

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



88,141 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 142,757 average Pageviews)	88,141	-	88,141

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	92
Advertiser and Agency	308
Allocated for Trade Shows and Conventions	-
All Other	234
TOTAL	634

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

2019 Issue	Total Qualified
January/February	13,551
March	13,552
April	13,552
May/June	13,550

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2019

This issue is -% or 2 copies below 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 (NOTE 1)		
a. Janitor Supply Firms	6,769	50.0
b. Paper Merchants	2,059	15.2
d. Food Service Distributors	2,168	16.0
e. Industrial Supply Firms	745	5.5
g. Other Distributors	276	2.0
2. Wholesalers of Sanitary Supplies	758	5.6
SUB-TOTAL DISTRIBUTORS AND WHOLESALERS OF SANITARY SUPPLIES (NOTE 2)	12,775	94.3
4. Manufacturers of Sanitary Supplies and Manufacturer's Agents	775	5.7
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 MAY/JUNE 2019

Qualification Source	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	6,985	2,476	1,289	10,750	79.3
II. Request from recipient's company:	19	8	-	27	0.2
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	2,773	-	-	2,773	20.5
Association rosters and directories	-	-	-	-	-
*Business directories	2,773	-	-	2,773	20.5
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	9,777	2,484	1,289	13,550	100.0
PERCENT	72.2	18.3	9.5	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	Circulation Claim
	July – December 2016	January – June 2017	July – December 2017	January – June 2018	July – December 2018*	January – June 2019*
Total Audit Average Qualified:	13,553	13,550	13,550	13,551	13,552	13,551
Qualified Non-Paid:	13,553	13,550	13,550	13,551	13,552	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 2018 – June 2019 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 2019*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	58		Kentucky	159	
New Hampshire	45		Tennessee	296	
Vermont	18		Alabama	197	
Massachusetts	312		Mississippi	133	
Rhode Island	57		EAST SO. CENTRAL	785	5.8
Connecticut	128		Arkansas	138	
NEW ENGLAND	618	4.6	Louisiana	218	
New York	749		Oklahoma	170	
New Jersey	401		Texas	840	
Pennsylvania	640		WEST SO. CENTRAL	1,366	10.1
MIDDLE ATLANTIC	1,790	13.2	Montana	64	
Ohio	594		Idaho	60	
Indiana	316		Wyoming	27	
Illinois	575		Colorado	165	
Michigan	381		New Mexico	46	
Wisconsin	332		Arizona	199	
EAST NO. CENTRAL	2,198	16.2	Utah	140	
Minnesota	214		Nevada	77	
Iowa	148		MOUNTAIN	778	5.7
Missouri	326		Alaska	20	
North Dakota	56		Washington	189	
South Dakota	30		Oregon	115	
Nebraska	101		California	1,006	
Kansas	156		Hawaii	41	
WEST NO. CENTRAL	1,031	7.6	PACIFIC	1,371	10.1
Delaware	39		UNITED STATES	12,294	90.7
Maryland	228		U.S. Territories	44	
Washington, DC	5		Canada	1,212	
Virginia	214		Mexico	-	
West Virginia	62		Other International	-	
North Carolina	419		APO/FPO	-	
South Carolina	172				
Georgia	459		TOTAL QUALIFIED CIRCULATION	13,550	100.0
Florida	759				
SOUTH ATLANTIC	2,357	17.4			

*See Additional Data

WEBSITE CHANNEL

WWW.CLEANLINK.COM*

2019	Pageviews	Sessions	Users	Average Session Duration
January	157,902	125,695	99,989	1:35
February	148,019	117,697	93,558	1:36
March	142,070	111,732	87,684	1:46
April	144,541	110,216	85,863	1:45
May	140,328	109,530	84,409	1:36
June	123,685	95,982	77,347	1:36
AVERAGE:	142,757	111,808	88,141	1:39

January– June 2019 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:

CHANGE IN FREQUENCY:

Effective with the January/February 2019 issue Sanitary Maintenance changed its frequency from 9 to 8 issues per year.

PARAGRAPH 3b:

Business directories include 3 sources of circulation for quantities of 362 copies or 2.7% to 1,935 copies or 14.3%, including CSG Foodservice Distributors, Hoovers and InfoUSA.

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

July 8, 2019

State

Wisconsin

County

Milwaukee

Received by BPA Worldwide

July 8, 2019

Type

BJ

ID Number

S005B0J9

About BPA Worldwide

A not-for-profit organization since 1931 and headquartered in Shelton, Connecticut, USA, BPA has a global membership, spanning more than 20 countries. The organization conducts 2,500+ audits for media brands in print, online/digital and live events. In addition, the BPA-iCompli division verifies compliance to defined industry standards, provides technology assurance, and certifies organization's sustainability practices and reporting. BPA is supported by 4,000+ advertiser and agency members. The latest innovation to move the industry forward is the BPA Media Exchange, a brand-safe and audited cooperative marketplace which offers automated solutions for the buying and selling of digital advertising.