

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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SANITARY MAINTENANCE is a B2B brand serving executives of distributor firms active in the sanitary supply marketplace including janitorial, paper, food service, industrial and wholesale. These executives depend on Sanitary Maintenance and its complementing digital outlets to stay on top of industry trends, best practices 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

SANITARY MAINTENANCE MAGAZINE



5 Issues in the period
13,550 average circulation

SANITARY MAINTENANCE 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
SANITARY MAINTENANCE MAGAZINE (5 issues in the period)	13,550	-	13,550
SANITARY MAINTENANCE WEBSITE: CleanLink.com (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

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.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include Owners, Presidents, Corporate Officers, General Managers, Sales Managers, Office Managers, and Purchasing Agents.

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	92
Advertiser and Agency	492
Allocated for Trade Shows and Conventions	52
All Other	322
TOTAL	958

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	13,550	100.0	13,550	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	13,550	100.0	13,550	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2017 Issue	Total Qualified
July	13,552
August	13,550
September	13,550
October	13,550
November/December	13,550

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2017

This issue is -% or 1 copy below the average of the other 4 issues reported in Paragraph 2.

This publication conforms to the uniform business and industry breakout which was developed by the BPA Worldwide advertiser, agency and publisher committee for the Maintenance Equipment & Supplies Distributors Market in January 1984, and revised in November 1993, requiring participating publications to report their circulation on a comparable basis by June 1986. A copy of the comparability brochure can be obtained from BPA Worldwide.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
1. DISTRIBUTORS OF SANITARY SUPPLIES (NOTE 1)		
a. Janitor Supply Firms	6,403	47.3
b. Paper Merchants	2,238	16.5
d. Food Service Distributors	2,188	16.1
e. Industrial Supply Firms	729	5.4
g. Other Distributors of Sanitary Supplies	343	2.5
2. Wholesalers of Sanitary Supplies	783	5.8
SUB-TOTAL DISTRIBUTORS AND WHOLESALERS OF SANITARY SUPPLIES (NOTE 2)	12,684	93.6
4. Manufacturers of Sanitary Supplies and Manufacturer's Agents	866	6.4
TOTAL QUALIFIED CIRCULATION	13,550	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.

Note 2: Qualified recipients include Owners, Presidents, Corporate Officers, General Managers, Sales Managers, and Office Managers.

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:	8,714	1,992	285	10,991	81.1
II. Request from recipient's company:	14	19	-	33	0.3
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	2,526	-	-	2,526	18.6
Association rosters and directories	-	-	-	-	-
*Business directories	2,526	-	-	2,526	18.6
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	11,254	2,011	285	13,550	100.0
PERCENT	83.1	14.8	2.1	100.0	

*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	
	January – June 2015	July – December 2015	January – June 2016	July – December 2016	January – June 2017	July – December 2017*	January – June 2017	July – December 2017*	January – June 2017	July – December 2017*
Total Audit Average Qualified:	15,051	15,052	15,053	13,553	13,550	13,550	13,550	13,550	13,550	13,550
Qualified Non-Paid:	15,051	15,052	15,053	13,553	13,550	13,550	13,550	13,550	13,550	13,550
Qualified Paid:	-	-	-	-	-	-	-	-	-	-
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	**NC	**NC	**NC	**NC	**NC	**NC	**NC	**NC	**NC	**NC

***NOTE: July- 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	59		Kentucky	167	
New Hampshire	48		Tennessee	292	
Vermont	24		Alabama	185	
Massachusetts	310		Mississippi	119	
Rhode Island	47		EAST SO. CENTRAL	763	5.6
Connecticut	116		Arkansas	123	
NEW ENGLAND	604	4.5	Louisiana	238	
New York	768		Oklahoma	159	
New Jersey	447		Texas	838	
Pennsylvania	616		WEST SO. CENTRAL	1,358	10.0
MIDDLE ATLANTIC	1,831	13.5	Montana	61	
Ohio	607		Idaho	59	
Indiana	307		Wyoming	22	
Illinois	621		Colorado	188	
Michigan	421		New Mexico	55	
Wisconsin	306		Arizona	177	
EAST NO. CENTRAL	2,262	16.7	Utah	119	
Minnesota	223		Nevada	90	
Iowa	152		MOUNTAIN	771	5.7
Missouri	337		Alaska	19	
North Dakota	53		Washington	206	
South Dakota	39		Oregon	118	
Nebraska	87		California	1,077	
Kansas	155		Hawaii	70	
WEST NO. CENTRAL	1,046	7.7	PACIFIC	1,490	11.0
Delaware	39		UNITED STATES	12,532	92.5
Maryland	229		U.S. Territories	37	
Washington, DC	9		Canada	981	
Virginia	231		Mexico	-	
West Virginia	59		Other International	-	
North Carolina	424		APO/FPO	-	
South Carolina	197				
Georgia	454				
Florida	765				
SOUTH ATLANTIC	2,407	17.8			
			TOTAL QUALIFIED CIRCULATION	13,550	100.0

*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
AVERAGE:	133,880	101,051	80,314	1:51

July-December 2017 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

*Shared media channel 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'd 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'd 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.adicompli.com

ADDITIONAL DATA

MAGAZINE:

PARAGRAPH 3b:

Business directories include 3 sources of circulation for quantities of 617 copies or 4.6% to 1,272 copies or 9.4%.

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

State

County

Received by BPA Worldwide

Type

ID Number

January 5, 2018

Wisconsin

Milwaukee

January 5, 2018p

BJ

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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 for the latest audit reports, membership information and publishing and advertising industry news.