

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
19,550 average circulation

CONTRACTING PROFITS WEBSITE

185,791 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)	19,550	-	19,550
CONTRACTING PROFITS WEBSITE: CleanLink.com (Monthly Users with 274,021 average Pageviews)	185,791	-	185,791

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	81
Advertiser and Agency	263
Allocated for Trade Shows and Conventions	100
All Other	439
TOTAL	883

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	19,550	100.0	19,550	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	19,550	100.0	19,550	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2020 Issue	Total Qualified
January/February	19,550
March/April	19,550
May/June	19,550

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2020

This issue is equal to 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	19,366	99.1
Manufacturers of Sanitary Supplies	184	0.9
TOTAL QUALIFIED CIRCULATION	19,550	100.0
PERCENT	100.0	

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 2020

Qualification Source	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	5,417	2,775	2,294	10,486	53.6
II. Request from recipient's company:	28	-	20	48	0.3
III. Membership Benefit:	-	-	-	-	-
IV. Communication (other than request):	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	8,984	32	-	9,016	46.1
*Association rosters and directories	129	32	-	161	0.8
*Business directories	8,855	-	-	8,855	45.3
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	14,429	2,807	2,314	19,550	100.0
PERCENT	73.8	14.4	11.8	100.0	

*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 2017	January – June 2018	July – December 2018	January – June 2019	July – December 2019	January – June 2020*
Total Audit Average Qualified:	20,052	20,053	20,052	20,052	19,879	19,550
Qualified Non-Paid:	20,052	20,053	20,052	20,052	19,879	19,550
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 2020 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 2020*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	80		Kentucky	220	
New Hampshire	102		Tennessee	391	
Vermont	44		Alabama	237	
Massachusetts	394		Mississippi	105	
Rhode Island	53		EAST SO. CENTRAL	953	4.9
Connecticut	235		Arkansas	153	
NEW ENGLAND	908	4.7	Louisiana	204	
New York	871		Oklahoma	161	
New Jersey	494		Texas	1,324	
Pennsylvania	792		WEST SO. CENTRAL	1,842	9.4
MIDDLE ATLANTIC	2,157	11.0	Montana	100	
Ohio	749		Idaho	109	
Indiana	393		Wyoming	42	
Illinois	762		Colorado	343	
Michigan	599		New Mexico	111	
Wisconsin	433		Arizona	349	
EAST NO. CENTRAL	2,936	15.0	Utah	167	
Minnesota	339		Nevada	205	
Iowa	215		MOUNTAIN	1,426	7.3
Missouri	393		Alaska	65	
North Dakota	89		Washington	463	
South Dakota	53		Oregon	286	
Nebraska	144		California	2,274	
Kansas	195		Hawaii	61	
WEST NO. CENTRAL	1,428	7.3	PACIFIC	3,149	16.1
Delaware	60		UNITED STATES	19,465	99.6
Maryland	359		U.S. Territories	20	
Washington, DC	22		Canada	65	
Virginia	561		Mexico	-	
West Virginia	56		Other International	-	
North Carolina	651		APO/FPO	-	
South Carolina	307				
Georgia	907				
Florida	1,743				
SOUTH ATLANTIC	4,666	23.9			
			TOTAL QUALIFIED CIRCULATION	19,550	100.0

*See Additional Data

WEBSITE CHANNEL

WWW.CLEANLINK.COM*

2020	Pageviews	Sessions	Users	Average Session Duration
January	175,125	139,498	114,971	1:22
February	187,365	149,807	124,683	1:31
March	337,625	279,607	223,570	1:27
April	315,402	253,363	202,311	1:40
May	257,347	207,537	161,424	1:47
June	371,265	325,628	287,792	0:57
AVERAGE:	274,021	225,906	185,791	1:27

January – June 2020 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 161 copies or 0.8%.
Business directories include 1 source of circulation for a quantity of 8,855 copies or 45.3%, including InfoUSA.

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

July 14, 2020

Wisconsin

Milwaukee

July 14, 2020

BD

C365B0J0

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.