

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.

ISSA  
3300 Dundee Road  
Northbrook, IL 60062  
Tel. No.: 847-982-0800  
Web Site: www.issa.com

**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**



125 issued in the period  
13,923 average per occurrence

**EXECUTIVE SUMMARY**

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

	Non-Paid	Paid	Average
<b>CLEANING &amp; MAINTENANCE MANAGEMENT (CMM) MAGAZINE</b> (5 issues in the period)	33,300	-	33,300
a. Print	26,890	-	26,890
b. Digital	6,410	-	6,410
1. Requested	3,350	-	3,350
2. Non-Requested	3,060	-	3,060
<b>CLEANING &amp; MAINTENANCE MANAGEMENT (CMM) E-NEWSLETTER</b>			
CMM Daily News (125 issued in the period)	13,923	-	13,923

## 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); Recreation/Transportation 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	10
Advertiser and Agency	600
Allocated for Trade Shows and Conventions	140
All Other	271
<b>TOTAL</b>	<b>1,021</b>

## 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	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>33,300</b>	<b>100.0</b>	<b>33,300</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

## 2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2019 Issue	Print	Digital	Total Qualified
January/February	26,836	6,464	33,300
March	26,855	6,445	33,300
April	26,935	6,365	33,300
May	27,000	6,300	33,300
June	26,825	6,475	33,300

## 3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2019

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 Custodial titles	Director, Manager or Supervisor of Custodial Services, and other 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	13,685	41.1	9,740	302	490	199	970	220	123	28	32	955	626
Education (Schools, Colleges, Universities)	11,186	33.6	722	2,775	3,498	90	2,948	251	135	312	163	43	249
Healthcare (Hospital, Medical)	4,164	12.5	454	536	202	815	1,573	89	209	21	142	26	97
Commercial (Office/Government Buildings)	1,438	4.3	547	176	194	30	178	106	31	48	33	49	46
Hospitality (Hotels, Motels, Apartment, Convention)	949	2.9	327	72	70	46	86	37	224	4	16	14	53
Retail (Shopping Centers, Entertainment, Churches, Museums)	874	2.6	377	185	73	12	73	39	22	16	8	34	35
Industrial (Manufacturing, Warehouses)	554	1.7	217	46	18	7	60	12	7	7	25	127	28
Recreation/Transportation	244	0.7	54	38	70	6	35	12	10	6	2	5	6
Other	206	0.6	98	9	9	3	8	2	3	-	-	40	34
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>33,300</b>	<b>100.0</b>	<b>12,536</b>	<b>4,139</b>	<b>4,624</b>	<b>1,208</b>	<b>5,931</b>	<b>768</b>	<b>764</b>	<b>442</b>	<b>421</b>	<b>1,293</b>	<b>1,174</b>
<b>PERCENT</b>	<b>100.0</b>		<b>37.7</b>	<b>12.4</b>	<b>13.9</b>	<b>3.6</b>	<b>17.8</b>	<b>2.3</b>	<b>2.3</b>	<b>1.3</b>	<b>1.3</b>	<b>3.9</b>	<b>3.5</b>

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2019**

Qualification Source	Qualified Within			Print	Digital	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	<b>7,967</b>	<b>7,672</b>	<b>5,224</b>	<b>17,565</b>	<b>3,298</b>	<b>20,863</b>	<b>62.7</b>
II. Request from recipient's company:	-	-	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-	-	-
IV. *Communication from recipient or recipient's company (other than request):	<b>3,929</b>	<b>3,201</b>	-	<b>3,985</b>	<b>3,145</b>	<b>7,130</b>	<b>21.4</b>
V. <b>TOTAL</b> – Sources other than above (listed alphabetically):	<b>5,307</b>	-	-	<b>5,275</b>	<b>32</b>	<b>5,307</b>	<b>15.9</b>
Association rosters and directories	-	-	-	-	-	-	-
*Business directories	5,307	-	-	5,275	32	5,307	15.9
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
Other sources	-	-	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>17,203</b>	<b>10,873</b>	<b>5,224</b>	<b>26,825</b>	<b>6,475</b>	<b>33,300</b>	<b>100.0</b>
<b>PERCENT</b>	<b>51.7</b>	<b>32.6</b>	<b>15.7</b>	<b>80.6</b>	<b>19.4</b>	<b>100.0</b>	

\*See Additional Data

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2019\***

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	206		Kentucky	371	
New Hampshire	190		Tennessee	543	
Vermont	139		Alabama	370	
Massachusetts	796		Mississippi	193	
Rhode Island	85		<b>EAST SO. CENTRAL</b>	<b>1,477</b>	<b>4.4</b>
Connecticut	480		Arkansas	275	
<b>NEW ENGLAND</b>	<b>1,896</b>	<b>5.7</b>	Louisiana	295	
New York	1,701		Oklahoma	381	
New Jersey	747		Texas	2,108	
Pennsylvania	1,682		<b>WEST SO. CENTRAL</b>	<b>3,059</b>	<b>9.2</b>
<b>MIDDLE ATLANTIC</b>	<b>4,130</b>	<b>12.4</b>	Montana	175	
Ohio	1,583		Idaho	190	
Indiana	871		Wyoming	109	
Illinois	1,816		Colorado	540	
Michigan	1,127		New Mexico	144	
Wisconsin	1,043		Arizona	540	
<b>EAST NO. CENTRAL</b>	<b>6,440</b>	<b>19.3</b>	Utah	403	
Minnesota	722		Nevada	421	
Iowa	462		<b>MOUNTAIN</b>	<b>2,522</b>	<b>7.6</b>
Missouri	773		Alaska	82	
North Dakota	130		Washington	674	
South Dakota	134		Oregon	401	
Nebraska	356		California	3,097	
Kansas	421		Hawaii	136	
<b>WEST NO. CENTRAL</b>	<b>2,998</b>	<b>9.0</b>	<b>PACIFIC</b>	<b>4,390</b>	<b>13.2</b>
Delaware	103		<b>UNITED STATES</b>	<b>33,028</b>	<b>99.2</b>
Maryland	713		U.S. Territories	51	
Washington, DC	84		Canada	115	
Virginia	925		Mexico	5	
West Virginia	161		Other International	101	
North Carolina	967		APQ/FPO	-	
South Carolina	464				
Georgia	991				
Florida	1,708				
<b>SOUTH ATLANTIC</b>	<b>6,116</b>	<b>18.4</b>			
			<b>TOTAL QUALIFIED CIRCULATION</b>	<b>33,300</b>	<b>100.0</b>

\*See Additional Data

## E-NEWSLETTER CHANNEL

2019	CMM Daily News	2019	CMM Daily News
<b>JANUARY</b>		<b>APRIL</b>	
January 1	14,298	April 2	13,644
January 8	14,321	April 9	13,619
January 15	14,279	April 16	13,681
January 22	14,333	April 23	13,651
January 29	14,305	April 30	13,567
<b>FEBRUARY</b>		<b>MAY</b>	
February 5	14,291	May 7	13,616
February 12	14,312	May 14	13,588
February 19	14,327	May 21	13,612
February 26	14,306	May 28	13,667
<b>MARCH</b>		<b>JUNE</b>	
March 5	14,042	June 4	13,675
March 12	14,020	June 11	13,790
March 19	13,929	June 18	13,771
March 26	13,725	June 25	13,751
			<b>AVERAGE:</b>
			<b>13,923</b>

CMM Daily News (125 issued in the period)

## 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.

#### CHANGE IN FREQUENCY:

Effective with the July/August 2018 issue, CLEANING & MAINTENANCE MANAGEMENT (CMM) changed its frequency from 10 to 9 issues per year.

#### PARAGRAPH 3b:

Communication from recipient or recipient's company (other than request) includes 3 sources of circulation for quantities of 412 copies or 1.2% to 3,931 copies or 11.8%, including registrants for the 2017 ISSA/INTERCELEAN show, ISSA/IEHA memberships, and ISSA Facility Service Provider memberships. Business Directories include 1 source of circulation for a quantity of 5,307 copies or 15.9%, 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	July 26, 2019
State	Illinois
City	Northbrook
Received by BPA Worldwide	July 26, 2019
Type	BD
ID Number	C822B0J9

#### 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.