

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	16,284	-	16,284
b. Digital	3,266	-	3,266
(See Paragraph 3b for Source)			
CONTRACTING PROFITS WEBSITE: CleanLink.com (See Note 1) (Monthly Users with 133,283 average Pageviews)	91,950	-	91,950

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	54
Advertiser and Agency	131
Allocated for Trade Shows and Conventions	17
All Other	467
TOTAL	669

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 Issue	Print	Digital	Total Qualified
January/February	16,388	3,162	19,550
March/April	16,215	3,335	19,550
May/June	16,249	3,301	19,550

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 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	19,386	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 MAY/JUNE 2022

Qualification Source	Qualified Within			Print	Digital	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	5,093	2,351	1,649	9,093	-	9,093	46.5
II. Request from recipient's company:	-	-	18	18	-	18	0.1
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication (other than request):	-	-	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	10,390	5	44	7,138	3,301	10,439	53.4
*Association rosters and directories	426	5	44	475	-	475	2.4
*Business directories	9,964	-	-	6,663	3,301	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	16,249	3,301	19,550	100.0
PERCENT	79.2	12.0	8.8	83.1	16.9	100.0	

*See Additional Data

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION

6-Month Period Ended:	Audited Data		Audited Data		Audited Data		Circulation Claim
	July – December 2019	January – June 2020	July – December 2020	January – June 2021	July – December 2021	January – June 2022*	
Total Audit Average Qualified:	19,879	19,550	19,551	19,550	19,550	19,550	19,550
Qualified Non-Paid:	19,879	19,550	19,551	19,550	19,550	19,550	19,550
Print:	19,879	19,550	19,551	19,550	19,550	19,550	16,284
Digital:	-	-	-	-	-	-	3,266
Qualified Paid:	-	-	-	-	-	-	-
Print:	-	-	-	-	-	-	-
Digital:	-	-	-	-	-	-	-
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	**NC	**NC	**NC	**NC	**NC	**NC	**NC

*NOTE: January – June 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 MAY/JUNE 2022*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	89		Kentucky	203	
New Hampshire	102		Tennessee	346	
Vermont	46		Alabama	251	
Massachusetts	509		Mississippi	89	
Rhode Island	80		EAST SO. CENTRAL	889	4.6
Connecticut	301		Arkansas	171	
NEW ENGLAND	1,127	5.8	Louisiana	179	
New York	739		Oklahoma	144	
New Jersey	589		Texas	1,427	
Pennsylvania	693		WEST SO. CENTRAL	1,921	9.8
MIDDLE ATLANTIC	2,021	10.3	Montana	73	
Ohio	682		Idaho	88	
Indiana	376		Wyoming	49	
Illinois	664		Colorado	376	
Michigan	492		New Mexico	99	
Wisconsin	516		Arizona	454	
EAST NO. CENTRAL	2,730	14.0	Utah	211	
Minnesota	269		Nevada	144	
Iowa	184		MOUNTAIN	1,494	7.6
Missouri	328		Alaska	86	
North Dakota	70		Washington	559	
South Dakota	39		Oregon	226	
Nebraska	122		California	2,851	
Kansas	204		Hawaii	55	
WEST NO. CENTRAL	1,216	6.2	PACIFIC	3,777	19.3
Delaware	49		UNITED STATES	19,468	99.6
Maryland	316		U.S. Territories	18	
Washington, DC	37		Canada	64	
Virginia	644		Mexico	-	
West Virginia	71		Other International	-	
North Carolina	566		APO/FPO	-	
South Carolina	266				
Georgia	751				
Florida	1,593				
SOUTH ATLANTIC	4,293	22.0			
			TOTAL QUALIFIED CIRCULATION	19,550	100.0

*See Additional Data

WEBSITE CHANNEL

WWW.CLEANLINK.COM*

2022	Pageviews	Sessions	Users	Average Session Duration
January	154,229	128,085	107,335	1:32
February	138,000	112,292	94,408	1:38
March	144,442	118,285	100,694	1:41
April	122,441	99,106	82,089	1:45
May	128,269	105,810	89,797	1:36
June	112,319	91,523	77,381	1:39
AVERAGE:	133,283	109,183	91,950	1:38

January – June 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 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

August 19, 2022

State

Wisconsin

County

Milwaukee

Received by BPA Worldwide

August 19, 2022

Type

BD

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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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