

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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GREEN INDUSTRY PROS is a B2B brand that keeps landscape contractors and equipment dealers on top of the latest products, trends and business strategies that will help them grow their companies. The content of every issue is also available to subscribers globally via the digital version.

FIELD SERVED

GREEN INDUSTRY PROS magazine serves professional contractors who perform landscape installation and maintenance, lawn maintenance, lawn care, irrigation and power equipment dealers.



Scan for Publisher's contact information

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include presidents, owners, partners, general managers, vice presidents, purchasing agents, and other management personnel, foremen, supervisors, and other supervisory personnel in the field served including other titled and non-titled personnel.

CHANNELS

**GREEN
INDUSTRY PROS
MAGAZINE**



4 Issues in the period
64,204 average circulation

EXECUTIVE SUMMARY

Below are the Average contacts per occurrence, including frequency per period reported

	Non-Paid	Paid	Average
GREEN INDUSTRY PROS MAGAZINE (4 issues in the period)	64,204	-	64,204
a. Print	60,002	-	60,002
b. Digital	4,202	-	4,202
1. Requested	4,202	-	4,202
2. Non-Requested	-	-	-

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	22
Advertiser and Agency Allocated for Trade Shows and Conventions	310
	50
All Other	256
TOTAL	639

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	64,204	100.0	64,204	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	64,204	100.0	64,204	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2016 Issue	Print	Digital	Total Qualified
January	60,003	4,204	64,207
February	60,001	4,200	64,201
March/April	60,004	4,203	64,207
May/June	60,001	4,202	64,203

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2016
This issue is -% or 2 copies below the average of the other 3 issues reported in Paragraph 2.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print	Digital	Corporate Management: Includes President, Owner, Partner, General Manager, Vice President, Purchasing Agent and Other Management Personnel	Supervisory Personnel: Includes Foreman, Supervisor, and Other Supervisory Personnel
Landscape Contractor (performing some combination of lawn maintenance, installation, lawn care and/or irrigation)	53,972	84.1	50,570	3,402	49,087	4,885
Power Equipment Dealer	10,231	15.9	9,431	800	8,827	1,404
TOTAL QUALIFIED CIRCULATION	64,203	100.0	60,001	4,202	57,914	6,289
PERCENT	100.0		93.5	6.5	90.2	9.8

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2016

QUALIFICATION SOURCE	Qualified Within			Print	Digital	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	35,609	15,700	-	47,115	4,194	51,309	79.9
II. Request from recipient's company:	5	-	-	5	-	5	-
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
V. TOTAL – Sources other than above (listed alphabetically):	12,889	-	-	12,881	8	12,889	20.1
Association rosters and directories	-	-	-	-	-	-	-
*Business directories	12,889	-	-	12,881	8	12,889	20.1
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
Other sources	-	-	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	48,503	15,700	-	60,001	4,202	64,203	100.0
PERCENT	75.5	24.5	-	93.5	6.5	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2016

MAILING ADDRESS	Print	Digital	Total Qualified	Percent
Individuals by name and title and/or function	60,001	4,202	64,203	100.0
Individuals by name only	-	-	-	-
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION	60,001	4,202	64,203	100.0

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 2013	January – June 2014	July – December 2014	January – June 2015	July – December 2015*	January – June 2016*
Total Audit Average Qualified:	64,210	64,220	64,218	64,288	64,235	64,204
Qualified Non-Paid:	64,210	64,220	64,218	64,288	64,235	64,204
Print:	60,006	60,002	60,001	60,000	60,004	60,002
Digital:	4,204	4,218	4,217	4,288	4,231	4,202
Qualified Paid:	-	-	-	-	-	-
Print:	-	-	-	-	-	-
Digital:	-	-	-	-	-	-
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 2015 – June 2016 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2016

State	Print	Digital	Total Qualified	Percent	State	Print	Digital	Total Qualified	Percent
Maine	413	23	436		Kentucky	1,300	80	1,380	
New Hampshire	471	26	497		Tennessee	1,251	101	1,352	
Vermont	265	24	289		Alabama	940	56	996	
Massachusetts	2,014	94	2,108		Mississippi	419	18	437	
Rhode Island	229	9	238		EAST SO. CENTRAL	3,910	255	4,165	6.5
Connecticut	1,529	59	1,588		Arkansas	537	36	573	
NEW ENGLAND	4,921	235	5,156	8.0	Louisiana	693	64	757	
New York	3,165	186	3,351		Oklahoma	548	53	601	
New Jersey	2,051	125	2,176		Texas	2,450	253	2,703	
Pennsylvania	3,034	194	3,228		WEST SO. CENTRAL	4,228	406	4,634	7.2
MIDDLE ATLANTIC	8,250	505	8,755	13.6	Montana	293	31	324	
Ohio	3,130	189	3,319		Idaho	359	41	400	
Indiana	1,991	130	2,121		Wyoming	98	10	108	
Illinois	2,508	191	2,699		Colorado	940	91	1,031	
Michigan	2,545	177	2,722		New Mexico	246	19	265	
Wisconsin	1,674	137	1,811		Arizona	621	45	666	
EAST NO. CENTRAL	11,848	824	12,672	19.8	Utah	310	46	356	
Minnesota	1,395	102	1,497		Nevada	311	28	339	
Iowa	879	58	937		MOUNTAIN	3,178	311	3,489	5.4
Missouri	1,387	115	1,502		Alaska	49	4	53	
North Dakota	183	12	195		Washington	802	79	881	
South Dakota	187	19	206		Oregon	604	65	669	
Nebraska	628	51	679		California	3,286	288	3,574	
Kansas	674	62	736		Hawaii	87	5	92	
WEST NO. CENTRAL	5,333	419	5,752	9.0	PACIFIC	4,828	441	5,269	8.2
Delaware	261	12	273		UNITED STATES	59,986	4,147	64,133	99.9
Maryland	1,253	70	1,323		U.S. Territories	15	-	15	
Washington, DC	27	1	28		Canada	-	44	44	
Virginia	1,532	105	1,637		Mexico	-	1	1	
West Virginia	245	10	255		Other International	-	10	10	
North Carolina	2,363	130	2,493		APO/FPO	-	-	-	
South Carolina	930	57	987						
Georgia	2,271	110	2,381						
Florida	4,608	256	4,864						
SOUTH ATLANTIC	13,490	751	14,241	22.2					
					TOTAL QUALIFIED CIRCULATION	60,001	4,202	64,203	100.0

ADDITIONAL DATA

METHOD OF DISTRIBUTION:

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

STATEMENT OF CONTENT PLATFORM:

Editorial Replica – If a print edition exists, editorial and design are unchanged from the original print edition. Each issue’s content and design are identical to the original edition. Apart from minor updates, the content cannot change once the issue is made available.

PARAGRAPH 3b:

Business directories include 1 source of circulation for a quantity of 12,899 copies or 20.1%, including InfoUSA.

PUBLISHER’S AFFIDAVIT

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

Deirdre D’Aniello, Publisher

Sharon Haberkorn, Audience Development 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 brand report has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed

State

County

Received by BPA Worldwide

Type

ID Number

August 2, 2016

Wisconsin

Jefferson

August 2, 2016

BJ

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About BPA Worldwide:

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