

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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CLEANING & MAINTENANCE MANAGEMENT (CMM) is a b2b brand serving facility service providers, both Building Service Contractors and In-House/Facility Management. The brand content and editorial scope covers technical challenges and business management needs of the cleaning/facility maintenance market including best practices, industry news, trends, research and more. This content and much more is available across the integrated media platforms including the online digital version and at CMMOnline.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

CLEANING & MAINTENANCE MANAGEMENT (CMM) MAGAZINE



5 Issues in the period
33,300 average circulation

CLEANING & MAINTENANCE MANAGEMENT (CMM) E-NEWSLETTER



119 issued in the period
11,367 average per occurrence

EXECUTIVE SUMMARY

Below are the Average contacts per occurrence, including frequency per period reported

	Non-Paid	Paid	Average
CLEANING & MAINTENANCE MANAGEMENT (CMM) MAGAZINE (5 issues in the period)	33,300	-	33,300
a. Print	29,172	-	29,172
b. Digital	4,128	-	4,128
1. Requested	2,542	-	2,542
2. Non-Requested	1,586	-	1,586
CLEANING & MAINTENANCE MANAGEMENT (CMM) E-NEWSLETTER			
a. CM e-News Daily (119 issued in the period)	11,367	-	11,367

FIELD SERVED

CMM serves Building Service Contractors/Janitorial Service Providers; Education (Schools, Colleges, Universities); Healthcare (Hospital, Medical); Commercial (Office/Government Buildings); Hospitality (Hotels, Motels, Apartment, Convention); Retail (Shopping Centers, Entertainment, Churches, Museums); Industrial (Manufacturing, Warehouses) and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are Owners/Presidents/General Managers; Directors of Facilities; Directors/Managers/Supervisors of Custodial Services; Directors of Environmental Services; Directors/Managers of Maintenance/Operations; Managers of Building Services; Directors of Housekeeping/Executive Housekeepers; Directors/Superintendents of Buildings & Grounds; Building/Facilities Engineers; Sales Managers/Representatives and other titled personnel.

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere		Copies
Other Paid Circulation		17
Advertiser and Agency		731
Allocated for Trade Shows and Conventions		200
All Other		809
TOTAL		1,757

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual Sponsored Individually Addressed	33,300	100.0	33,300	100.0	-	-
Membership Benefit Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	33,300	100.0	33,300	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2017 Issue	Print	Digital	Total Qualified
July	29,129	4,171	33,300
August	29,330	3,970	33,300
September	29,364	3,936	33,300
October	29,088	4,212	33,300
November/December	28,948	4,352	33,300

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2017

This issue is equal to the average of the other 4 issues reported in Paragraph 2.

BUSINESS & INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Owner/President/General Manager and other Management titles	Director of Facilities and other titles	Director, Manager or Supervisor of Custodial Services, and other Custodial/Janitorial titles	Director of Environmental Services (EVS) titles	Director or Manager of Maintenance/Operations, and other Maintenance/Operations titles	Manager of Building Services, and other Building Services titles	Director of Housekeeping, Executive Housekeeper, and other Housekeeping titles	Director or Superintendent of Buildings & Grounds, and other Buildings & Grounds titles	Building/Facilities Engineer	Sales Manager/Representative	Other Personnel
Building Service Contractor/Janitorial Service Provider	15,165	45.5	11,424	247	308	142	989	179	71	25	24	878	878
Education (Schools, Colleges, Universities)	8,915	26.8	554	2,491	1,736	104	2,876	249	128	305	139	44	289
Healthcare (Hospital, Medical)	4,691	14.1	485	700	211	843	1,811	70	203	20	165	33	150
Commercial (Office/Government Buildings)	1,522	4.6	637	165	171	17	199	102	30	61	40	51	49
Hospitality (Hotels, Motels, Apartment, Convention)	897	2.7	320	79	28	50	99	15	230	5	17	19	35
Retail (Shopping Centers, Entertainment, Churches, Museums)	1,263	3.8	492	239	149	14	142	43	35	22	15	54	58
Industrial (Manufacturing, Warehouses)	659	2.0	286	55	15	14	85	13	4	6	28	126	27
Other	188	0.5	86	5	8	-	7	7	1	1	-	50	23
TOTAL QUALIFIED CIRCULATION	33,300	100.0	14,284	3,981	2,626	1,184	6,208	678	702	445	428	1,255	1,509
PERCENT	100.0		42.9	12.0	7.9	3.6	18.6	2.0	2.1	1.3	1.3	3.8	4.5

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2017

QUALIFICATION SOURCE	Qualified Within					Total Qualified	Percent
	1 Year	2 Years	3 Years	Print	Digital		
I. Direct Request:	8,949	8,953	3,185	18,404	2,683	21,087	63.3
II. Request from recipient's company:	-	-	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-	-	-
IV. *Communication from recipient or recipient's company (other than request):	5,044	417	-	3,801	1,660	5,461	16.4
V. TOTAL – Sources other than above (listed alphabetically):	6,752	-	-	6,743	9	6,752	20.3
Association rosters and directories	-	-	-	-	-	-	-
*Business directories	6,752	-	-	6,743	9	6,752	20.3
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
Other sources	-	-	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	20,745	9,370	3,185	28,948	4,352	33,300	100.0
PERCENT	62.3	28.1	9.6	86.9	13.1	100.0	

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2017*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	199		Kentucky	376	
New Hampshire	188		Tennessee	561	
Vermont	111		Alabama	356	
Massachusetts	900		Mississippi	207	
Rhode Island	84		EAST SO. CENTRAL	1,500	4.5
Connecticut	481		Arkansas	274	
NEW ENGLAND	1,963	5.9	Louisiana	323	
New York	1,708		Oklahoma	368	
New Jersey	776		Texas	2,025	
Pennsylvania	1,647		WEST SO. CENTRAL	2,990	9.0
MIDDLE ATLANTIC	4,131	12.4	Montana	164	
Ohio	1,504		Idaho	199	
Indiana	889		Wyoming	107	
Illinois	1,865		Colorado	564	
Michigan	1,166		New Mexico	139	
Wisconsin	1,016		Arizona	564	
EAST NO. CENTRAL	6,440	19.3	Utah	327	
Minnesota	728		Nevada	389	
Iowa	464		MOUNTAIN	2,453	7.4
Missouri	747		Alaska	71	
North Dakota	120		Washington	579	
South Dakota	111		Oregon	384	
Nebraska	318		California	2,951	
Kansas	406		Hawaii	95	
WEST NO. CENTRAL	2,894	8.7	PACIFIC	4,080	12.2
Delaware	103		UNITED STATES	32,781	98.4
Maryland	689		U.S. Territories	34	
Washington, DC	102		Canada	439	
Virginia	950		Mexico	-	
West Virginia	148		Other International	46	
North Carolina	1,035		APQ/FPO	-	
South Carolina	498				
Georgia	973				
Florida	1,832				
SOUTH ATLANTIC	6,330	19.0			
			TOTAL QUALIFIED CIRCULATION	33,300	100.0

*See Additional Data

E-NEWSLETTER CHANNEL

2017	CM e-News Daily	2017	CM e-News Daily
JULY		OCTOBER	
July 1	11,159	October 7	11,007
July 8	11,138	October 14	10,991
July 15	11,098	October 21	11,049
July 22	11,058	October 28	11,207
July 29	11,046	NOVEMBER	
AUGUST		November 4	11,505
August 5	11,060	November 11	11,773
August 12	11,056	November 18	12,432
August 19	11,128	November 25	12,383
August 26	11,112	DECEMBER	
SEPTEMBER		December 2	12,333
September 2	11,102	December 9	12,335
September 9	11,082	December 16	12,217
September 16	11,060	AVERAGE:	
September 23	11,056	11,367	
September 30	11,014		

CM e-News Daily (119 issued in the period)

ADDITIONAL DATA

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.

MAGAZINE:

PARAGRAPH 3b:

Communication from recipient or recipient's company (other than request) includes 3 sources of circulation for quantities of 420 copies or 0.1% to 4,296 copies or 12.9%, including registrants for the 2016 and 2017 ISSA/INTERCELEAN show and ISSA Facility Service Provider memberships. Business directories include 1 source of circulation for a quantity of 6,752 copies or 20.3%, including InfoUSA.

GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletter is not reported at the media owner's option.

We hereby make oath and say that all data set forth in this statement are true.

Nick Cavnar, Audience Consultant

Micah Ogburn, Director of Media Sales

(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	February 12, 2018
State	Illinois
City	Northbrook
Received by BPA Worldwide	February 12, 2018
Type	BD
ID Number	C822B0D7

About BPA Worldwide:

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.