

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



87,836 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
CONTRACTING PROFITS MAGAZINE (3 issues in the period)	20,053	-	20,053
CONTRACTING PROFITS WEBSITE: CleanLink.com (Monthly Users with 149,068 average Pageviews)	87,836	-	87,836

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	81
Advertiser and Agency	353
Allocated for Trade Shows and Conventions	75
All Other	212
TOTAL	721

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	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	20,053	100.0	20,053	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2018 Issue	Total Qualified
January/February	20,052
March/April	20,052
May/June	20,055

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2018 This issue is -% or 3 copies above 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	19,846	99.0
Manufacturers of Sanitary Supplies	209	1.0
TOTAL QUALIFIED CIRCULATION	20,055	100.0
PERCENT	100.0	

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 2018

Qualification Source	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	7,294	3,664	924	11,882	59.3
II. Request from recipient's company:	32	14	-	46	0.2
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	7,389	738	-	8,127	40.5
*Association rosters and directories	237	-	-	237	1.2
*Business directories	7,152	738	-	7,890	39.3
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	14,715	4,416	924	20,055	100.0
PERCENT	73.4	22.0	4.6	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	Audited Data	Circulation Claim
	July – December 2015	January – June 2016	July – December 2016	January – June 2017	July – December 2017	January – June 2018*
Total Audit Average Qualified:	25,055	25,053	25,053	20,053	20,052	20,053
Qualified Non-Paid:	25,055	25,053	25,053	20,053	20,052	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 2018 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 2018*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	94		Kentucky	204	
New Hampshire	98		Tennessee	511	
Vermont	38		Alabama	234	
Massachusetts	486		Mississippi	111	
Rhode Island	55		EAST SO. CENTRAL	1,060	5.3
Connecticut	216		Arkansas	158	
NEW ENGLAND	987	4.9	Louisiana	195	
New York	1,074		Oklahoma	158	
New Jersey	534		Texas	1,527	
Pennsylvania	799		WEST SO. CENTRAL	2,038	10.2
MIDDLE ATLANTIC	2,407	12.0	Montana	66	
Ohio	815		Idaho	101	
Indiana	422		Wyoming	39	
Illinois	796		Colorado	328	
Michigan	698		New Mexico	100	
Wisconsin	385		Arizona	299	
EAST NO. CENTRAL	3,116	15.5	Utah	157	
Minnesota	337		Nevada	142	
Iowa	223		MOUNTAIN	1,232	6.1
Missouri	370		Alaska	68	
North Dakota	50		Washington	360	
South Dakota	52		Oregon	245	
Nebraska	151		California	2,257	
Kansas	180		Hawaii	73	
WEST NO. CENTRAL	1,363	6.8	PACIFIC	3,003	15.0
Delaware	67		UNITED STATES	19,958	99.5
Maryland	493		U.S. Territories	21	
Washington, DC	46		Canada	76	
Virginia	618		Mexico	-	
West Virginia	65		Other International	-	
North Carolina	612		APO/FPO	-	
South Carolina	281		TOTAL QUALIFIED CIRCULATION	20,055	100.0
Georgia	686				
Florida	1,884				
SOUTH ATLANTIC	4,752	23.7			

*See Additional Data

WEBSITE CHANNEL

WWW.CLEANLINK.COM*

2018	Pageviews	Sessions	Users	Average Session Duration
January	159,415	122,730	97,601	1:42
February	158,232	116,123	88,855	1:52
March	152,709	115,628	88,604	1:51
April	144,069	110,398	84,716	1:49
May	147,213	113,844	87,230	1:44
June	132,774	102,432	80,011	1:43
AVERAGE:	149,068	113,525	87,836	1:46

January – June 2018 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 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.

ADDITIONAL DATA

MAGAZINE: PARAGRAPH 3b:

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

Business directories include 1 source of circulation for a quantity of 7,890 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 July 10, 2018

State Wisconsin

County Milwaukee

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Type BD

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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.