

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.

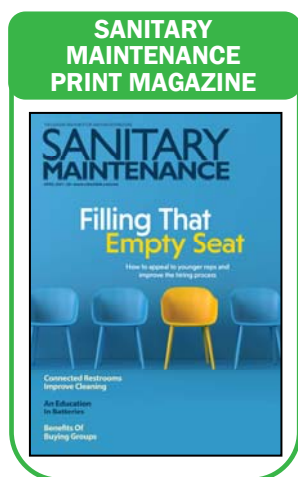
## MAGAZINE CHANNEL FORMAT – PRINT ISSUES

**SANITARY MAINTENANCE** is produced in a print format. The editorial for the print copy is the same for all recipients.

## 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



## EXECUTIVE SUMMARY

Below are the average contacts per occurrence, including frequency per period reported.

	Non-Paid	Paid	Average
<b>SANITARY MAINTENANCE PRINT MAGAZINE</b> (4 issues in the period)	13,550	-	13,550
(See Paragraph 3b for Source)			
<b>SANITARY MAINTENANCE WEBSITE: CleanLink.com</b> (Note 1) (Monthly Users with 159,573 average Pageviews)	105,177	-	105,177

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

Proud Partner of [www.buysafemedia.com](http://www.buysafemedia.com)

## 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.

No.659/06-21  
Comparable

### AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	88
Advertiser and Agency	275
Allocated for Trade Shows and Conventions	-
All Other	484
<b>TOTAL</b>	<b>847</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

2021 Issue	Total Qualified
January/February	13,550
March	13,550
April	13,550
May/June	13,550

### 3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JANUARY/FEBRUARY 2021

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	6,487	47.9
b. Paper Merchants	2,038	15.0
d. Food Service Distributors	2,472	18.2
e. Industrial Supply Firms	695	5.1
g. Other Distributors	269	2.0
<b>2. Wholesalers of Sanitary Supplies</b>	753	5.6
<b>SUB-TOTAL DISTRIBUTORS AND WHOLESALERS OF SANITARY SUPPLIES (NOTE 2)</b>	12,714	93.8
<b>4. Manufacturers of Sanitary Supplies and Manufacturer's Agents</b>	836	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 JANUARY/FEBRUARY 2021

Qualification Source	Total Qualified	Percent
I. Direct Request:	10,410	76.8
II. Request from recipient's company:	17	0.1
III. Membership Benefit:	-	-
IV. Communication (other than request):	-	-
V. <b>TOTAL - Sources other than above (listed alphabetically):</b>	<b>3,123</b>	<b>23.1</b>
Association rosters and directories	-	-
*Business directories	3,123	23.1
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. 1,599 copies or 11.8% of Total Qualified circulation is 36 to 48 months.

## AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED BRAND REPORTS

	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
6-Month Period Ended:	July – December 2018	January – June 2019	July – December 2019	January – June 2020	July – December 2020*	January – June 2021*
Total Audit Average Qualified:	13,552	13,551	13,551	13,551	13,550	13,550
Qualified Non-Paid:	13,552	13,551	13,551	13,551	13,550	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 2020 – June 2021 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 2021\***

[illegible]

**\*See Additional Data**

## WEBSITE CHANNEL

WWW.CLEANLINK.COM\*

2021	Pageviews	Sessions	Users	Average Session Duration
January	167,265	134,090	108,394	1:41
February	160,990	130,608	105,500	1:42
March	164,724	132,355	106,732	1:45
April	184,398	153,754	126,021	1:28
May	135,129	110,518	89,051	1:42
June	144,937	117,454	95,368	1:32
<b>AVERAGE:</b>	<b>159,573</b>	<b>129,796</b>	<b>105,177</b>	<b>1:38</b>

January – June 2021 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 537 copies or 4.0% to 1,858 copies or 13.7%, 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 29, 2021

State

Wisconsin

County

Milwaukee

Received by BPA Worldwide

July 29, 2021

Type

BJ

ID Number

S005B0J1

### 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.

**MAGAZINE CHANNEL FORMAT: This magazine is produced in print format.**

Copyright © 2021 BPA Worldwide. All rights reserved.