

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 AND DIGITAL ISSUES

SANITARY MAINTENANCE is produced in print and digital formats. The editorial for the print copy is the same for all recipients. The digital format is written and designed for the digital reading experience, accessed by a computer, mobile phone, or tablet. Digital formats may include features such as videos and surveys allowing for user interaction with the brand.

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 AND DIGITAL MAGAZINE (4 issues in the period)	13,550	-	13,550
a. Print	11,184	-	11,184
b. Digital	2,366	-	2,366
(See Paragraph 3b for Source)			
SANITARY MAINTENANCE WEBSITE: CleanLink.com (Note 1) (Monthly Users with 133,283 average Pageviews)	91,950	-	91,950

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

Proud Partner of www.buysafemedia.com

MAGAZINE CHANNEL FORMAT: This magazine is produced in print and digital formats.

No attempt has been made to identify or eliminate duplication that may exist across media channels.

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.659/06-22
Comparable

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	89
Advertiser and Agency	234
Allocated for Trade Shows and Conventions	-
All Other	470
TOTAL	793

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

2022 Issue	Print	Digital	Total Qualified
January/ February	11,232	2,318	13,550
March	11,188	2,362	13,550
April	11,274	2,276	13,550
May/ June	11,041	2,509	13,550

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2022

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	6,767	49.9
b. Paper Merchants	1,931	14.2
d. Food Service Distributors	2,994	22.1
e. Industrial Supply Firms	488	3.6
g. Other Distributors	133	1.0
2. Wholesalers of Sanitary Supplies	578	4.3
SUB-TOTAL DISTRIBUTORS AND WHOLESALERS OF SANITARY SUPPLIES (NOTE 2)	12,891	95.1
4. Manufacturers of Sanitary Supplies and Manufacturer's Agents	659	4.9
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 2022

Qualification Source	Print	Digital	Total Qualified	Percent
I. Direct Request:	6,243	902	7,145	52.7
II. Request from recipient's company:	-	-	-	-
III. Membership Benefit:	-	-	-	-
IV. Communication (other than request):	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	4,798	1,607	6,405	47.3
Association rosters and directories	-	-	-	-
*Business directories	2,981	1,346	4,327	31.9
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-
*Other sources	1,817	261	2,078	15.4
VI. Single Copy Sales:	-	-	-	-
TOTAL QUALIFIED CIRCULATION	11,041	2,509	13,550	100.0
PERCENT	81.5	18.5	100.0	

*See Additional Data

Note: 988 copies or 7.3% of Total Qualified circulation is > 24 months.

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION

6-Month Period Ended:	Audited Data		Audited Data		Circulation Claim	
	July – December 2019	January – June 2020	July – December 2020	January – June 2021	July – December 2021*	January – June 2022*
Total Audit Average Qualified:	13,551	13,551	13,550	13,550	13,550	13,550
Qualified Non-Paid:	13,551	13,551	13,550	13,550	13,550	13,550
Print:	13,551	13,551	13,550	13,550	13,550	11,184
Digital:	-	-	-	-	-	2,366
Qualified Paid:	-	-	-	-	-	-
Print:	-	-	-	-	-	-
Digital:	-	-	-	-	-	-
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 2021 – June 2022 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 2022*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	56		Kentucky	178	
New Hampshire	37		Tennessee	326	
Vermont	15		Alabama	192	
Massachusetts	344		Mississippi	116	
Rhode Island	48		EAST SO. CENTRAL	812	6.0
Connecticut	124		Arkansas	138	
NEW ENGLAND	624	4.6	Louisiana	195	
New York	740		Oklahoma	151	
New Jersey	397		Texas	830	
Pennsylvania	596		WEST SO. CENTRAL	1,314	9.7
MIDDLE ATLANTIC	1,733	12.8	Montana	57	
Ohio	606		Idaho	64	
Indiana	302		Wyoming	23	
Illinois	678		Colorado	154	
Michigan	380		New Mexico	52	
Wisconsin	292		Arizona	172	
EAST NO. CENTRAL	2,258	16.7	Utah	108	
Minnesota	280		Nevada	92	
Iowa	173		MOUNTAIN	722	5.3
Missouri	320		Alaska	28	
North Dakota	77		Washington	189	
South Dakota	32		Oregon	132	
Nebraska	86		California	1,036	
Kansas	159		Hawaii	46	
WEST NO. CENTRAL	1,127	8.3	PACIFIC	1,431	10.6
Delaware	36		UNITED STATES	12,318	90.9
Maryland	252		U.S. Territories	29	
Washington, DC	2		Canada	1,203	
Virginia	220		Mexico	-	
West Virginia	57		Other International	-	
North Carolina	415		APO/FPO	-	
South Carolina	172				
Georgia	428				
Florida	715				
SOUTH ATLANTIC	2,297	16.9			
			TOTAL QUALIFIED CIRCULATION	13,550	100.0

*See Additional Data

WEBSITE CHANNEL

WWW.CLEANLINK.COM*

2022	Pageviews	Sessions	Users	Average Session Duration
January	154,229	128,085	107,335	1:32
February	138,000	112,292	94,408	1:38
March	144,442	118,285	100,694	1:41
April	122,441	99,106	82,089	1:45
May	128,269	105,810	89,797	1:36
June	112,319	91,523	77,381	1:39
AVERAGE:	133,283	109,183	91,950	1:38

January – June 2022 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: METHOD OF DISTRIBUTION

All qualified circulation conforms to the field served and definition of recipient qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients of the digital version are notified via email when the version is available.

STATEMENT OF CONTENT PLATFORM:

Editorial Replica – If a print edition exists, editorial and design are unchanged from the original print edition. Each issue's content and design are identical to the original edition. Apart from minor updates, the content cannot change once the issue is made available.

PARAGRAPH 3b:

Business directories include 2 sources of circulation for quantities of 2,122 copies or 15.6% to 2,205 copies or 16.3%, including CSG Foodservice Distributors and DataAxle. Other sources include 1 source of circulation for a quantity of 2,078 copies or 15.4%, including Zoom Info.

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

State

County

Received by BPA Worldwide

Type

ID Number

August 19, 2022

Wisconsin

Milwaukee

August 19, 2022

BJ

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About BPA Worldwide.

BPA Worldwide is in the business of providing assurance. For 80+ years as a not-for-profit assurance service provider, BPA was originally created by advertisers, advertising agencies and the media industry to audit audience claims used in the buying and selling of advertising. Performing nearly 1,000 annual audits of media channels in 19 countries, BPA is a trusted resource for compliance and assurance services.

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