

**BUSINESS PUBLICATION CIRCULATION STATEMENT  
FOR THE 6 MONTH PERIOD ENDED JUNE 2011**

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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[www.icsmag.com](http://www.icsmag.com)

Official Publication of: None  
Established: 1963  
Issues Per Year: 12



**FIELD SERVED**

ICS CLEANING SPECIALIST serves the fields of professional carpet cleaners; smoke/water damage restoration specialists; building service contractors; floor maintenance contractors; distributors of cleaning supplies; manufacturer's reps/sales agents; and others allied to the field.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients include corporate management (including owners and presidents); general management; cleaning/building maintenance; sales; and other functions in the field served.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	5
Advertiser and Agency _____	866
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
Digital _____	-
*All Other _____	1,453
<b>TOTAL</b>	<b>2,324</b>

\*See Additional Data

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	25,017	100.0	24,986	99.9	31	0.1
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>25,017</b>	<b>100.0</b>	<b>24,986</b>	<b>99.9</b>	<b>31</b>	<b>0.1</b>

2a. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD					
2011 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Total Qualified
January _____	140	140	22,403	2,614	25,017
February _____	533	533	22,434	2,583	25,017
March _____	202	202	22,481	2,536	25,017
April _____	121	121	22,507	2,510	25,017
May _____	3,943	3,943	21,998	3,019	25,017
June _____	115	115	22,047	2,970	25,017
<b>TOTAL</b>	<b>5,054</b>	<b>5,054</b>			

2b. WEBSITE ACTIVITY BY MONTH						
Month	Page Impressions	User Sessions	Unique Browsers	Unique Browser Frequency	Page Duration	User Session Duration
January _____	37,893	14,208	8,678	1.64	00:42	01:53
February _____	34,926	12,863	7,431	1.73	00:39	01:44
March _____	38,362	14,549	8,465	1.72	00:39	01:44
April _____	34,381	12,546	7,050	1.78	00:41	01:51
May _____	32,594	11,641	6,485	1.80	00:38	01:42
June _____	29,493	11,420	6,915	1.65	00:44	01:53
<b>AVERAGE:</b>	<b>34,608</b>	<b>12,871</b>	<b>7,504</b>	<b>1.72</b>	<b>00:40</b>	<b>01:48</b>

\*See Additional Data

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011**

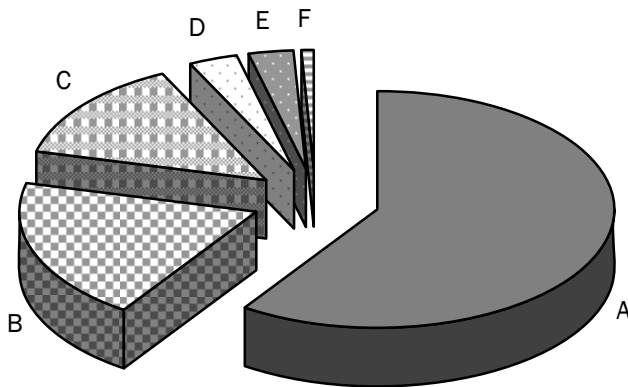
This issue is equal to the average of the other 5 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Digital Version Only (B)	CLASSIFICATION BY FUNCTION				
					Corporate Management (Note 1)	General Management	Cleaning/ Building Maintenance	Sales	Other Functions & Functions not Available
Professional Carpet Cleaner (Note 2) _____	14,910	59.6	13,405	1,505	12,702	1,477	478	197	56
Smoke/Water Damage Restoration Specialist _____	4,880	19.5	4,241	639	3,180	1,264	150	228	58
Building Service Contractor/Floor Maintenance Contractor _	3,420	13.7	2,884	536	2,398	643	263	98	18
<b>SUB-TOTAL Floor Care/Service Professionals</b>	<b>23,210</b>	<b>92.8</b>	<b>20,530</b>	<b>2,680</b>	<b>18,280</b>	<b>3,384</b>	<b>891</b>	<b>523</b>	<b>132</b>
Distributor of Cleaning Supplies _____	874	3.5	738	136	446	224	20	164	20
Manufacturer's Rep/Sales Agent _____	719	2.9	570	149	283	146	30	252	8
Others allied to the field _____	214	0.8	160	54	66	68	28	24	28
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>25,017</b>	<b>100.0</b>	<b>21,998</b>	<b>3,019</b>	<b>19,075</b>	<b>3,822</b>	<b>969</b>	<b>963</b>	<b>188</b>
<b>PERCENT</b>	<b>100.0</b>		<b>87.9</b>	<b>12.1</b>	<b>76.2</b>	<b>15.3</b>	<b>3.9</b>	<b>3.8</b>	<b>0.8</b>

Note 1: Corporate Management includes owners and presidents.  
 Note 2: Professional Carpet Cleaner includes Carpet/Floor Inspection.

**3a. Breakout of Qualified Circulation of Business and Industry**

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
A Professional Carpet Cleaner _____	14,910	59.6
B Smoke/Water Damage Restoration Specialist _____	4,880	19.5
C Building Service Contractor/Floor Maintenance Contractor _____	3,420	13.7
D Distributor of Cleaning Supplies _____	874	3.5
E Manufacturer's Rep/Sales Agent _____	719	2.9
F Others allied to the field _____	214	0.8
<b>TOTAL</b>	<b>25,017</b>	<b>100.0</b>



**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011**

QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
	1 year	2 years	3 years				
I. <b>TOTAL</b> - Direct Request: _____	<b>17,055</b>	<b>7,507</b>	<b>-</b>	<b>21,543</b>	<b>3,019</b>	<b>24,562</b>	<b>98.2</b>
a. Written _____	2,506	912	-	3,324	94	3,418	13.7
b. Telecommunication _____	9,765	5,146	-	13,434	1,477	14,911	59.6
c. Electronic _____	4,784	1,449	-	4,785	1,448	6,233	24.9
II. <b>TOTAL</b> - Request from recipient's company: _____	<b>455</b>	<b>-</b>	<b>-</b>	<b>455</b>	<b>-</b>	<b>455</b>	<b>1.8</b>
a. Written _____	13	-	-	13	-	13	-
b. Telecommunication _____	-	-	-	-	-	-	-
c. Electronic _____	442	-	-	442	-	442	1.8
III. <b>TOTAL</b> - Membership Benefit: _____	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
a. Individual _____	-	-	-	-	-	-	-
b. Organizational _____	-	-	-	-	-	-	-
IV. <b>TOTAL</b> - Communication from recipient or recipient's company (other than request): _____	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
a. Written _____	-	-	-	-	-	-	-
b. Telecommunication _____	-	-	-	-	-	-	-
c. Electronic _____	-	-	-	-	-	-	-
V. <b>TOTAL</b> - Sources other than above (listed alphabetically): _____	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
Association rosters and directories _____	-	-	-	-	-	-	-
Business directories _____	-	-	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-	-	-	-	-
Other sources _____	-	-	-	-	-	-	-
VI. <b>TOTAL</b> - Single Copy Sales: _____	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>17,510</b>	<b>7,507</b>	<b>-</b>	<b>21,998</b>	<b>3,019</b>	<b>25,017</b>	<b>100.0</b>
<b>PERCENT</b>	<b>70.0</b>	<b>30.0</b>	<b>-</b>	<b>87.9</b>	<b>12.1</b>	<b>100.0</b>	

**3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011**

MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Individuals by name and title and/or function _____	21,998	3,019	25,017	100.0
Individuals by name only _____	-	-	-	-
Titles or functions only _____	-	-	-	-
Company names only _____	-	-	-	-
Multi-Copy Same Addressee copies _____	-	-	-	-
Single Copy Sales _____	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>21,998</b>	<b>3,019</b>	<b>25,017</b>	<b>100.0</b>

**4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011**

State	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Maine _____	94	7	101	
New Hampshire _____	114	7	121	
Vermont _____	62	3	65	
Massachusetts _____	344	40	384	
Rhode Island _____	63	7	70	
Connecticut _____	227	23	250	
<b>NEW ENGLAND</b>	<b>904</b>	<b>87</b>	<b>991</b>	<b>4.0</b>
New York _____	812	85	897	
New Jersey _____	465	56	521	
Pennsylvania _____	829	82	911	
<b>MIDDLE ATLANTIC</b>	<b>2,106</b>	<b>223</b>	<b>2,329</b>	<b>9.3</b>
Ohio _____	889	90	979	
Indiana _____	569	59	628	
Illinois _____	833	95	928	
Michigan _____	836	91	927	
Wisconsin _____	516	51	567	
<b>EAST NO. CENTRAL</b>	<b>3,643</b>	<b>386</b>	<b>4,029</b>	<b>16.1</b>
Minnesota _____	463	40	503	
Iowa _____	291	29	320	
Missouri _____	469	57	526	
North Dakota _____	88	9	97	
South Dakota _____	102	16	118	
Nebraska _____	203	15	218	
Kansas _____	275	27	302	
<b>WEST NO. CENTRAL</b>	<b>1,891</b>	<b>193</b>	<b>2,084</b>	<b>8.3</b>
Delaware _____	66	10	76	
Maryland _____	322	47	369	
Washington, DC _____	11	4	15	
Virginia _____	471	44	515	
West Virginia _____	77	4	81	
North Carolina _____	780	103	883	
South Carolina _____	352	36	388	
Georgia _____	702	87	789	
Florida _____	1,481	170	1,651	
<b>SOUTH ATLANTIC</b>	<b>4,262</b>	<b>505</b>	<b>4,767</b>	<b>19.0</b>
Kentucky _____	263	23	286	
Tennessee _____	477	46	523	
Alabama _____	275	33	308	
Mississippi _____	133	19	152	
<b>EAST SO. CENTRAL</b>	<b>1,148</b>	<b>121</b>	<b>1,269</b>	<b>5.1</b>
Arkansas _____	196	18	214	
Louisiana _____	177	24	201	
Oklahoma _____	257	23	280	
Texas _____	1,200	149	1,349	
<b>WEST SO. CENTRAL</b>	<b>1,830</b>	<b>214</b>	<b>2,044</b>	<b>8.2</b>
Montana _____	165	15	180	
Idaho _____	227	27	254	
Wyoming _____	76	7	83	
Colorado _____	633	71	704	
New Mexico _____	130	16	146	
Arizona _____	555	84	639	
Utah _____	298	41	339	
Nevada _____	299	36	335	
<b>MOUNTAIN</b>	<b>2,383</b>	<b>297</b>	<b>2,680</b>	<b>10.7</b>
Alaska _____	62	9	71	
Washington _____	558	79	637	
Oregon _____	380	51	431	
California _____	2,407	431	2,838	
Hawaii _____	86	15	101	
<b>PACIFIC</b>	<b>3,493</b>	<b>585</b>	<b>4,078</b>	<b>16.3</b>
<b>UNITED STATES</b>	<b>21,660</b>	<b>2,611</b>	<b>24,271</b>	<b>97.0</b>
U.S. Territories _____	2	2	4	
Canada _____	79	51	130	
Mexico _____	1	12	13	
Other International _____	256	343	599	
APO/FPO _____	-	-	-	
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>21,998</b>	<b>3,019</b>	<b>25,017</b>	<b>100.0</b>

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS						
6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	July - December 2008	January - June 2009	July - December 2009	January - June 2010	July - December 2010*	January - June 2011*
Total Audit Average Qualified _____	23,350	25,017	25,017	25,017	25,017	25,017
Qualified Non-Paid _____	23,272	24,954	24,961	24,974	24,980	24,986
Print Version Only _____	23,272	22,448	22,518	22,417	22,258	22,281
Digital Version Only _____	-	2,506	2,443	2,557	2,722	2,705
Qualified Paid _____	78	63	56	43	37	31
Print Version Only _____	78	56	51	41	36	31
Digital Version Only _____	-	7	5	2	1	-
Post Expire Copies included in Total Qualified Circulation _____	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price _____	**NC	**NC	**NC	**NC	**NC	**NC

\*NOTE: July 2010 – June 2011 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

\*\*NC = None Claimed.

#### WEBSITE GLOSSARY:

**Unique Browsers:** An identified and unduplicated Cookied Browser that accesses internet content during a measurement period. Each browser visiting a site instrumented with SiteCensus code is assigned a unique cookie id to help determine browser uniqueness

**Page Impressions:** The number of web pages successfully viewed by all browsers within the reporting period

**User Sessions:** A single continuous set of activity attributable to a browser resulting in one or more pulled text downloads from a site. A period of inactivity of more than 30 minutes terminates the session

**Unique Browser Frequency:** The average number of user sessions per Unique Browser over the selected reporting period

**User Session Duration:** The average time a browser remained on the site per session

**Page Duration:** The average time a browser spent viewing any page(s) on the site

#### ADDITIONAL DATA

##### METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served and definition of a recipient's qualification, as reported. Print copies are distributed via postal services or others carriers. Recipients who request the digital version are notified via email when the version is available.

##### STATEMENT OF CONTENT PLATFORM:

Replica - Editorial and design are unchanged from the original print edition.

##### AVERAGE NON-QUALIFIED CIRCULATION:

All Other includes an average of 491 copies from an average of 34 cleaning/restoration equipment and supply distributors as part of the ICS Cleaning Specialist's Distributor Circulation Network.

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - PRINT VERSION ONLY						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	22,312	100.0	22,281	99.9	31	0.1
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>22,312</b>	<b>100.0</b>	<b>22,281</b>	<b>99.9</b>	<b>31</b>	<b>0.1</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - DIGITAL VERSION ONLY						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	2,705	100.0	2,705	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>2,705</b>	<b>100.0</b>	<b>2,705</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

#### PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Catherine M. Ronan, Corporate Audience Audit Manager

Rita M. Foumia, Corporate Strategy Director

(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 circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed June 28, 2011

State Michigan

County Oakland

Received by BPA Worldwide June 28, 2011

Type PJ

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