticut	221		Arkansas	161	
<b>NEW ENGLAND</b>	<b>995</b>	<b>5.0</b>	Louisiana	198	
New York	1,036		Oklahoma	159	
New Jersey	532		Texas	1,520	
Pennsylvania	810		<b>WEST SO. CENTRAL</b>	<b>2,038</b>	<b>10.2</b>
<b>MIDDLE ATLANTIC</b>	<b>2,378</b>	<b>11.9</b>	Montana	71	
Ohio	784		Idaho	95	
Indiana	417		Wyoming	40	
Illinois	796		Colorado	325	
Michigan	684		New Mexico	106	
Wisconsin	386		Arizona	296	
<b>EAST NO. CENTRAL</b>	<b>3,067</b>	<b>15.3</b>	Utah	161	
Minnesota	342		Nevada	150	
Iowa	239		<b>MOUNTAIN</b>	<b>1,244</b>	<b>6.2</b>
Missouri	371		Alaska	71	
North Dakota	51		Washington	362	
South Dakota	51		Oregon	247	
Nebraska	149		California	2,244	
Kansas	184		Hawaii	75	
<b>WEST NO. CENTRAL</b>	<b>1,387</b>	<b>6.9</b>	<b>PACIFIC</b>	<b>2,999</b>	<b>14.9</b>
Delaware	70		<b>UNITED STATES</b>	<b>19,954</b>	<b>99.5</b>
Maryland	484		U.S. Territories	21	
Washington, DC	46		Canada	75	
Virginia	630		Mexico	-	
West Virginia	67		Other International	-	
North Carolina	612		APO/FPO	-	
South Carolina	275				
Georgia	681				
Florida	1,937				
<b>SOUTH ATLANTIC</b>	<b>4,802</b>	<b>23.9</b>			
			<b>TOTAL QUALIFIED CIRCULATION</b>	<b>20,050</b>	<b>100.0</b>

\*See Additional Data

## WEBSITE CHANNEL\*

WWW.CLEANLINK.COM

2017	PAGEVIEWS	SESSIONS	USERS	AVERAGE SESSION DURATION
July	138,074	102,646	80,844	1:52
August	146,569	110,235	87,386	1:47
September	130,912	97,626	79,225	1:52
October	140,024	105,207	82,855	1:55
November	126,950	97,232	77,644	1:57
December	120,753	93,363	73,930	1:46
<b>AVERAGE:</b>	<b>133,880</b>	<b>101,051</b>	<b>80,314</b>	<b>1:51</b>

July - December 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.adicmpli.com](http://www.adicmpli.com)

## ADDITIONAL DATA

### MAGAZINE: PARAGRAPH 3b:

Association rosters and directories include 1 source of circulation for a quantity of 237 copies or 1.2%.

Business directories include 1 source of circulation for a quantity of 7,888 copies or 39.3%, 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 January 5, 2018

State Wisconsin

County Milwaukee

Received by BPA Worldwide January 5, 2018

Type BD

ID Number C365B0D7

#### 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.