

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



5 issues in the period
13,552 average circulation

SANITARY MAINTENANCE WEBSITE



84,253 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 (5 issues in the period)	13,552	-	13,552
SANITARY MAINTENANCE WEBSITE: CleanLink.com (Monthly Users with 136,179 average Pageviews)	84,253	-	84,253

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

FIELD SERVED

SANITARY MAINTENANCE serves distributors, janitor supply firms, paper merchants, food service distributors, industrial supply firms, other distributors, 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/CEOs, Corporate Officers, General Managers, Sales Managers, Office Managers, and Purchasing Agents.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	93
Advertiser and Agency	306
Allocated for Trade Shows and Conventions	40
All Other	353
TOTAL	792

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	13,552	100.0	13,552	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	13,552	100.0	13,552	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2018 Issue	Total Qualified
July	13,550
August	13,554
September	13,555
October	13,550
November/December	13,550

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2018

This issue is -% or 2 copies below the average of the other 4 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 (NOTE 1)		
a. Janitor Supply Firms	6,653	49.1
b. Paper Merchants	2,018	14.9
d. Food Service Distributors	2,122	15.7
e. Industrial Supply Firms	717	5.3
g. Other Distributors	360	2.6
2. Wholesalers of Sanitary Supplies	823	6.1
SUB-TOTAL DISTRIBUTORS AND WHOLESALERS OF SANITARY SUPPLIES (NOTE 2)	12,693	93.7
4. Manufacturers of Sanitary Supplies and Manufacturer's Agents	857	6.3
TOTAL QUALIFIED CIRCULATION	13,550	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.

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

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2018

Qualification Source	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	7,768	2,450	654	10,872	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):	2,663	-	-	2,663	19.7
Association rosters and directories	-	-	-	-	-
*Business directories	2,663	-	-	2,663	19.7
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	10,444	2,452	654	13,550	100.0
PERCENT	77.1	18.1	4.8	100.0	

*See Additional Data

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED BRAND REPORTS

6-Month Period Ended:	Audited Data		Audited Data		Audited Data		Audited Data		Circulation Claim	
	January – June 2016	July – December 2016	January – June 2017	July – December 2017	January – June 2018	July – December 2018*	January – June 2018	July – December 2018*	January – June 2018	July – December 2018*
Total Audit Average Qualified:	15,053	13,553	13,550	13,550	13,551	13,552				
Qualified Non-Paid:	15,053	13,553	13,550	13,550	13,551	13,552				
Qualified Paid:	-	-	-	-	-	-				
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	**NC	**NC	**NC	**NC	**NC	**NC	**NC	**NC	**NC	**NC

***NOTE: July - December 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 NOVEMBER/DECEMBER 2018*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	60		Kentucky	157	
New Hampshire	51		Tennessee	302	
Vermont	22		Alabama	193	
Massachusetts	315		Mississippi	126	
Rhode Island	52		EAST SO. CENTRAL	778	5.8
Connecticut	122		Arkansas	123	
NEW ENGLAND	622	4.6	Louisiana	229	
New York	758		Oklahoma	162	
New Jersey	399		Texas	855	
Pennsylvania	596		WEST SO. CENTRAL	1,369	10.1
MIDDLE ATLANTIC	1,753	12.9	Montana	59	
Ohio	613		Idaho	61	
Indiana	302		Wyoming	29	
Illinois	619		Colorado	184	
Michigan	415		New Mexico	48	
Wisconsin	338		Arizona	194	
EAST NO. CENTRAL	2,287	16.9	Utah	133	
Minnesota	229		Nevada	82	
Iowa	154		MOUNTAIN	790	5.8
Missouri	312		Alaska	19	
North Dakota	61		Washington	205	
South Dakota	37		Oregon	125	
Nebraska	87		California	1,048	
Kansas	166		Hawaii	53	
WEST NO. CENTRAL	1,046	7.7	PACIFIC	1,450	10.7
Delaware	37		UNITED STATES	12,474	92.1
Maryland	231		U.S. Territories	36	
Washington, DC	8		Canada	1,040	
Virginia	240		Mexico	-	
West Virginia	61		Other International	-	
North Carolina	426		APO/FPO	-	
South Carolina	189				
Georgia	427				
Florida	760				
SOUTH ATLANTIC	2,379	17.6			
			TOTAL QUALIFIED CIRCULATION	13,550	100.0

*See Additional Data

WEBSITE CHANNEL

WWW.CLEANLINK.COM*

2018	Pageviews	Sessions	Users	Average Session Duration
July	141,937	109,071	84,094	1:45
August	143,141	111,646	85,802	1:40
September	128,824	101,205	80,838	1:44
October	145,849	115,398	90,768	1:47
November	139,958	112,430	87,248	1:41
December	117,367	94,902	76,769	1:34
AVERAGE:	136,179	107,442	84,253	1:41

July– December 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, Audience Development Director

(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 8, 2019

State

Wisconsin

County

Milwaukee

Received by BPA Worldwide

January 8, 2019

Type

BJ

ID Number

S005B0D8

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.