

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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SANITARY MAINTENANCE is a B2B brand serving executives of distributor firms active in the sanitary supply marketplace including janitorial, paper, food service, industrial and wholesale. These executives depend on Sanitary Maintenance and its complementing digital outlets to stay on top of industry trends, best practices 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

SANITARY MAINTENANCE MAGAZINE



4 issues in the period
13,551 average circulation

SANITARY MAINTENANCE WEBSITE



87,836 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
SANITARY MAINTENANCE MAGAZINE (4 issues in the period)	13,551	-	13,551
SANITARY MAINTENANCE WEBSITE: CleanLink.com (Monthly Users with 149,068 average Pageviews)	87,836	-	87,836

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

FIELD SERVED

SANITARY MAINTENANCE serves distributors of sanitary supplies: janitor supply firms, paper merchants, food service distributors, industrial supply firms, other distributors of sanitary supplies and wholesalers of sanitary supplies. Also qualified are manufacturers of sanitary supplies and manufacturer's agents.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include Owners, Presidents, Corporate Officers, General Managers, Sales Managers, Office Managers, and Purchasing Agents.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	95
Advertiser and Agency	427
Allocated for Trade Shows and Conventions	19
All Other	334
TOTAL	875

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	13,551	100.0	13,551	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	13,551	100.0	13,551	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2018 Issue	Total Qualified
January/February	13,550
March	13,550
April	13,550
May/June	13,555

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2018

This issue is -% or 5 copies above the average of the other 3 issues reported in Paragraph 2.

This publication conforms to the uniform business and industry breakout which was developed by the BPA Worldwide advertiser, agency and publisher committee for the Maintenance Equipment & Supplies Distributors Market in January 1984, and revised in November 1993, requiring participating publications to report their circulation on a comparable basis by June 1986. A copy of the comparability brochure can be obtained from BPA Worldwide.

Business and Industry	Total Qualified	Percent of Total
1. DISTRIBUTORS OF SANITARY SUPPLIES (NOTE 1)		
a. Janitor Supply Firms	6,704	49.5
b. Paper Merchants	2,050	15.1
d. Food Service Distributors	2,128	15.7
e. Industrial Supply Firms	740	5.5
g. Other Distributors of Sanitary Supplies	340	2.5
2. Wholesalers of Sanitary Supplies	764	5.6
SUB-TOTAL DISTRIBUTORS AND WHOLESALERS OF SANITARY SUPPLIES (NOTE 2)	12,726	93.9
4. Manufacturers of Sanitary Supplies and Manufacturer's Agents	829	6.1
TOTAL QUALIFIED CIRCULATION	13,555	100.0

Note 1: Classification 1c. - pest control, hospital supply, hotel, restaurant or bar supply, grocer or hardware distributor and classification 1f. - chemical specialty firm - are omitted at the option of the publisher. Responses in these categories have been combined under 1g. - Other distributors of sanitary supplies.

Note 2: Qualified recipients include Owners, Presidents, Corporate Officers, General Managers, Sales Managers, and Office Managers.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2018

Qualification Source	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	7,771	2,451	654	10,876	80.2
II. Request from recipient's company:	13	2	-	15	0.1
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	2,664	-	-	2,664	19.7
Association rosters and directories	-	-	-	-	-
*Business directories	2,664	-	-	2,664	19.7
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	10,448	2,453	654	13,555	100.0
PERCENT	77.1	18.1	4.8	100.0	

*See Additional Data

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data		Audited Data		Circulation Claim	
	July – December 2015	January – June 2016	July – December 2016	January – June 2017	July – December 2017*	January – June 2018*
Total Audit Average Qualified:	15,052	15,053	13,553	13,550	13,550	13,551
Qualified Non-Paid:	15,052	15,053	13,553	13,550	13,550	13,551
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: July 2017- June 2018 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 2018*

State	Total Qualified	Percent	State	Total Qualified	Percent			
Maine	62		Kentucky	157				
New Hampshire	51		Tennessee	299				
Vermont	21		Alabama	192				
Massachusetts	309		Mississippi	130				
Rhode Island	51		EAST SO. CENTRAL		778	5.7		
Connecticut	120		Arkansas	121				
NEW ENGLAND			614	4.5	Louisiana	243		
New York	745		Oklahoma	165				
New Jersey	407		Texas	853				
Pennsylvania	596		WEST SO. CENTRAL		1,382	10.2		
MIDDLE ATLANTIC			1,748	12.9	Montana	59		
Ohio	614		Idaho	60				
Indiana	302		Wyoming	29				
Illinois	615		Colorado	186				
Michigan	406		New Mexico	50				
Wisconsin	337		Arizona	201				
EAST NO. CENTRAL			2,274	16.8	Utah	130		
Minnesota	233		Nevada	90				
Iowa	154		MOUNTAIN		805	6.0		
Missouri	319		Alaska	20				
North Dakota	60		Washington	205				
South Dakota	38		Oregon	128				
Nebraska	88		California	1,053				
Kansas	166		Hawaii	56				
WEST NO. CENTRAL			1,058	7.8	PACIFIC		1,462	10.8
Delaware	38		UNITED STATES		12,520	92.4		
Maryland	233		U.S. Territories	38				
Washington, DC	7		Canada	997				
Virginia	246		Mexico	-				
West Virginia	59		Other International	-				
North Carolina	428		APO/FPO	-				
South Carolina	193		TOTAL QUALIFIED CIRCULATION			13,555	100.0	
Georgia	430							
Florida	765							
SOUTH ATLANTIC			2,399	17.7				

*See Additional Data

WEBSITE CHANNEL

WWW.CLEANLINK.COM*

2018	Pageviews	Sessions	Users	Average Session Duration
January	159,415	122,730	97,601	1:42
February	158,232	116,123	88,855	1:52
March	152,709	115,628	88,604	1:51
April	144,069	110,398	84,716	1:49
May	147,213	113,844	87,230	1:44
June	132,774	102,432	80,011	1:43
AVERAGE:	149,068	113,525	87,836	1:46

January – June 2018 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'd 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'd 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:

Business directories include 3 sources of circulation for quantities of 658 copies or 4.9% to 1,216 copies or 9.0%.

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

July 13, 2018

State

Wisconsin

County

Milwaukee

Received by BPA Worldwide

July 13, 2018

Type

BJ

ID Number

S005B0J8

About BPA Worldwide:

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.