

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**



185,791 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 274,021 average Pageviews)	185,791	-	185,791

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	89
Advertiser and Agency	305
Allocated for Trade Shows and Conventions	-
All Other	441
TOTAL	835

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

2020 Issue	Total Qualified
January/February	13,550
March	13,550
April	13,552
May/June	13,550

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY/FEBRUARY 2020

This issue is -% or 1 copy 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	6,705	49.5
b. Paper Merchants	2,053	15.1
d. Food Service Distributors	2,200	16.2
e. Industrial Supply Firms	731	5.4
g. Other Distributors	286	2.1
2. Wholesalers of Sanitary Supplies	753	5.6
SUB-TOTAL DISTRIBUTORS AND WHOLESALERS OF SANITARY SUPPLIES (NOTE 2)	12,728	93.9
4. Manufacturers of Sanitary Supplies and Manufacturer's Agents	822	6.1
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 JANUARY/FEBRUARY 2020

Qualification Source	Total Qualified	Percent
I. Direct Request:	10,675	78.8
II. Request from recipient's company:	24	0.2
III. Membership Benefit:	-	-
IV. Communication (other than request):	-	-
V. TOTAL - Sources other than above (listed alphabetically):	2,851	21.0
Association rosters and directories	-	-
*Business directories	2,851	21.0
Manufacturer's, distributor's, and wholesaler's lists	-	-
Other sources	-	-
VI. Single Copy Sales:	-	-
TOTAL QUALIFIED CIRCULATION	13,550	100.0
PERCENT	100.0	

***See Additional Data**

Note: In these unprecedented times caused by the coronavirus (COVID-19) pandemic, resulting in workplace closures, sporadic workplace visits and work-from-home solutions, consent and renewal campaigns are impacted. Therefore, BPA Worldwide has granted an exception to reporting Age of Source and permitting publishers to carry as "qualified" circulation sources aging beyond 36 months but not to exceed 48 months. This is for all 2020 reports. 921 copies or 6.8% of Total Qualified circulation is 36+ to 48 months.

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 2017	January – June 2018	July – December 2018	January – June 2019	July – December 2019*	January – June 2020*
Total Audit Average Qualified:	13,550	13,551	13,552	13,551	13,551	13,551
Qualified Non-Paid:	13,550	13,551	13,552	13,551	13,551	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 2019 – June 2020 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 JANUARY/FEBRUARY 2020*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	58		Kentucky	158	
New Hampshire	47		Tennessee	297	
Vermont	16		Alabama	193	
Massachusetts	319		Mississippi	134	
Rhode Island	57		EAST SO. CENTRAL	782	5.8
Connecticut	129		Arkansas	138	
NEW ENGLAND	626	4.6	Louisiana	219	
New York	745		Oklahoma	170	
New Jersey	411		Texas	846	
Pennsylvania	639		WEST SO. CENTRAL	1,373	10.2
MIDDLE ATLANTIC	1,795	13.3	Montana	64	
Ohio	601		Idaho	59	
Indiana	316		Wyoming	27	
Illinois	584		Colorado	165	
Michigan	379		New Mexico	44	
Wisconsin	327		Arizona	197	
EAST NO. CENTRAL	2,207	16.3	Utah	145	
Minnesota	215		Nevada	74	
Iowa	148		MOUNTAIN	775	5.7
Missouri	326		Alaska	19	
North Dakota	55		Washington	194	
South Dakota	31		Oregon	118	
Nebraska	103		California	1,014	
Kansas	157		Hawaii	41	
WEST NO. CENTRAL	1,035	7.6	PACIFIC	1,386	10.2
Delaware	38		UNITED STATES	12,340	91.1
Maryland	232		U.S. Territories	43	
Washington, DC	5		Canada	1,167	
Virginia	215		Mexico	-	
West Virginia	61		Other International	-	
North Carolina	416		APO/FPO	-	
South Carolina	170				
Georgia	466				
Florida	758				
SOUTH ATLANTIC	2,361	17.4			
			TOTAL QUALIFIED CIRCULATION	13,550	100.0

*See Additional Data

WEBSITE CHANNEL

WWW.CLEANLINK.COM*

2020	Pageviews	Sessions	Users	Average Session Duration
January	175,125	139,498	114,971	1:22
February	187,365	149,807	124,683	1:31
March	337,625	279,607	223,570	1:27
April	315,402	253,363	202,311	1:40
May	257,347	207,537	161,424	1:47
June	371,265	325,628	287,792	0:57
AVERAGE:	274,021	225,906	185,791	1:27

January – June 2020 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 407 copies or 3.0% to 1,893 copies or 14.0%, 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, 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 14, 2020
State	Wisconsin
County	Milwaukee
Received by BPA Worldwide	July 14, 2020
Type	BJ
ID Number	S005B0J0

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.