

» 2023 Editorial Calendar

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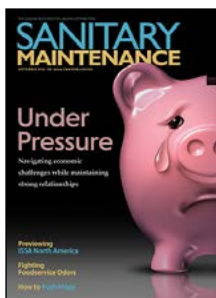
Keeping You in Front of
190,000 Cleaning Industry Buyers

Build Visibility, Create Engagement,
Generate Leads

SANITARY MAINTENANCE

The #1 Trusted Resource
for Jan/San Distributors

- 13,000 print subscribers
- 81% take action after seeing an ad in *Sanitary Maintenance*
- Complete coverage of the U.S. and Canada



ContractingProfits

The Premier Publication for
Building Service Contractors

- 19,500 print subscribers
- 90% take action after seeing an ad in *Contracting Profits*
- The only BSC focused magazine in the industry



FACILITYCLEANING DECISIONS™

The Leading Resource for
In-House Cleaning Managers

- 35,500 print subscribers
- 90% take action after seeing an ad in *Facility Cleaning Decisions*
- Reaches every market: Educational, Medical, Government, Commercial, Retail, Industrial and Hospitality facilities



 CleanLink.com

The Professional Cleaning Industry's #1 Website

More than 110,000 unique visitors per month

Trade Press Media Group is the only company that helps you reach the cleaning decision-maker universe: Jan/San Distributors, Building Service Contractors, In-House Facility Cleaning Managers.

SANITARY MAINTENANCE

**The #1 Trusted Resource
for Jan/San Distributors**

**Multiple-Time Winner
of American Inhouse
Design Award**

13,000

Distributor Owner/Executive subscribers

Most Requested Industry Publication

88% Pick up their copy within
a week of receiving

81% Take a purchasing action after
seeing an ad in Sanitary Maintenance

ADVERTISING SALES

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SANITARY MAINTENANCE

BETTER CONTENT | BETTER REACH | BETTER REPUTATION | BEST VALUE

Issue	SPECIAL COVERAGE	PRODUCT COVERAGE	SPECIAL 80TH ANNIVERSARY COVERAGE	BONUS OPPORTUNITY	AD CLOSE	MATERIALS DUE	EVERY ISSUE
Jan/Feb	2023 Sales Leaders Award Recognition	Floor Equipment & Robotics Towel & Tissue	Remembering the 1940s	Trending Now: Improving Indoor Air (Advertorial)	01/12	01/19	Freetime: Gretchen Roufs shares how members of the industry spend their free time in this popular column The Strategic Sell: Learn sales trends and rep training techniques from two well-known jan/san sales experts Face of the Industry: A round-up of the latest industry mergers, personnel announcements, awards and more Case Study: Manufacturers can submit examples of distributors finding success with their products Products: A showcase of the latest product innovations
March	Annual Buyer's Guide		Flashback to the 1950s	Advertisers receive listing upgrades	02/09	02/16	
April	Anniversary Issue - Celebrating 80 Years in Jan/San	History of Jan/San Flashback Photo Gallery Eight Decades of Cleaning Magazine Milestones and Legacy	Swinging back to the 1960s	Vintage Advertising Section — Then and Now	03/13	03/20	
May/June	Distributor Choice Award Winners 	Hand Hygiene Private Label Products	Celebrating the 1970s	Wholesaler Profile	05/10	05/17	
July/August	Buying Group Membership	Ice Melt Carpet Equipment	Showcasing the 1980s	Trending Now: UV and other Disinfecting Technologies (Advertorial)	07/11	07/18	
September	Survey: End User Purchasing Trends	Cleaners/Disinfectants Batteries & Equipment Parts/Accessories	Rocking in the 1990s	Company Profile	08/11	08/18	
October	ISSA Show Guide	Brooms, Brushes & Mops Odor Control	Cleaning in the Millennium	Bonus Distribution At ISSA Show Advertisers receive a FREE Product Release in the Nov/Dec ISSA Product Showcase	09/13	09/20	
Nov/Dec	ISSA Product Showcase	Floor Care Restroom Care	2010 and Beyond	Trending Now: Distribution Software (Advertorial)	10/11	10/18	

ContractingProfits

Reaches the Most
Building Service Contractors

Multiple-Time Winner
of American Inhouse
Design Award

19,500

Building Service Contractor Executive subscribers

Official publication of BSCAI

91% Use Contracting Profits
to learn about new products

90% Take a purchasing action
after seeing an ad in Contracting Profits

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ContractingProfits

Contracting Profits is [the official publication](#) of Building Service Contractors Association International (BSCAI).



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Issue	SPECIAL COVERAGE	PRODUCT COVERAGE	BONUS OPPORTUNITY	AD CLOSE	MATERIALS DUE	EVERY ISSUE
Jan/Feb	Q&A with Incoming BSCAI President	Floor Care Soaps and Sanitizers	Showcase: Chemicals	12/13	12/20	BSCAI Member News: Articles and updates for current and potential members of BSCAI SPONSOR OPPORTUNITY — Faces of the Frontline: Highlighting an outstanding janitor Faces of the Industry: A roundup of the latest building service contractor news Case Study: Manufacturers can submit examples of BSCs finding success with their products Products: A showcase of the latest product innovations Be An Elite BSC Column: Consultant and contractor Jordan Tong helps BSCs grow their businesses
March/April	2023 Report on the Building Service Contractor Market	Carpet Care Infection Control	Bonus Distribution at BSCAI EXEC MGMT Conference Showcase: Software	02/14	02/22	
May/June	Pitching Back to School Services	Cleaning/Disinfectanting Exterior Maintenance	Showcase: Cleaning Tools	04/13	04/20	
July/August	Survey: Why Facility Executives Choose Their BSCs	Restroom Products Distributor Choice Product Award Winners	Showcase: Floor Pads & Brushes	06/14	06/21	
Sept/Oct	BSCAI Contracting Success Show Coverage ISSA Show Coverage	Odor Control	Bonus Distribution at BSCAI Contracting Success Conference and ISSA Show Advertisers receive a FREE Product Release in the Nov/Dec ISSA Product Showcase	09/18	09/25	
Nov/Dec	ISSA Product Showcase BSCAI CLEAN Award Winner Profiles	Floor/Carpet Equipment Software	Bonus Distribution at 2024 BSCAI CEO Seminar	10/16	10/23	

FACILITYCLEANING DECISIONS™

Reaches the Most
In-House Cleaning Managers

Multiple-Time Winner
of American Inhouse
Design Award

35,500

Facility Cleaning Manager Subscribers

Reaches every market:

Educational, Medical, Government,
Commercial, Industrial, Hospitality, Retail

83% use Facility Cleaning Decisions
to learn about new products

90% Take a purchasing action after seeing
an ad in Facility Cleaning Decisions

Readers are responsible for an average of
19 buildings and 1M sq ft.

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DECISIONS™

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Issue	SPECIAL COVERAGE	PRODUCT COVERAGE	BONUS OPPORTUNITY	AD CLOSE	MATERIALS DUE	EVERY ISSUE
Jan/Feb	Creating Healthy & Safe Schools	Cleaners and Disinfectants Carpet Equipment	Problem Solver (Advertorial) Bonus Distribution: NFMT Baltimore	01/03	01/10	SPONSOR OPPORTUNITY Faces of the Frontline: Highlighting an outstanding janitor Healthy Schools Feature: A Healthy Green Schools & Colleges Steering Committee member profile. Management Column: This column tackles management challenges facility cleaning executives face on the job. Leadership Column: Leadership advice/tips from facility cleaning executives to other facility cleaning executives. Case Study: Manufacturers can submit examples of facilities finding success with their products Products: A showcase of the latest product innovations
March/April	Healthcare Operational Challenges	Pest/Bird Control Soap and Sanitizer	Problem Solver (Advertorial)	03/03	03/10	
May/June	State of the Industry Advisory Board Roundtable Back to School Preparation	Floor Care Equipment	Problem Solver (Advertorial)	05/03	05/10	
July/August	2023 Annual In-House Management Survey Distributor Choice Product Award Showcase	Infection Control Batteries & Equipment Accessories	Problem Solver (Advertorial)	07/03	07/11	
September/October	Tackling Hospital-Acquired Infections ISSA Show Coverage	Restroom Care Matting	Bonus Distribution: ISSA Show and NFMT Vegas Advertisers receive a FREE Product Release in the Nov/Dec ISSA Product Showcase	09/05	09/12	
November/December	Salary Survey ISSA Product Showcase	Carpet Care Software	Problem Solver (Advertorial)	10/03	10/10	

» 2023 Digital Opportunities



Website

The Professional Cleaning Industry's #1 Website. Over 110,000 monthly unique visitors per month. Showcase your ad alongside cutting-edge content.



- Branded Feature
- Category Sponsorship
- Editorial Image Ad
- Leaderboard Ad
- Lead-Gen Ad
- Run of Site Ad
- Wallpaper ad
- Retargeting the Industry

Online Events

These provide an opportunity for you to engage with customers and prospects, and highlight your knowledge, experience, and ability to solve problems.

- Cleaning Summit • FastCast
- CleanTalk Webcast • DemoCast

Sole Sponsored

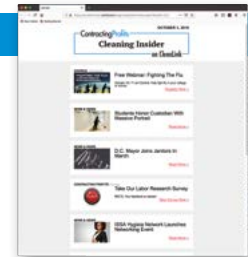
You command the attention of distributors, BSCs and facility cleaning managers with these sole-sponsored options.

- Custom Email • Prospect Nurturing Campaign
- FastCast • Virtual Edition Sponsor

CleanLink Insider e-Newsletter

Influence and engage distributors, BSCs and facility cleaning managers with our effective and respected daily e-Newsletter.

Plus: CleanLink Insider Special Edition



Sponsorship Opportunities

You have your choice of several unique ways to align your brand with the most trusted media products in the cleaning industry.

- SM Distributor Choice Awards
- CP Faces of the Frontline Column
- FCD Faces of the Frontline Column
- FCD Facility Cleaning Management Survey



ISSA Show Marketing

Drive traffic to your booth with these pre-show marketing emails.

- ISSA Product Express Email
- ISSA Show Daily e-Newsletter