

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 AND DIGITAL ISSUES

CONTRACTING PROFITS is produced in print and digital formats. The editorial for the print copy is the same for all recipients. The digital format is written and designed for the digital reading experience, accessed by a computer, mobile phone, or tablet. Digital formats may include features such as videos and surveys allowing for user interaction with the brand.

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 AND DIGITAL MAGAZINE (3 issues in the period) | 19,550 | - | 19,550 |
| a. Print | 14,889 | - | 14,889 |
| b. Digital | 4,661 | - | 4,661 |
| (See Paragraph 3b for Source) | | | |
| CONTRACTING PROFITS WEBSITE: CleanLink.com (See Note 1) (Monthly Users with 125,162 average Pageviews) | 90,918 | - | 90,918 |

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

Proud Partner of www.buysafemedia.com

MAGAZINE CHANNEL FORMAT: This magazine is produced in print and digital formats.

No attempt has been made to identify or eliminate duplication that may exist across media channels.

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 | 29 |
| Advertiser and Agency | 39 |
| Allocated for Trade Shows and Conventions | 183 |
| All Other | 464 |
| TOTAL | 715 |

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

| 2022 Issues | Print | Digital | Total Qualified |
|-------------------|--------|---------|-----------------|
| July/August | 14,613 | 4,937 | 19,550 |
| September/October | 14,685 | 4,865 | 19,550 |
| November/December | 15,369 | 4,181 | 19,550 |

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2022
 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 | 19,393 | 99.2 |
| Manufacturers of Sanitary Supplies | 157 | 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 2022

| Qualification Source | Print | Digital | Total Qualified | Percent |
|--|---------------|--------------|-----------------|--------------|
| I. Direct Request: | 4,868 | 3,126 | 7,994 | 40.9 |
| II. Request from recipient's company: | - | - | - | - |
| III. Membership Benefit: | - | - | - | - |
| IV. Communication (other than request): | - | - | - | - |
| V. *Sources other than above, including: Association rosters and directories; Business directories; Manufacturer's, distributor's and wholesaler's lists; and Other sources: | 10,501 | 1,055 | 11,556 | 59.1 |
| VI. Single Copy Sales: | - | - | - | - |
| TOTAL QUALIFIED CIRCULATION | 15,369 | 4,181 | 19,550 | 100.0 |
| PERCENT | 78.6 | 21.4 | 100.0 | |

Note: 813 copies or 4.2% of Total Qualified circulation is > 24 months.

*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 2020 | July – December 2020 | January – June 2021 | July – December 2021 | January – June 2022* | July – December 2022* |
| Total Audit Average Qualified: | 19,550 | 19,551 | 19,550 | 19,550 | 19,550 | 19,550 |
| Qualified Non-Paid: | 19,550 | 19,551 | 19,550 | 19,550 | 19,550 | 19,550 |
| Print: | 19,550 | 19,551 | 19,550 | 19,550 | 16,284 | 14,889 |
| Digital: | - | - | - | - | 3,266 | 4,661 |
| Qualified Paid: | - | - | - | - | - | - |
| Print: | - | - | - | - | - | - |
| Digital: | - | - | - | - | - | - |
| 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 2022 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 2022*

| State | Total Qualified | Percent | State | Total Qualified | Percent |
|------------------|-----------------|---------|------------------------------------|-----------------|--------------|
| Maine | 76 | | Kentucky | 275 | |
| New Hampshire | 85 | | Tennessee | 305 | |
| Vermont | 39 | | Alabama | 217 | |
| Massachusetts | 456 | | Mississippi | 84 | |
| Rhode Island | 70 | | EAST SO. CENTRAL | 881 | 4.5 |
| Connecticut | 266 | | Arkansas | 137 | |
| NEW ENGLAND | 992 | 5.0 | Louisiana | 246 | |
| New York | 658 | | Oklahoma | 132 | |
| New Jersey | 503 | | Texas | 1,283 | |
| Pennsylvania | 615 | | WEST SO. CENTRAL | 1,798 | 9.2 |
| MIDDLE ATLANTIC | 1,776 | 9.1 | Montana | 69 | |
| Ohio | 606 | | Idaho | 115 | |
| Indiana | 460 | | Wyoming | 41 | |
| Illinois | 854 | | Colorado | 350 | |
| Michigan | 574 | | New Mexico | 86 | |
| Wisconsin | 460 | | Arizona | 395 | |
| EAST NO. CENTRAL | 2,954 | 15.1 | Utah | 180 | |
| Minnesota | 257 | | Nevada | 129 | |
| Iowa | 216 | | MOUNTAIN | 1,365 | 7.0 |
| Missouri | 298 | | Alaska | 75 | |
| North Dakota | 66 | | Washington | 500 | |
| South Dakota | 36 | | Oregon | 217 | |
| Nebraska | 117 | | California | 2,539 | |
| Kansas | 239 | | Hawaii | 66 | |
| WEST NO. CENTRAL | 1,229 | 6.3 | PACIFIC | 3,397 | 17.4 |
| Delaware | 58 | | UNITED STATES | 19,477 | 99.6 |
| Maryland | 454 | | U.S. Territories | 10 | |
| Washington, DC | 42 | | Canada | 63 | |
| Virginia | 581 | | Mexico | - | |
| West Virginia | 65 | | Other International | - | |
| North Carolina | 528 | | APO/FPO | - | |
| South Carolina | 237 | | | | |
| Georgia | 1,090 | | | | |
| Florida | 2,030 | | | | |
| SOUTH ATLANTIC | 5,085 | 26.0 | | | |
| | | | TOTAL QUALIFIED CIRCULATION | 19,550 | 100.0 |

*See Additional Data

WEBSITE CHANNEL

WWW.CLEANLINK.COM*

| 2022 | Pageviews | Sessions | Users | Average Session Duration |
|-----------------|----------------|----------------|---------------|--------------------------|
| July | 133,168 | 111,655 | 98,631 | 1:16 |
| August | 133,519 | 111,742 | 96,872 | 1:23 |
| September | 128,524 | 107,618 | 93,812 | 1:25 |
| October | 131,836 | 108,475 | 94,152 | 1:19 |
| November | 125,420 | 102,190 | 89,503 | 1:29 |
| December | 98,510 | 82,505 | 72,540 | 1:16 |
| AVERAGE: | 125,162 | 104,030 | 90,918 | 1:21 |

July – December 2022 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:

METHOD OF DISTRIBUTION

All qualified circulation conforms to the field served and definition of recipient qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients of the digital version are notified via email when the version is available.

STATEMENT OF CONTENT PLATFORM:

Editorial Replica – If a print edition exists, editorial and design are unchanged from the original print edition. Each issue's content and design are identical to the original edition. Apart from minor updates, the content cannot change once the issue is made available.

PARAGRAPH 3b:

Association rosters and directories include 1 source of circulation for a quantity of 479 copies or 2.4%. Business directories include 1 source of circulation for a quantity of 11,077 copies or 56.7%, 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 13, 2023

State

Wisconsin

County

Milwaukee

Received by BPA Worldwide

January 13, 2023

Type

BD

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C365BRD22

About BPA Worldwide.

BPA Worldwide is in the business of providing assurance. For 80+ years as a not-for-profit assurance service provider, BPA was originally created by advertisers, advertising agencies and the media industry to audit audience claims used in the buying and selling of advertising. Performing nearly 1,000 annual audits of media channels in 19 countries, BPA is a trusted resource for compliance and assurance services.

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