

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.

Trade Press Media Group, Inc.  
2100 West Florist Avenue  
Milwaukee, WI 53209  
Tel. No.: (414) 228-7701  
Fax No.: (414) 228-1134  
www.cleanlink.com/sm

**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  
13,550 average circulation

**SANITARY MAINTENANCE WEBSITE**



106,762 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)	13,550	-	13,550
<b>SANITARY MAINTENANCE WEBSITE: CleanLink.com</b> (Monthly Users with 171,091 average Pageviews)	106,762	-	106,762

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	88
Advertiser and Agency	307
Allocated for Trade Shows and Conventions	-
All Other	481
<b>TOTAL</b>	<b>876</b>

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD**

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	13,550	100.0	13,550	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>13,550</b>	<b>100.0</b>	<b>13,550</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

**2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD**

2020 Issue	Total Qualified
July/August	13,550
September	13,550
October	13,550
November/December	13,550

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2020**

This issue is equal to 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 (NOTE 1)</b>		
a. Janitor Supply Firms	6,509	48.0
b. Paper Merchants	2,035	15.0
d. Food Service Distributors	2,445	18.1
e. Industrial Supply Firms	697	5.1
g. Other Distributors	269	2.0
<b>2. Wholesalers of Sanitary Supplies</b>	756	5.6
<b>SUB-TOTAL DISTRIBUTORS AND WHOLESALERS OF SANITARY SUPPLIES (NOTE 2)</b>	<b>12,711</b>	<b>93.8</b>
4. Manufacturers of Sanitary Supplies and Manufacturer's Agents	839	6.2
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>13,550</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.

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 2020**

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

\*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 permitting publishers to carry as "qualified" circulation sources aging beyond 36 months but not to exceed 48 months. 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	Audited Data	Circulation Claim
	January – June 2018	July – December 2018	January – June 2019	July – December 2019	January – June 2020	July – December 2020*
Total Audit Average Qualified:	13,551	13,552	13,551	13,551	13,551	13,550
Qualified Non-Paid:	13,551	13,552	13,551	13,551	13,551	13,550
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 – December 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 NOVEMBER/DECEMBER 2020\***

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	57		Kentucky	160	
New Hampshire	47		Tennessee	294	
Vermont	16		Alabama	199	
Massachusetts	327		Mississippi	133	
Rhode Island	59		<b>EAST SO. CENTRAL</b>	<b>786</b>	<b>5.8</b>
Connecticut	132		Arkansas	140	
<b>NEW ENGLAND</b>	<b>638</b>	<b>4.7</b>	Louisiana	218	
New York	745		Oklahoma	168	
New Jersey	416		Texas	864	
Pennsylvania	636		<b>WEST SO. CENTRAL</b>	<b>1,390</b>	<b>10.2</b>
<b>MIDDLE ATLANTIC</b>	<b>1,797</b>	<b>13.3</b>	Montana	64	
Ohio	610		Idaho	59	
Indiana	319		Wyoming	28	
Illinois	602		Colorado	178	
Michigan	376		New Mexico	45	
Wisconsin	313		Arizona	197	
<b>EAST NO. CENTRAL</b>	<b>2,220</b>	<b>16.4</b>	Utah	144	
Minnesota	216		Nevada	69	
Iowa	148		<b>MOUNTAIN</b>	<b>784</b>	<b>5.8</b>
Missouri	327		Alaska	20	
North Dakota	57		Washington	200	
South Dakota	31		Oregon	119	
Nebraska	107		California	1,026	
Kansas	159		Hawaii	41	
<b>WEST NO. CENTRAL</b>	<b>1,045</b>	<b>7.7</b>	<b>PACIFIC</b>	<b>1,406</b>	<b>10.4</b>
Delaware	37		<b>UNITED STATES</b>	<b>12,445</b>	<b>91.8</b>
Maryland	237		U.S. Territories	45	
Washington, DC	7		Canada	1,060	
Virginia	218		Mexico	-	
West Virginia	58		Other International	-	
North Carolina	425		APO/FPO	-	
South Carolina	172				
Georgia	465				
Florida	760				
<b>SOUTH ATLANTIC</b>	<b>2,379</b>	<b>17.5</b>			
			<b>TOTAL QUALIFIED CIRCULATION</b>	<b>13,550</b>	<b>100.0</b>

**\*See Additional Data**

# WEBSITE CHANNEL

## WWW.CLEANLINK.COM\*

2020	Pageviews	Sessions	Users	Average Session Duration
July	202,025	161,540	123,248	1:42
August	182,261	144,076	110,133	1:38
September	164,193	130,514	102,593	1:45
October	171,491	136,010	110,308	1:48
November	147,361	116,370	93,314	1:49
December	159,215	126,473	100,977	1:42
<b>AVERAGE:</b>	<b>171,091</b>	<b>135,830</b>	<b>106,762</b>	<b>1:44</b>

July – December 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	January 26, 2021
State	Wisconsin
County	Milwaukee
Received by BPA Worldwide	January 26, 2021
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ID Number	S005B0D0

#### 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.