



REPORT

TOTAL AUDIENCE PROFILE

SOUTHCOMM BUSINESS MEDIA, LLC
1233 Janesville Ave., Fort Atkinson, WI 53538
800.547.7377 ■ Southcomm.com

For Period of January-March 2016

SNOWPRO



PROFILE OF MARKET SERVED:

SnowPRO is a companion publication to Green Industry Pros, Mass Transit and Airport Business. SnowPRO offers news, products, business advice and tech tips for snow removal professionals. Print distribution includes the following states: AK, CO, CT, DC, DE, IA, ID, IL, IN, KS, KY, MA, MD, ME, MI, MN, MO, MT, NC, ND, NE, NH, NJ, NV, NY, OH, OK, OR, PA, RI, SD, TN, TX, UT, VT, WA, WI, WV and WY.

Audience Profile (Print Copies)	Frequency	SnowPRO Delivered Distribution	Print Circulation December 2015 BPA Statement *
Publications			
Green Industry Pros	7	45,665	60,002
Mass Transit	8	9,550	16,000
Airport Business	8	9,438	14,100
SnowPRO			
SnowPRO Supplement	2	64,653	

Audience Profile (Digital Copies)	Frequency	SnowPRO Delivered Distribution	Digital Circulation December 2015 BPA Statement
Publications			
Green Industry Pros with SnowPRO Supplement	2	4,208	4,208

Audience Profile	Frequency	SnowPRO Delivered Distribution
E-Newsletters		
SnowPRO	Custom	32,060
Email Marketing		
SnowPRO	Custom	30,180

The data reflected within this report is provided in good faith as an accurate representation of the audience served for SnowPRO.

Deirdre D'Aniello, Publisher

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