

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.

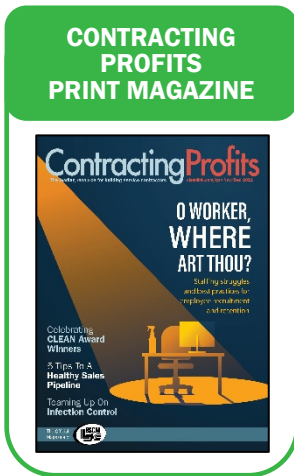
MAGAZINE CHANNEL FORMAT – PRINT ISSUES

CONTRACTING PROFITS is produced in a print format. The editorial for the print copy is the same for all recipients.

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



EXECUTIVE SUMMARY

Below are the average contacts per occurrence, including frequency per period reported.

	Non-Paid	Paid	Average
CONTRACTING PROFITS PRINT MAGAZINE (3 issues in the period)	19,550	-	19,550
(See Paragraph 3b for Source)			
CONTRACTING PROFITS WEBSITE: CleanLink.com (See Note 1) (Monthly Users with 138,116 average Pageviews)	95,669	-	95,669

Note 1: Shared media channel www.cleanlink.com – serving both Sanitary Maintenance and Contracting Profits.

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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	83
Advertiser and Agency	238
Allocated for Trade Shows and Conventions	50
All Other	465
TOTAL	836

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

2021 Issue	Total Qualified
July/August	19,550
September/October	19,550
November/December	19,550

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2021
 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	19,386	99.2
Manufacturers of Sanitary Supplies	164	0.8
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 NOVEMBER/DECEMBER 2021

Qualification Source	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	5,093	2,351	1,649	9,093	46.5
II. Request from recipient's company:	-	-	18	18	0.1
III. Membership Benefit:	-	-	-	-	-
IV. Communication (other than request):	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	10,390	5	44	10,439	53.4
*Association rosters and directories	426	5	44	475	2.4
*Business directories	9,964	-	-	9,964	51.0
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	15,483	2,356	1,711	19,550	100.0
PERCENT	79.2	12.0	8.8	100.0	

*See Additional Data

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	January – June 2019	July – December 2019	January – June 2020	July – December 2020	January – June 2021*	July – December 2021*
Total Audit Average Qualified:	20,052	19,879	19,550	19,551	19,550	19,550
Qualified Non-Paid:	20,052	19,879	19,550	19,551	19,550	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 – December 2021 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 NOVEMBER/DECEMBER 2021*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	92		Kentucky	203	
New Hampshire	107		Tennessee	350	
Vermont	48		Alabama	258	
Massachusetts	527		Mississippi	92	
Rhode Island	84		EAST SO. CENTRAL	903	4.6
Connecticut	307		Arkansas	174	
NEW ENGLAND	1,165	6.0	Louisiana	181	
New York	752		Oklahoma	148	
New Jersey	604		Texas	1,491	
Pennsylvania	706		WEST SO. CENTRAL	1,994	10.2
MIDDLE ATLANTIC	2,062	10.5	Montana	72	
Ohio	696		Idaho	91	
Indiana	361		Wyoming	52	
Illinois	641		Colorado	280	
Michigan	506		New Mexico	105	
Wisconsin	540		Arizona	474	
EAST NO. CENTRAL	2,744	14.0	Utah	218	
Minnesota	280		Nevada	151	
Iowa	175		MOUNTAIN	1,443	7.4
Missouri	327		Alaska	89	
North Dakota	75		Washington	590	
South Dakota	41		Oregon	229	
Nebraska	124		California	2,794	
Kansas	184		Hawaii	50	
WEST NO. CENTRAL	1,206	6.2	PACIFIC	3,752	19.2
Delaware	47		UNITED STATES	19,468	99.6
Maryland	320		U.S. Territories	18	
Washington, DC	21		Canada	64	
Virginia	677		Mexico	-	
West Virginia	75		Other International	-	
North Carolina	580		APQ/FPO	-	
South Carolina	265		TOTAL QUALIFIED CIRCULATION	19,550	100.0
Georgia	735				
Florida	1,479				
SOUTH ATLANTIC	4,199	21.5			

***See Additional Data**

WEBSITE CHANNEL

WWW.CLEANLINK.COM*

2021	Pageviews	Sessions	Users	Average Session Duration
July	128,315	105,299	89,257	1:26
August	152,508	124,739	103,902	1:28
September	145,991	118,922	100,578	1:29
October	147,912	121,117	103,929	1:31
November	126,973	103,512	88,292	1:37
December	127,000	104,741	88,061	1:28
AVERAGE:	138,116	113,055	95,669	1:29

July – December 2021 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 475 copies or 2.4%.

Business directories include 1 source of circulation for a quantity of 9,964 copies or 51.0%, including Data Axle.

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 14, 2022

State Wisconsin

County Milwaukee

Received by BPA Worldwide January 14, 2022

Type BD

ID Number C365B0D1

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.

MAGAZINE CHANNEL FORMAT: This magazine is produced in print format.

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