

SANITARY MAINTENANCE

Trade Press Media Group, Inc.
10001 W Innovation Dr, Ste 101
Wauwatosa, WI 53226
Tel. No.: (414) 228-7701
FAX No.: (414) 228-1134
www.cleanlink.com/sm

Audience Profile

SANITARY MAINTENANCE is a B2B multi-channel brand serving executives from distributor firms active in the sanitary supply marketplace including janitorial, paper, food service, industrial and wholesale.

The **SANITARY MAINTENANCE AUDIENCE** includes owners, presidents/CEOs, corporate officers, general managers, sales managers, office managers, and purchasing agents.

This audience of engaged executives depend on Sanitary Maintenance to stay on top of industry trends, best practices, and timely reporting.

Executive Summary

| Multi-channel brand audience | Average Audience Reach |
|---|------------------------|
| SANITARY MAINTENANCE Magazine Subscribers | 13,000 |
| CleanLink SM Insider Daily eNewsletter Audience | 16,000 |
| Website – CleanLink.com (average monthly users) | 110,000 |

SANITARY MAINTENANCE Magazine Subscribers

Since 1943 - The first magazine to serve Jan/San distributors

8 Issues per year

37,825 Total Readership - includes pass along readership

77% of SM readers take purchasing action after seeing an ad in Sanitary Maintenance

SM Readers spend an average of 42 minutes with each issue

| BUSINESS AND INDUSTRY | Magazine Audience Reach |
|----------------------------------|-------------------------|
| Distributors: | |
| Janitor Supply Firms | 6,167 |
| Paper Merchants | 1,597 |
| Food Service Distributors | 3,635 |
| Industrial Supply Firms | 436 |
| Other Distributors | 650 |
| Wholesalers of Sanitary Supplies | 515 |
| MAGAZINE AUDIENCE | 13,000 |

Qualified recipients include Owners, Presidents/CEOs, Corporate Officers, General Managers, Sales Managers, Purchasing Agents and Office Managers.

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

