

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.

**MAGAZINE CHANNEL FORMAT – PRINT AND DIGITAL ISSUES**

**CLEANING & MAINTENANCE MANAGEMENT (CMM)** 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
<b>CLEANING &amp; MAINTENANCE MANAGEMENT (CMM) PRINT AND DIGITAL MAGAZINE</b> (4 issues in the period)	33,300	-	33,300
a. Print	24,328	-	24,328
b. Digital	8,972	-	8,972
(See Paragraph 3b for Source)			
<b>CLEANING &amp; MAINTENANCE MANAGEMENT (CMM) E-NEWSLETTER</b> (124 issued in the period)	15,705	-	15,705

**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**  
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 and non-titled personnel.

**AVERAGE NON-QUALIFIED CIRCULATION**

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	4
Advertiser and Agency	467
Allocated for Trade Shows and Conventions	-
All Other	319
<b>TOTAL</b>	<b>790</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	33,300	100.0	33,300	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
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**

2021 Issue	Print	Digital	Total Qualified
July/August	24,439	8,861	33,300
September	24,446	8,854	33,300
October	24,205	9,095	33,300
November/December	24,224	9,076	33,300

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2021**  
This issue is equal to the average of the other 3 issues reported in Paragraph 2.

Business and Industry	Total Qualified	Percent of Total	Print	Digital	Owner/President/General Manager and other Management titles	Director of Facilities, and other Facilities titles	Director, Manager or Supervisor of 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 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	Job Title Not Available
Building Service Contractor/Janitorial Service Provider	15,436	46.4	9,948	5,488	11,224	219	423	233	923	197	111	20	41	726	103	1,216
Education (Schools, Colleges, Universities)	9,398	28.2	7,766	1,632	533	1,839	2,811	72	3,272	180	100	223	122	41	73	132
Healthcare (Hospital, Medical)	4,937	14.8	4,428	509	314	318	145	545	3,253	47	166	11	67	25	23	23
Commercial (Office/Government Buildings)	1,176	3.5	731	445	448	123	151	17	116	92	17	34	26	55	23	74
Hospitality (Hotels, Motels, Apartment, Convention)	850	2.6	439	411	238	74	61	31	72	22	188	5	18	24	9	108
Retail (Shopping Centers, Entertainment, Churches, Museums)	561	1.7	388	173	254	106	40	5	66	23	9	11	6	24	3	14
Industrial (Manufacturing, Warehouses)	481	1.4	295	186	188	19	24	8	45	13	6	7	24	131	16	-
Recreation/Transportation	231	0.7	104	127	42	26	86	1	24	9	8	3	4	2	5	21
Other	230	0.7	125	105	99	14	4	1	6	2	3	1	1	71	28	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>33,300</b>	<b>100.0</b>	<b>24,224</b>	<b>9,076</b>	<b>13,340</b>	<b>2,738</b>	<b>3,745</b>	<b>913</b>	<b>7,777</b>	<b>585</b>	<b>608</b>	<b>315</b>	<b>309</b>	<b>1,099</b>	<b>283</b>	<b>1,588</b>
<b>PERCENT</b>	<b>100.0</b>		<b>72.7</b>	<b>27.3</b>	<b>40.1</b>	<b>8.2</b>	<b>11.2</b>	<b>2.7</b>	<b>23.4</b>	<b>1.8</b>	<b>1.8</b>	<b>0.9</b>	<b>0.9</b>	<b>3.3</b>	<b>0.9</b>	<b>4.8</b>

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2021**

Qualification Source	Print	Digital	Total Qualified	Percent
I. Direct Request:	<b>17,325</b>	<b>3,334</b>	<b>20,659</b>	<b>62.1</b>
II. Request from recipient's company:	-	-	-	-
III. Membership Benefit:	-	-	-	-
IV. *Communication (other than request):	<b>720</b>	<b>5,353</b>	<b>6,073</b>	<b>18.2</b>
V. <b>TOTAL</b> – Sources other than above (listed alphabetically):	<b>6,179</b>	<b>389</b>	<b>6,568</b>	<b>19.7</b>
Association rosters and directories	-	-	-	-
*Business directories	6,179	389	6,568	19.7
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-
Other sources	-	-	-	-
VI. Single Copy Sales:	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>24,224</b>	<b>9,076</b>	<b>33,300</b>	<b>100.0</b>
<b>PERCENT</b>	<b>72.7</b>	<b>27.3</b>	<b>100.0</b>	

\*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. 720 copies or 2.2% of Total Qualified circulation is 36 to 48 months.

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2021\***

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	198		Kentucky	349	
New Hampshire	167		Tennessee	528	
Vermont	126		Alabama	423	
Massachusetts	760		Mississippi	203	
Rhode Island	94		EAST SO. CENTRAL	1,503	4.5
Connecticut	473		Arkansas	244	
NEW ENGLAND	1,818	5.4	Louisiana	346	
New York	1,680		Oklahoma	386	
New Jersey	783		Texas	2,516	
Pennsylvania	1,567		WEST SO. CENTRAL	3,492	10.5
MIDDLE ATLANTIC	4,030	12.1	Montana	170	
Ohio	1,483		Idaho	175	
Indiana	780		Wyoming	111	
Illinois	1,744		Colorado	522	
Michigan	1,029		New Mexico	137	
Wisconsin	881		Arizona	626	
EAST NO. CENTRAL	5,917	17.8	Utah	361	
Minnesota	654		Nevada	284	
Iowa	517		MOUNTAIN	2,386	7.2
Missouri	786		Alaska	90	
North Dakota	132		Washington	695	
South Dakota	128		Oregon	392	
Nebraska	333		California	3,158	
Kansas	458		Hawaii	126	
WEST NO. CENTRAL	3,008	9.0	PACIFIC	4,461	13.4
Delaware	101		UNITED STATES	32,750	98.3
Maryland	762		U.S. Territories	79	
Washington, DC	97		Canada	108	
Virginia	897		Mexico	20	
West Virginia	181		Other International	286	
North Carolina	991		APO/FPO	-	
South Carolina	492		Email Only	57	
Georgia	981		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>33,300</b>	<b>100.0</b>
Florida	1,633				
SOUTH ATLANTIC	6,135	18.4			

\*See Additional Data

## E-NEWSLETTER CHANNEL

2021	CMM Daily News
<b>JULY</b>	
July 1	15,740
July 8	15,871
July 15	15,845
July 22	15,676
July 29	15,794
<b>AUGUST</b>	
August 5	15,767
August 12	15,731
August 19	15,729
August 26	15,692
<b>SEPTEMBER</b>	
September 2	15,470
September 9	15,585
September 16	15,575
September 23	16,212
September 30	16,330
<b>OCTOBER</b>	
October 7	16,134
October 14	16,245
October 21	16,199
October 28	15,376
<b>NOVEMBER</b>	
November 4	15,338
November 11	15,292
November 18	15,401
November 25	15,368
<b>DECEMBER</b>	
December 2	15,350
December 9	15,422
December 16	15,419
December 23	15,384
<b>AVERAGE</b>	<b>15,705</b>

CMM Daily News (124 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 January/February 2021 issue, CLEANING & MAINTENANCE MANAGEMENT (CMM) changed its frequency from 8 to 7 issues per year.

#### PARAGRAPH 3b:

Communication (other than request) includes 2 sources of circulation for quantities of 371 copies or 1.1% to 5,702 copies or 17.1%, including CMM Daily News email newsletter and ISSA association memberships.

Business directories include 1 source of circulation for a quantity of 6,568 copies or 19.7%, including DataAxle.

#### GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletter 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.

Micah Ogburn, Director of Media and Trade Show Sales

Nick Cavnar, Audience Consultant

(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 18, 2022

City Northbrook

State Illinois

Received by BPA Worldwide January 18, 2022

Type BD

ID Number C822B0D1

#### 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.

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