

ContractingProfits

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Audience Profile

CONTRACTING PROFITS is a B2B multi-channel brand serving owners and top-level executives of building service contractor firms. These executives depend on Contracting Profits and its complementing digital outlets to stay on top of issues they face, including immigration, technology, best practices, human resources, and timely reporting.

The **CONTRACTING PROFITS AUDIENCE** includes owners, presidents/CEOs, corporate officers, general managers, sales managers, operations managers, and other executives.

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Executive Summary

Multi-channel brand audience reach:	Average Audience Reach
CONTRACTING PROFITS Magazine Subscribers	19,500
CleanLink CP Insider Daily eNewsletter Audience	16,000
Website – CleanLink.com (average monthly users)	110,000

CONTRACTING PROFITS Magazine Audience

6 Issues per year

42,900 Total Readers per copy (includes pass along readership)

Official Magazine of BSCAI (Building Service Contractors Association International)

Largest Building Service Contractor reach in the industry

70% of readers take purchasing action after seeing an ad in Contracting Profits

Readers spend an average of 32 minutes with each issue

BUSINESS AND INDUSTRY	Magazine Audience Reach
Building Service Contractor/Professional Cleaning	19,391
Manufacturers of Sanitary Supplies	109
MAGAZINE AUDIENCE	19,500

*All data contained in this report is the publisher's own data, including the 2023 Signet Readership Study

