

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

Note 1: Shared media channel [www.cleanlink.com](http://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
<b>TOTAL</b>	<b>875</b>

**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	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>13,551</b>	<b>100.0</b>	<b>13,551</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

**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
<b>1. DISTRIBUTORS OF SANITARY SUPPLIES (NOTE 1)</b>		
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
<b>2. Wholesalers of Sanitary Supplies</b>	764	5.6
<b>SUB-TOTAL DISTRIBUTORS AND WHOLESALEERS OF SANITARY SUPPLIES (NOTE 2)</b>	12,726	93.9
4. Manufacturers of Sanitary Supplies and Manufacturer's Agents	829	6.1
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>13,555</b>	<b>100.0</b>

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. <b>TOTAL - Sources other than above (listed alphabetically):</b>	<b>2,664</b>	<b>-</b>	<b>-</b>	<b>2,664</b>	<b>19.7</b>
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:	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>10,448</b>	<b>2,453</b>	<b>654</b>	<b>13,555</b>	<b>100.0</b>
<b>PERCENT</b>	<b>77.1</b>	<b>18.1</b>	<b>4.8</b>	<b>100.0</b>	

\*See Additional Data

### AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
6-Month Period Ended:	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\*

[illegible]

**\*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
<b>AVERAGE:</b>	<b>149,068</b>	<b>113,525</b>	<b>87,836</b>	<b>1:46</b>

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](http://www.bpaww.com) for the latest audit reports, membership information and publishing and advertising industry news.