

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
19,551 average circulation

CONTRACTING PROFITS WEBSITE



106,762 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)	19,551	-	19,551
CONTRACTING PROFITS WEBSITE: CleanLink.com (Monthly Users with 171,091 average Pageviews)	106,762	-	106,762

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	79
Advertiser and Agency	263
Allocated for Trade Shows and Conventions	-
All Other	539
TOTAL	881

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	19,551	100.0	19,551	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	19,551	100.0	19,551	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2020 Issue	Total Qualified
July/August	19,550
September/October	19,554
November/December	19,550

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY/AUGUST 2020
 This issue is -% or 2 copies 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	19,366	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 JULY/AUGUST 2020

Qualification Source	Total Qualified	Percent
I. Direct Request:	10,439	53.4
II. Request from recipient's company:	49	0.2
III. Membership Benefit:	-	-
IV. Communication (other than request):	-	-
V. TOTAL - Sources other than above (listed alphabetically):	9,062	46.4
*Association rosters and directories	195	1.0
*Business directories	8,867	45.4
Manufacturer's, distributor's, and wholesaler's lists	-	-
Other sources	-	-
VI. Single Copy Sales:	-	-
TOTAL QUALIFIED CIRCULATION	19,550	100.0
PERCENT	100.0	

*See Additional Data

Note: In these unprecedented times caused by the coronavirus (COVID-19) pandemic, resulting in workplace closures, sporadic workplace visits and work-from-home solutions, consent and renewal campaigns are impacted. Therefore, BPA Worldwide has granted an exception permitting publishers to carry as "qualified" circulation sources aging beyond 36 months but not to exceed 48 months. 1,196 copies or 6.1% of Total Qualified circulation is 36 to 48 months.

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED BRAND REPORTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	January – June 2018	July – December 2018	January – June 2019	July – December 2019	January – June 2020*	July – December 2020*
Total Audit Average Qualified:	20,053	20,052	20,052	19,879	19,550	19,551
Qualified Non-Paid:	20,053	20,052	20,052	19,879	19,550	19,551
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 – December 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 JULY/AUGUST 2020*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	80		Kentucky	220	
New Hampshire	102		Tennessee	392	
Vermont	44		Alabama	237	
Massachusetts	394		Mississippi	105	
Rhode Island	53		EAST SO. CENTRAL	954	4.9
Connecticut	235		Arkansas	153	
NEW ENGLAND	908	4.7	Louisiana	204	
New York	872		Oklahoma	161	
New Jersey	494		Texas	1,326	
Pennsylvania	791		WEST SO. CENTRAL	1,844	9.4
MIDDLE ATLANTIC	2,157	11.0	Montana	100	
Ohio	748		Idaho	109	
Indiana	393		Wyoming	42	
Illinois	761		Colorado	343	
Michigan	600		New Mexico	111	
Wisconsin	432		Arizona	349	
EAST NO. CENTRAL	2,934	15.0	Utah	166	
Minnesota	339		Nevada	205	
Iowa	216		MOUNTAIN	1,425	7.3
Missouri	393		Alaska	65	
North Dakota	89		Washington	461	
South Dakota	53		Oregon	286	
Nebraska	144		California	2,274	
Kansas	196		Hawaii	61	
WEST NO. CENTRAL	1,430	7.3	PACIFIC	3,147	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	55		Other International	-	
North Carolina	650		APO/FPO	-	
South Carolina	307				
Georgia	908				
Florida	1,744				
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
July	202,025	161,540	123,248	1:42
August	182,261	144,076	110,133	1:38
September	164,193	130,514	102,593	1:45
October	171,491	136,010	110,308	1:48
November	147,361	116,370	93,314	1:49
December	159,215	126,473	100,977	1:42
AVERAGE:	171,091	135,830	106,762	1:44

July - December 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 195 copies or 1.0%.
Business directories include 1 source of circulation for a quantity of 8,867 copies or 45.4%, 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

January 29, 2021

State

Wisconsin

County

Milwaukee

Received by BPA Worldwide

January 29, 2021

Type

BD

ID Number

C365B0D0

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.