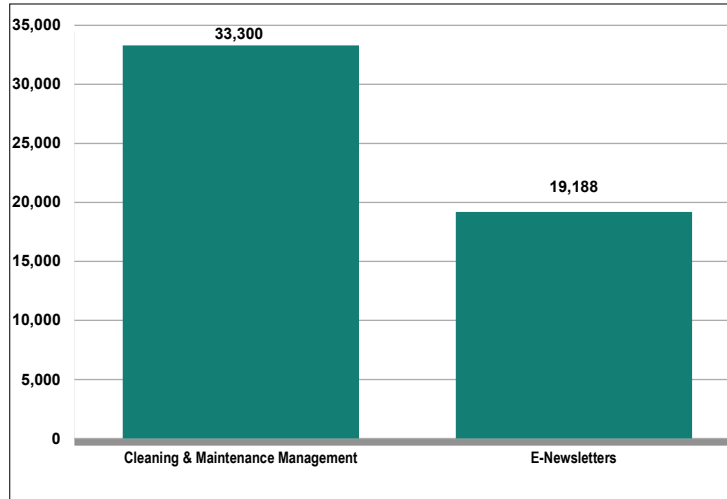


CONSOLIDATED MEDIA REPORT
B2B Media
6 months ended June 30, 2023

TOTAL GROSS CONTACTS

52,488

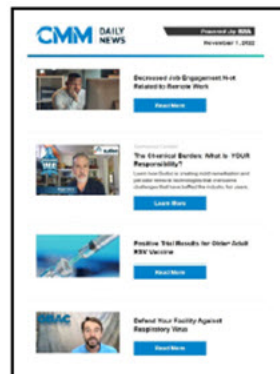
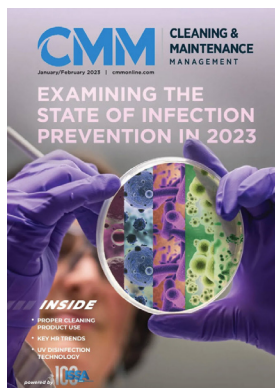


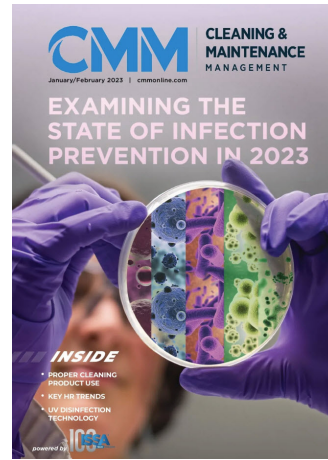
EXECUTIVE SUMMARY

Channels	Contacts	Period
Cleaning & Maintenance Management Total Qualified Circulation	33,300	6 months ended June 30, 2023
E-Newsletters Total Average Net Distribution Per Issue	19,188	6 months ended June 30, 2023

Website Activity = Avg Monthly

Gross data are contained in this Consolidated Media Report. There was no attempt made to eliminate any duplication that may exist.





6 months ended June 30, 2023
Subject to Audit

Field Served:

Cleaning & Maintenance Management 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.

TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION		33,300
AVERAGE QUALIFIED NONPAID CIRCULATION		
Qualified Nonpaid Individual - Print		16,807
Qualified Nonpaid Individual - Digital		16,493
Total Qualified Nonpaid Individual		33,300
Total Average Qualified Nonpaid Circulation		33,300

AVERAGE NONQUALIFIED CIRCULATION		
Nonqualified Miscellaneous, Including Staff Copies - Print		693
Total Nonqualified Miscellaneous, Including Staff Copies		693
Total Average Nonqualified Circulation		693

CIRCULATION BY ISSUES				
Issue	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Qualified Nonpaid - Print & Digital (Unduplicated)	Total Qualified Nonpaid
Jan/Feb	16,861	16,439		33,300
Mar/Apr	16,823	16,477		33,300
May/Jun	16,737	16,563		33,300

BUSINESS/OCCUPATIONAL ANALYSIS

Classification by Business & Industry	Total	%	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Qualified Nonpaid - Print & Digital (Unduplicated)	Total Qualified Nonpaid	Owner/ President/ General Manager and other Management titles	Director of Facilities, and other Facilities titles	Director, Manager or Supervisor of Custodial Services, and other Custodial / Janitorial titles	Director of Environmental Services, and other 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 House-keeping, 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	Job Title Not Available
1. Building Service Contractor/Janitorial Service Provider	14,036	42.2	6,032	8,004		14,036	11,216	236	368	175	846	183	82	16	34	713	139	28
2. Education (Schools, Colleges, Universities)	10,509	31.6	5,281	5,228		10,509	386	1,731	3,968	68	3,581	185	93	169	95	27	204	2
3. Healthcare (Hospital, Medical)	5,141	15.4	4,106	1,035		5,141	266	314	156	466	3,617	46	137	12	57	24	34	12
4. Commercial (Office/Government Buildings)	1,145	3.4	490	655		1,145	485	131	141	19	110	80	18	34	24	60	20	23
5. Hospitality (Hotels, Motels, Apartment, Convention)	961	2.9	330	631		961	375	108	39	29	86	35	192	4	16	35	15	27
6. Retail (Shopping Centers, Entertainment, Churches, Museums)	554	1.7	242	312		554	275	101	37	6	50	22	12	8	5	27	8	3
7. Industrial (Manufacturing, Warehouses)	438	1.3	180	258		438	168	14	22	12	40	9	7	6	19	127	14	
8. Recreation/Transportation	293	0.9	70	223		293	127	36	45	2	41	13	7	3	2	5	8	4
Others Allied to the Field	223	0.7	6	217		223	123	3		1	4	1			1	70	18	2
Total Qualified Circulation	33,300	100.0	16,737	16,563		33,300	13,421	2,674	4,776	778	8,375	574	548	252	253	1,088	460	101
Percent	100.0		50.3	49.7		100.0	40.3	8.0	14.3	2.3	25.2	1.7	1.6	0.8	0.8	3.3	1.4	0.3

AGE OF SOURCE ANALYSIS					
Source	Print	Digital	Print & Digital	Total	Percent
Total Direct Request From Recipient	12,908	5,138		18,046	54.2
Total Direct Request From Recipient's Company					
Total Communication Other Than Request	189	6,011		6,200	18.6
Association					
Business Directories	3,640	4,845		8,485	25.5
Lists					
Acquired Circulation					
Other Sources		569		569	1.7
Total Qualified Subscriptions	16,737	16,563		33,300	100.0
Percent	50.3	49.7		100.0	
Single Copy Sales					
Total Qualified Circulation				33,300	

GEOGRAPHIC ANALYSIS				
State	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Qualified Nonpaid - Print & Digital (Unduplicated)	Total Qualified Nonpaid
Alabama	242	167		409
Arizona	246	326		572
Arkansas	147	149		296
California	1,493	1,937		3,430
Colorado	246	299		545
Connecticut	236	206		442
Delaware	36	59		95
District of Columbia	53	56		109
Florida	895	856		1,751
Georgia	501	529		1,030
Idaho	110	93		203
Illinois	864	806		1,670
Indiana	434	306		740
Iowa	315	181		496
Kansas	289	196		485
Kentucky	206	124		330
Louisiana	192	160		352
Maine	119	78		197
Maryland	344	395		739
Massachusetts	413	397		810
Michigan	523	477		1,000
Minnesota	345	283		628
Mississippi	84	77		161
Missouri	484	341		825
Montana	105	54		159
Nebraska	204	129		333
Nevada	108	198		306
New Hampshire	101	88		189
New Jersey	371	451		822
New Mexico	73	67		140
New York	597	773		1,370
North Carolina	550	405		955
North Dakota	81	63		144
Ohio	853	664		1,517
Oklahoma	231	160		391
Oregon	205	211		416
Pennsylvania	806	742		1,548
Rhode Island	47	41		88
South Carolina	276	216		492
South Dakota	78	43		121
Tennessee	326	243		569
Texas	1,102	1,258		2,360
Utah	185	213		398
Vermont	61	53		114
Virginia	420	444		864
Washington	406	358		764
West Virginia	73	68		141
Wisconsin	498	364		862
Wyoming	60	46		106
TOTAL 48 CONTERMINOUS STATES	16,634	15,850		32,484
Alaska	49	58		107
Hawaii	49	66		115
TOTAL ALASKA & HAWAII	98	124		222
Single Copy Sales				
U.S. Unclassified				
TOTAL UNITED STATES	16,732	15,974		32,706
Poss. & Other Areas	5	77		82
U.S. & POSS., etc.	16,737	16,051		32,788
Canada		122		122
International		344		344
Military or Civilian Personnel Overseas				
Total International		466		466
E-mail Address Only		46		46
Other Unclassified				
GRAND TOTAL	16,737	16,563		33,300

CHANNEL PROFILES	
E-NEWSLETTERS - CMM Daily News	
JANUARY	
January 6, 2023	19,866
January 13, 2023	19,854
January 20, 2023	19,832
January 27, 2023	19,758
FEBRUARY	
February 3, 2023	19,683
February 10, 2023	19,665
February 17, 2023	19,618
February 24, 2023	19,391
MARCH	
March 3, 2023	19,520
March 10, 2023	19,159
March 17, 2023	18,956
March 24, 2023	18,861
March 31, 2023	18,801
APRIL	
April 7, 2023	18,722
April 14, 2023	18,654
April 21, 2023	18,591
April 28, 2023	18,755
MAY	
May 5, 2023	19,214
May 12, 2023	19,124
May 19, 2023	18,989
May 26, 2023	18,961
JUNE	
June 2, 2023	18,921
June 9, 2023	18,865
June 16, 2023	18,798
June 23, 2023	18,953
June 30, 2023	19,368
AVERAGE (134 Issues this Period)	19,188

NOTES

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 and non-titled personnel.

Rounding %: Due to rounding, percentages may not always add up to 100%.

Business Directories: Represent copies served to subscribers obtained from DataAxle.

Analyzed Issue: The information in Business/Occupational Analysis; Age of Source Analysis and Geographic Analysis is from an analysis of the May/June issue.

E-Newsletters Data Source: Subject to Audit

Cross Media Miscellaneous: Due to the recent AAM/BPA merger, this publication is filing cross media with AAM for the first time.

We certify that to the best of our knowledge all data set forth in this Publisher's Statement are true and report circulation in accordance with Alliance for Audited Media's Bylaws and Rules.

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