

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.

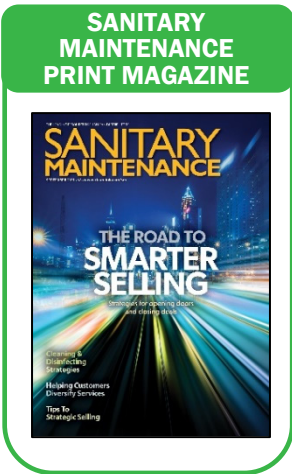
MAGAZINE CHANNEL FORMAT – PRINT ISSUES

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
SANITARY MAINTENANCE PRINT MAGAZINE (4 issues in the period)	13,550	-	13,550
(See Paragraph 3b for Source)			
SANITARY MAINTENANCE WEBSITE: CleanLink.com (Note 1) (Monthly Users with 138,116 average Pageviews)	95,669	-	95,669

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

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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.659/12-21
Comparable

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	89
Advertiser and Agency	243
Allocated for Trade Shows and Conventions	38
All Other	762
TOTAL	1,132

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	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	13,550	100.0	13,550	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2021 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 JULY/AUGUST 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
1. DISTRIBUTORS (NOTE 1)		
a. Janitor Supply Firms	6,501	48.0
b. Paper Merchants	2,156	15.9
d. Food Service Distributors	2,472	18.2
e. Industrial Supply Firms	673	5.0
g. Other Distributors	210	1.5
2. Wholesalers of Sanitary Supplies	727	5.4
SUB-TOTAL DISTRIBUTORS AND WHOLESALERS OF SANITARY SUPPLIES (NOTE 2)	12,739	94.0
4. Manufacturers of Sanitary Supplies and Manufacturer's Agents	811	6.0
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 JULY/AUGUST 2021

Qualification Source	Total Qualified	Percent
I. Direct Request:	9,906	73.1
II. Request from recipient's company:	11	0.1
III. Membership Benefit:	-	-
IV. Communication (other than request):	-	-
V. TOTAL - Sources other than above (listed alphabetically):	3,633	26.8
Association rosters and directories	-	-
*Business directories	3,633	26.8
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 permitting publishers to carry as "qualified" circulation sources aging beyond 36 months but not to exceed 48 months. 2,498 copies or 18.4% of Total Qualified circulation is 36 to 48 months.

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION

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

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	57		Kentucky	160	
New Hampshire	42		Tennessee	300	
Vermont	15		Alabama	195	
Massachusetts	340		Mississippi	130	
Rhode Island	55		EAST SO. CENTRAL	785	5.8
Connecticut	137		Arkansas	131	
NEW ENGLAND	646	4.8	Louisiana	211	
New York	752		Oklahoma	161	
New Jersey	423		Texas	870	
Pennsylvania	629		WEST SO. CENTRAL	1,373	10.1
MIDDLE ATLANTIC	1,804	13.3	Montana	61	
Ohio	612		Idaho	59	
Indiana	319		Wyoming	26	
Illinois	626		Colorado	174	
Michigan	381		New Mexico	45	
Wisconsin	301		Arizona	197	
EAST NO. CENTRAL	2,239	16.5	Utah	136	
Minnesota	226		Nevada	62	
Iowa	140		MOUNTAIN	760	5.6
Missouri	325		Alaska	21	
North Dakota	60		Washington	200	
South Dakota	32		Oregon	113	
Nebraska	103		California	1,028	
Kansas	159		Hawaii	39	
WEST NO. CENTRAL	1,045	7.7	PACIFIC	1,401	10.3
Delaware	35		UNITED STATES	12,432	91.7
Maryland	247		U.S. Territories	48	
Washington, DC	7		Canada	1,070	
Virginia	217		Mexico	-	
West Virginia	58		Other International	-	
North Carolina	417		APO/FPO	-	
South Carolina	174				
Georgia	465				
Florida	759				
SOUTH ATLANTIC	2,379	17.6			
			TOTAL QUALIFIED CIRCULATION	13,550	100.0

*See Additional Data

WEBSITE CHANNEL

WWW.CLEANLINK.COM*

2021	Pageviews	Sessions	Users	Average Session Duration
July	128,315	105,299	89,257	1:26
August	152,508	124,739	103,902	1:28
September	145,991	118,922	100,578	1:29
October	147,912	121,117	103,929	1:31
November	126,973	103,512	88,292	1:37
December	127,000	104,741	88,061	1:28
AVERAGE:	138,116	113,055	95,669	1:29

July – December 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 567 copies or 4.2% to 2,255 copies or 16.6%, 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 14, 2022

State

Wisconsin

County

Milwaukee

Received by BPA Worldwide

January 14, 2022

Type

BJ

ID Number

S005B0D1

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.

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