

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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A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprising media owners, advertising agencies and advertisers. Spanning 25 countries, BPA serves more than 2,000 B-to-B publications and 500 consumer magazines, plus newspapers, events, Web sites, email newsletters, databases, wireless and other advertiser-supported media-as well as more than 2,600 advertiser and agency members.

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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 _____	9
Advertiser and Agency _____	711
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
Digital _____	-
*All Other _____	1,276
TOTAL	1,996

*See Paragraph 9

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	24,961	99.8	56	0.2
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	25,017	100.0	24,961	99.8	56	0.2

2a. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD							
2009 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified
July _____	125	125	22,494	2,523			25,017
August _____	153	153	22,502	2,515			25,017
September _____	216	216	22,554	2,463			25,017
October _____	127	127	22,570	2,447			25,017
November _____	165	165	22,645	2,372			25,017
December _____	193	193	22,652	2,365			25,017
TOTAL	979	979					

2b. WEBSITE ACTIVITY BY MONTH						
Month	Page Impressions	User Sessions	Unique Browsers	Unique Browser Frequency	Page Duration	User Session Duration
July _____	38,062	13,377	8,281	1.62	01:04	03:00
August _____	75,521	14,310	8,208	1.74	00:50	04:19
September _____	105,704	13,784	7,789	1.77	00:49	06:01
October _____	147,070	16,010	8,803	1.82	00:47	07:07
November _____	100,232	12,781	7,181	1.78	00:50	06:22
December _____	122,095	12,157	6,825	1.78	00:52	08:29
AVERAGE:	98,114	13,737	7,848	1.75	00:52	05:53

*See Paragraph 9

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009

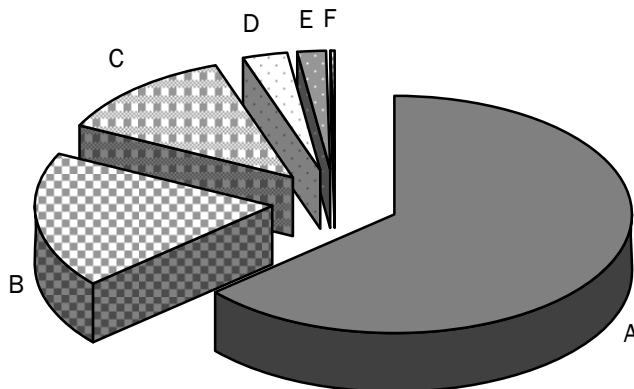
This issue is equal to the average of the other 5 issues reported in Paragraph two.

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 _____	15,875	63.5	14,632	1,243	13,679	1,388	474	266	68
Smoke/Water Damage Restoration Specialist _____	4,678	18.7	4,132	546	3,148	1,097	184	212	37
Building Service Contractor/Floor Maintenance Contractor _	3,110	12.4	2,708	402	2,156	617	232	86	19
SUB-TOTAL Floor Care/Service Professionals	23,663	94.6	21,472	2,191	18,983	3,102	890	564	124
Distributor of Cleaning Supplies _____	769	3.1	679	90	407	190	12	160	-
Manufacturer's Rep/Sales Agent _____	485	1.9	394	91	198	119	16	152	-
Others allied to the field _____	100	0.4	100	-	100	-	-	-	-
TOTAL QUALIFIED CIRCULATION	25,017	100.0	22,645	2,372	19,688	3,411	918	876	124
PERCENT	100.0		90.5	9.5	78.7	13.6	3.7	3.5	0.5

Note 1: Corporate Management includes owners and presidents.

3a. Breakout of Qualified Circulation of Business and Industry

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
A Professional Carpet Cleaner _____	15,875	63.5
B Smoke/Water Damage Restoration Specialist _____	4,678	18.7
C Building Service Contractor/Floor Maintenance Contractor _____	3,110	12.4
D Distributor of Cleaning Supplies _____	769	3.1
E Manufacturer's Rep/Sales Agent _____	485	1.9
F Others allied to the field _____	100	0.4
TOTAL	25,017	100.0



3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009

QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Digital Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years						
I. TOTAL - Direct Request: _____	15,994	7,511	-	21,133	2,372			23,505	94.0
a. Written _____	2,903	1,184	-	3,917	170			4,087	16.3
b. Telecommunication _____	9,727	5,106	-	14,087	746			14,833	59.4
c. Electronic _____	3,364	1,221	-	3,129	1,456			4,585	18.3
II. TOTAL - Request from recipient's company: _____	712	-	-	712	-			712	2.8
a. Written _____	27	-	-	27	-			27	0.1
b. Telecommunication _____	-	-	-	-	-			-	-
c. Electronic _____	685	-	-	685	-			685	2.7
III. TOTAL - Membership Benefit: _____	-	-	-	-	-			-	-
a. Individual _____	-	-	-	-	-			-	-
b. Organizational _____	-	-	-	-	-			-	-
IV. TOTAL - Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-			-	-
a. Written _____	-	-	-	-	-			-	-
b. Telecommunication _____	-	-	-	-	-			-	-
c. Electronic _____	-	-	-	-	-			-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	800	-	-	800	-			800	3.2
Association rosters and directories _____	-	-	-	-	-			-	-
Business directories _____	800	-	-	800	-			800	3.2
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-	-	-			-	-
Other sources _____	-	-	-	-	-			-	-
VI. TOTAL - Single Copy Sales: _____	-	-	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	17,506	7,511	-	22,645	2,372			25,017	100.0
PERCENT	70.0	30.0	-	90.5	9.5			100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009

MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____	22,645	2,372			25,017	100.0
Individuals by name only _____	-	-			-	-
Titles or functions only _____	-	-			-	-
Company names only _____	-	-			-	-
Multi-Copy Same Addressee copies _____	-	-			-	-
Single Copy Sales _____	-	-			-	-
TOTAL QUALIFIED CIRCULATION	22,645	2,372			25,017	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009

State & Zip Code	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent	State & Zip Code	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
039-049 Maine _____	104	9	113		400-427 Kentucky _____	282	22	304	
030-038 New Hampshire _____	125	12	137		370-385 Tennessee _____	518	43	561	
050-059 Vermont _____	68	4	72		350-369 Alabama _____	274	21	295	
010-027 Massachusetts _____	380	37	417		386-397 Mississippi _____	172	13	185	
028-029 Rhode Island _____	74	7	81		EAST SO. CENTRAL	1,246	99	1,345	5.4
060-069 Connecticut _____	217	26	243		716-729 Arkansas _____	204	17	221	
NEW ENGLAND	968	95	1,063	4.2	700-714 Louisiana _____	188	18	206	
100-149 New York _____	881	75	956		730-749 Oklahoma _____	298	26	324	
070-089 New Jersey _____	486	50	536		750-799 Texas _____	1,266	128	1,394	
150-196 Pennsylvania _____	866	77	943		WEST SO. CENTRAL	1,956	189	2,145	8.6
MIDDLE ATLANTIC	2,233	202	2,435	9.7	590-599 Montana _____	162	12	174	
430-459 Ohio _____	975	88	1,063		832-838 Idaho _____	220	23	243	
460-479 Indiana _____	605	55	660		820-831 Wyoming _____	79	5	84	
600-629 Illinois _____	836	78	914		800-816 Colorado _____	636	72	708	
480-499 Michigan _____	874	77	951		870-884 New Mexico _____	169	15	184	
530-549 Wisconsin _____	544	55	599		850-865 Arizona _____	582	84	666	
EAST NO. CENTRAL	3,834	353	4,187	16.7	840-847 Utah _____	303	43	346	
550-567 Minnesota _____	440	45	485		889-898 Nevada _____	287	27	314	
500-528 Iowa _____	287	24	311		MOUNTAIN	2,438	281	2,719	10.9
630-658 Missouri _____	498	64	562		995-999 Alaska _____	56	7	63	
580-588 North Dakota _____	96	9	105		980-994 Washington _____	555	84	639	
570-577 South Dakota _____	94	11	105		970-979 Oregon _____	387	45	432	
680-693 Nebraska _____	211	14	225		900-961 California _____	2,581	296	2,877	
660-679 Kansas _____	287	20	307		967-968 Hawaii _____	69	12	81	
WEST NO. CENTRAL	1,913	187	2,100	8.4	PACIFIC	3,648	444	4,092	16.4
197-199 Delaware _____	77	8	85		UNITED STATES	22,627	2,354	24,981	99.9
206-219 Maryland _____	370	52	422		969 & 004-009 U.S. Territories _____	-	2	2	
200-205 Washington, DC _____	11	2	13		Canada _____	12	5	17	
220-246 Virginia _____	486	55	541		Mexico _____	-	1	1	
247-268 West Virginia _____	89	9	98		Other International _____	5	10	15	
270-289 North Carolina _____	745	101	846		APO/FPO _____	1	-	1	
290-299 South Carolina _____	341	43	384		TOTAL QUALIFIED CIRCULATION	22,645	2,372	25,017	100.0
300-319 Georgia _____	728	77	805						
320-349 Florida _____	1,544	157	1,701						
SOUTH ATLANTIC	4,391	504	4,895	19.6					

7. AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	2006	2007	January - June 2008	July - December 2008	January - June 2009	July - December 2009*
6-Month Period Ended:						
Total Audit Average Qualified _____	24,972	25,017	25,017	23,350	25,017	25,017
Qualified Non-Paid _____	24,846	24,901	24,919	23,272	24,954	24,961
Print Only _____	24,846	24,901	24,919	23,272	22,448	22,518
Digital Only _____	-	-	-	-	2,506	2,443
Qualified Paid _____	126	116	98	78	63	56
Print Only _____	126	116	98	78	56	51
Digital Only _____	-	-	-	-	7	5
Post Expire Copies included in Paid Circulation _____	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price _____	**NC	**NC	**NC	**NC	**NC	**NC

***NOTE: July - December 2009 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

****NC = None Claimed.**

8. PAID CIRCULATION DATA

**NC	Average Annual Subscription Order Price for the Period. (includes promotional incentive value, if any)
12	Issues Per Year
**NC	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

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

9. ADDITIONAL DATA**METHOD OF DISTRIBUTION**

Print copies are distributed via postal services or other carriers. Recipients who request the digital version are notified via email when the version is available.

AVERAGE NON-QUALIFIED CIRCULATION:

All Other includes an average of 380 copies from an average of 28 cleaning/restoration equipment and supply distributors as part of ICS's Distributor Circulation Network.

PARAGRAPHS 5 & 6 ARE NOT REQUIRED.

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 _____	22,569	100.0	22,518	99.8	51	0.2
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	22,569	100.0	22,518	99.8	51	0.2

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 _____	2,448	100.0	2,443	99.8	5	0.2
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	2,448	100.0	2,443	99.8	5	0.2

PUBLISHER'S AFFIDAVIT

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

Christine A. Baloga, Corporate Audience Development Director

Catherine M. Ronan, Corporate Audience Audit Manager

(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 January 12, 2010

State Michigan

County Oakland

Received by BPA Worldwide January 12, 2010

Type PJ

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