

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  
20,052 average circulation

**CONTRACTING PROFITS WEBSITE**

88,141 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 142,757 average Pageviews)	88,141	-	88,141

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, sales managers, operations managers in the Field Served.

**AVERAGE NON-QUALIFIED CIRCULATION**

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	82
Advertiser and Agency	269
Allocated for Trade Shows and Conventions	175
All Other	158
<b>TOTAL</b>	<b>684</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**

2019 Issue	Total Qualified
January/February	20,053
March/April	20,052
May/June	20,052

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2019**  
 This issue is -% or 1 copy 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	19,864	99.1
Manufacturers of Sanitary Supplies	188	0.9
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>20,052</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, sales managers, operations managers in the Field Served.

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2019**

Qualification Source	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	<b>6,532</b>	<b>3,107</b>	<b>1,873</b>	<b>11,512</b>	<b>57.4</b>
II. Request from recipient's company:	-	<b>23</b>	-	<b>23</b>	<b>0.1</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>7,889</b>	<b>628</b>	-	<b>8,517</b>	<b>42.5</b>
*Association rosters and directories	47	159	-	206	1.0
*Business directories	7,842	469	-	8,311	41.5
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>14,421</b>	<b>3,758</b>	<b>1,873</b>	<b>20,052</b>	<b>100.0</b>
<b>PERCENT</b>	<b>71.9</b>	<b>18.8</b>	<b>9.3</b>	<b>100.0</b>	

\*See Additional Data

**AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED BRAND REPORTS**

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	July – December 2016	January – June 2017	July – December 2017	January – June 2018	July – December 2018	January – June 2019*
Total Audit Average Qualified:	25,053	20,053	20,052	20,053	20,052	20,052
Qualified Non-Paid:	25,053	20,053	20,052	20,053	20,052	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 – June 2019 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 2019\***

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	89		Kentucky	218	
New Hampshire	77		Tennessee	503	
Vermont	36		Alabama	253	
Massachusetts	500		Mississippi	120	
Rhode Island	57		<b>EAST SO. CENTRAL</b>	<b>1,094</b>	<b>5.5</b>
Connecticut	220		Arkansas	156	
<b>NEW ENGLAND</b>	<b>979</b>	<b>4.9</b>	Louisiana	212	
New York	1,073		Oklahoma	162	
New Jersey	504		Texas	1,549	
Pennsylvania	827		<b>WEST SO. CENTRAL</b>	<b>2,079</b>	<b>10.4</b>
<b>MIDDLE ATLANTIC</b>	<b>2,404</b>	<b>12.0</b>	Montana	81	
Ohio	1,051		Idaho	106	
Indiana	390		Wyoming	49	
Illinois	747		Colorado	346	
Michigan	640		New Mexico	107	
Wisconsin	371		Arizona	316	
<b>EAST NO. CENTRAL</b>	<b>3,199</b>	<b>15.9</b>	Utah	160	
Minnesota	316		Nevada	145	
Iowa	198		<b>MOUNTAIN</b>	<b>1,310</b>	<b>6.5</b>
Missouri	363		Alaska	66	
North Dakota	44		Washington	355	
South Dakota	50		Oregon	274	
Nebraska	157		California	2,141	
Kansas	196		Hawaii	64	
<b>WEST NO. CENTRAL</b>	<b>1,324</b>	<b>6.6</b>	<b>PACIFIC</b>	<b>2,900</b>	<b>14.5</b>
Delaware	66		<b>UNITED STATES</b>	<b>19,963</b>	<b>99.6</b>
Maryland	498		U.S. Territories	20	
Washington, DC	43		Canada	69	
Virginia	609		Mexico	-	
West Virginia	67		Other International	-	
North Carolina	653		APO/FPO	-	
South Carolina	316		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>20,052</b>	<b>100.0</b>
Georgia	750				
Florida	1,672				
<b>SOUTH ATLANTIC</b>	<b>4,674</b>	<b>23.3</b>			

\*See Additional Data

# WEBSITE CHANNEL

WWW.CLEANLINK.COM\*

2019	Pageviews	Sessions	Users	Average Session Duration
January	157,902	125,695	99,989	1:35
February	148,019	117,697	93,558	1:36
March	142,070	111,732	87,684	1:46
April	144,541	110,216	85,863	1:45
May	140,328	109,530	84,409	1:36
June	123,685	95,982	77,347	1:36
<b>AVERAGE:</b>	<b>142,757</b>	<b>111,808</b>	<b>88,141</b>	<b>1:39</b>

January – June 2019 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.

## ADDITIONAL DATA

### MAGAZINE: PARAGRAPH 3b:

Association rosters and directories include 1 source of circulation for a quantity of 206 copies or 1.0%.  
Business directories include 1 source of circulation for a quantity of 8,311 copies or 41.5%, 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, Audience Development Director

(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 8, 2019

State

Wisconsin

County

Milwaukee

Received by BPA Worldwide

July 8, 2019

Type

BD

ID Number

C365B0J9

### About BPA Worldwide

A not-for-profit organization since 1931 and headquartered in Shelton, Connecticut, USA, BPA has a global membership, spanning more than 20 countries. The organization conducts 2,500+ audits for media brands in print, online/digital and live events. In addition, the BPA-iCompli division verifies compliance to defined industry standards, provides technology assurance, and certifies organization's sustainability practices and reporting. BPA is supported by 4,000+ advertiser and agency members. The latest innovation to move the industry forward is the BPA Media Exchange, a brand-safe and audited cooperative marketplace which offers automated solutions for the buying and selling of digital advertising.