

## BUSINESS PUBLICATION CIRCULATION STATEMENT FOR THE 6 MONTH PERIOD ENDED JUNE 2010

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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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 _____	8
Advertiser and Agency _____	684
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
Digital _____	-
*All Other _____	1,150
<b>TOTAL</b>	<b>1,842</b>

\*See Paragraph 8

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	24,974	99.8	43	0.2
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>24,974</b>	<b>99.8</b>	<b>43</b>	<b>0.2</b>

2a. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD					
2010 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Total Qualified
January _____	229	229	22,660	2,357	25,017
February _____	139	139	22,679	2,338	25,017
March _____	800	800	22,377	2,640	25,017
April _____	2,260	2,260	22,392	2,625	25,017
May _____	2,775	2,775	22,536	2,481	25,017
June _____	111	111	22,106	2,911	25,017
<b>TOTAL</b>	<b>6,314</b>	<b>6,314</b>			

2b. WEBSITE ACTIVITY BY MONTH						
Month	Page Impressions	User Sessions	Unique Browsers	Unique Browser Frequency	Page Duration	User Session Duration
January _____	124,103	14,529	8,177	1.78	00:52	06:56
February _____	153,563	14,136	7,871	1.80	00:50	08:37
March _____	111,764	19,775	11,222	1.76	00:49	04:29
April _____	37,455	14,124	7,942	1.78	00:47	02:03
May _____	30,523	12,935	7,594	1.70	00:45	01:46
June _____	29,402	12,387	7,447	1.66	00:49	01:55
<b>AVERAGE:</b>	<b>81,135</b>	<b>14,648</b>	<b>8,376</b>	<b>1.75</b>	<b>00:49</b>	<b>04:18</b>

\*See Paragraph 8

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010**

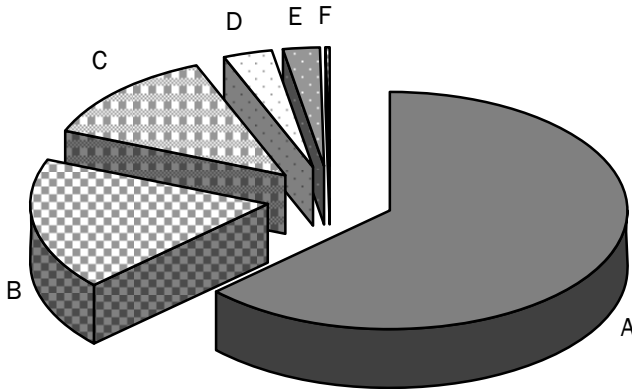
This issue is equal to the average of the other 5 issues reported in Paragraph two.

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 _____	15,767	63.0	14,395	1,372	13,601	1,376	463	227	100
Smoke/Water Damage Restoration Specialist _____	4,522	18.1	4,033	489	3,101	1,073	157	191	-
Building Service Contractor/Floor Maintenance Contractor _____	3,238	12.9	2,836	402	2,247	656	256	79	-
<b>SUB-TOTAL Floor Care/Service Professionals</b>	<b>23,527</b>	<b>94.0</b>	<b>21,264</b>	<b>2,263</b>	<b>18,949</b>	<b>3,105</b>	<b>876</b>	<b>497</b>	<b>100</b>
Distributor of Cleaning Supplies _____	774	3.1	688	86	423	187	17	147	-
Manufacturer's Rep/Sales Agent _____	619	2.5	530	89	268	136	21	194	-
Others allied to the field _____	97	0.4	54	43	97	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>25,017</b>	<b>100.0</b>	<b>22,536</b>	<b>2,481</b>	<b>19,737</b>	<b>3,428</b>	<b>914</b>	<b>838</b>	<b>100</b>
<b>PERCENT</b>	<b>100.0</b>		<b>90.1</b>	<b>9.9</b>	<b>78.9</b>	<b>13.7</b>	<b>3.7</b>	<b>3.3</b>	<b>0.4</b>

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 _____	15,767	63.0
B Smoke/Water Damage Restoration Specialist _____	4,522	18.1
C Building Service Contractor/Floor Maintenance Contractor _____	3,238	12.9
D Distributor of Cleaning Supplies _____	774	3.1
E Manufacturer's Rep/Sales Agent _____	619	2.5
F Others allied to the field _____	97	0.4
<b>TOTAL</b>	<b>25,017</b>	<b>100.0</b>



**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010**

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>16,537</b>	<b>7,142</b>	-	<b>21,198</b>	<b>2,481</b>	<b>23,679</b>	<b>94.7</b>
a. Written _____	2,855	1,018	-	3,740	133	3,873	15.5
b. Telecommunication _____	10,036	4,642	-	13,489	1,189	14,678	58.7
c. Electronic _____	3,646	1,482	-	3,969	1,159	5,128	20.5
II. <b>TOTAL</b> - Request from recipient's company: _____	<b>465</b>	<b>358</b>	-	<b>823</b>	-	<b>823</b>	<b>3.3</b>
a. Written _____	18	13	-	31	-	31	0.1
b. Telecommunication _____	-	-	-	-	-	-	-
c. Electronic _____	447	345	-	792	-	792	3.2
III. <b>TOTAL</b> - Membership Benefit: _____	-	-	-	-	-	-	-
a. Individual _____	-	-	-	-	-	-	-
b. Organizational _____	-	-	-	-	-	-	-
IV. <b>TOTAL</b> - Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-	-	-
a. Written _____	-	-	-	-	-	-	-
b. Telecommunication _____	-	-	-	-	-	-	-
c. Electronic _____	-	-	-	-	-	-	-
V. <b>TOTAL</b> - Sources other than above (listed alphabetically): _____	<b>515</b>	-	-	<b>515</b>	-	<b>515</b>	<b>2.0</b>
Association rosters and directories _____	-	-	-	-	-	-	-
Business directories _____	515	-	-	515	-	515	2.0
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-	-	-	-	-
Other sources _____	-	-	-	-	-	-	-
VI. <b>TOTAL</b> - Single Copy Sales: _____	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>17,517</b>	<b>7,500</b>	-	<b>22,536</b>	<b>2,481</b>	<b>25,017</b>	<b>100.0</b>
<b>PERCENT</b>	<b>70.0</b>	<b>30.0</b>	-	<b>90.1</b>	<b>9.9</b>	<b>100.0</b>	

**3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010**

MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Individuals by name and title and/or function _____	22,536	2,481	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>22,536</b>	<b>2,481</b>	<b>25,017</b>	<b>100.0</b>

**4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010**

STATE & ZIP CODE	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
039-049 Maine _____	93	11	104	
030-038 New Hampshire _____	122	11	133	
050-059 Vermont _____	65	6	71	
010-027 Massachusetts _____	367	35	402	
028-029 Rhode Island _____	66	8	74	
060-069 Connecticut _____	223	22	245	
<b>NEW ENGLAND</b>	<b>936</b>	<b>93</b>	<b>1,029</b>	<b>4.1</b>
100-149 New York _____	851	71	922	
070-089 New Jersey _____	481	58	539	
150-196 Pennsylvania _____	837	77	914	
<b>MIDDLE ATLANTIC</b>	<b>2,169</b>	<b>206</b>	<b>2,375</b>	<b>9.5</b>
430-459 Ohio _____	914	86	1,000	
460-479 Indiana _____	578	64	642	
600-629 Illinois _____	829	93	922	
480-499 Michigan _____	864	83	947	
530-549 Wisconsin _____	520	61	581	
<b>EAST NO. CENTRAL</b>	<b>3,705</b>	<b>387</b>	<b>4,092</b>	<b>16.4</b>
550-567 Minnesota _____	449	46	495	
500-528 Iowa _____	293	20	313	
630-658 Missouri _____	493	64	557	
580-588 North Dakota _____	88	8	96	
570-577 South Dakota _____	90	14	104	
680-693 Nebraska _____	213	16	229	
660-679 Kansas _____	278	22	300	
<b>WEST NO. CENTRAL</b>	<b>1,904</b>	<b>190</b>	<b>2,094</b>	<b>8.4</b>
197-199 Delaware _____	77	8	85	
206-219 Maryland _____	340	49	389	
200-205 Washington, DC _____	8	2	10	
220-246 Virginia _____	494	44	538	
247-268 West Virginia _____	87	5	92	
270-289 North Carolina _____	732	101	833	
290-299 South Carolina _____	344	45	389	
300-319 Georgia _____	695	88	783	
320-349 Florida _____	1,492	164	1,656	
<b>SOUTH ATLANTIC</b>	<b>4,269</b>	<b>506</b>	<b>4,775</b>	<b>19.1</b>
400-427 Kentucky _____	272	24	296	
370-385 Tennessee _____	488	50	538	
350-369 Alabama _____	270	20	290	
386-397 Mississippi _____	148	15	163	
<b>EAST SO. CENTRAL</b>	<b>1,178</b>	<b>109</b>	<b>1,287</b>	<b>5.1</b>
716-729 Arkansas _____	206	16	222	
700-714 Louisiana _____	174	20	194	
730-749 Oklahoma _____	280	25	305	
750-799 Texas _____	1,204	137	1,341	
<b>WEST SO. CENTRAL</b>	<b>1,864</b>	<b>198</b>	<b>2,062</b>	<b>8.2</b>
590-599 Montana _____	177	13	190	
832-838 Idaho _____	225	18	243	
820-831 Wyoming _____	75	6	81	
800-816 Colorado _____	635	73	708	
870-884 New Mexico _____	157	12	169	
850-865 Arizona _____	564	86	650	
840-847 Utah _____	288	50	338	
889-898 Nevada _____	303	32	335	
<b>MOUNTAIN</b>	<b>2,424</b>	<b>290</b>	<b>2,714</b>	<b>10.8</b>
995-999 Alaska _____	56	6	62	
980-994 Washington _____	557	81	638	
970-979 Oregon _____	396	45	441	
900-961 California _____	2,537	318	2,855	
967-968 Hawaii _____	78	17	95	
<b>PACIFIC</b>	<b>3,624</b>	<b>467</b>	<b>4,091</b>	<b>16.4</b>
<b>UNITED STATES</b>	<b>22,073</b>	<b>2,446</b>	<b>24,519</b>	<b>98.0</b>
969 & 004-009 U.S. Territories _____	5	3	8	
Canada _____	53	10	63	
Mexico _____	14	1	15	
Other International _____	391	21	412	
APO/FPO _____	-	-	-	
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>22,536</b>	<b>2,481</b>	<b>25,017</b>	<b>100.0</b>

**7. 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
	2007	January - June 2008	July - December 2008	January - June 2009	July - December 2009*	January - June 2010*
Total Audit Average Qualified	25,017	25,017	23,350	25,017	25,017	25,017
Qualified Non-Paid	24,901	24,919	23,272	24,954	24,961	24,974
Print Only	24,901	24,919	23,272	22,448	22,518	22,417
Digital Only	-	-	-	2,506	2,443	2,557
Qualified Paid	116	98	78	63	56	43
Print Only	116	98	78	56	51	41
Digital Only	-	-	-	7	5	2
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 2009 – June 2010 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**  
**\*\*NC = None Claimed.**

**WEBSITE GLOSSARY:**

<b>Unique Browsers:</b> 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
<b>Page Impressions:</b> The number of web pages successfully viewed by all browsers within the reporting period
<b>User Sessions:</b> 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
<b>Unique Browser Frequency:</b> The average number of user sessions per Unique Browser over the selected reporting period
<b>User Session Duration:</b> The average time a browser remained on the site per session
<b>Page Duration:</b> The average time a browser spent viewing any page(s) on the site

**8. 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 402 copies from an average of 31 cleaning/restoration equipment and supply distributors as part of ICS Cleaning Specialist's Distributor Circulation Network.

Paragraphs 3c and 7 are reported at the option of the publisher.

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	22,458	100.0	22,417	99.8	41	0.2
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>22,458</b>	<b>100.0</b>	<b>22,417</b>	<b>99.8</b>	<b>41</b>	<b>0.2</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	2,559	100.0	2,557	99.9	2	0.1
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>2,559</b>	<b>100.0</b>	<b>2,557</b>	<b>99.9</b>	<b>2</b>	<b>0.1</b>

PUBLISHER'S AFFIDAVIT		
We hereby make oath and say that all data set forth in this statement are true.	Date signed	July 15, 2010
Catherine M. Ronan, Corporate Audience Audit Manager	State	Michigan
Rita M. Foumia, Corporate Strategy Director	County	Oakland
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)	Received by BPA Worldwide	July 15, 2010
<b>IMPORTANT NOTE:</b>	Type	PJ
This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.	ID Number	I223P0J0