

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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GREENHOUSE MANAGEMENT is a B2B brand intended for individuals with broad based interests in the commercial greenhouse growing industry. The brand content and editorial scope of the publication includes news and industry comment, in-depth technical articles, industry round-up and special features. The content of every issue is also available to subscribers globally via the online digital version.

FIELD SERVED

GREENHOUSE MANAGEMENT serves the commercial floriculture industry; growers of floriculture crops including bedding plants, potted plants, foliage and tropicals, cut flowers, produce, plugs, perennials, propagation liners, bulbs, finished stock, other crops, other paid subscriptions and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include management, production personnel and others as described in Paragraph 3a.

CHANNELS

**GREENHOUSE
MANAGEMENT
MAGAZINE**



6 Issues in the period
21,132 average circulation

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
GREENHOUSE MANAGEMENT MAGAZINE Unique Total* (6 issues in the period)	21,132	-	21,132
a. Print	17,507	-	17,507
b. Digital	6,724	-	6,724
1. Requested	6,724	-	6,724
2. Non-Requested	-	-	-

*Unique Total represents unique recipients, not the sum of Print and Digital.

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	880
Allocated for Trade Shows and Conventions	435
All Other	137
TOTAL	1,452

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	20,519	97.1	20,519	97.1	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	613	2.9	613	2.9	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	21,132	100.0	21,132	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2017 Issue	Print	Digital	Unique Total Qualified*
January	17,504	6,953	21,009
February	17,509	7,108	21,212
March	17,508	6,452	21,205
April	17,506	6,598	21,203
**May	17,508	6,333	21,049
June	17,508	6,902	21,116

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

**See Additional Data

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017
 This issue is 0.5% or 100 copies below the average of the other 5 issues reported in Paragraph 2.

BUSINESS AND INDUSTRY	UNIQUE TOTAL QUALIFIED*	PERCENT OF TOTAL	Print	Digital
Growers of Floriculture crops including bedding plants, potted plants, foliage and tropicals, cut flowers, produce, plugs, perennials, propagation liners, bulbs, finished stock and other crops	18,801	89.3	15,918	5,586
Others Allied to the Industry	2,248	10.7	1,590	747
UNIQUE TOTAL QUALIFIED CIRCULATION*	21,049	100.0	17,508	6,333

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

CLASSIFICATION BY TITLE	UNIQUE TOTAL QUALIFIED*	PERCENT OF TOTAL	Print	Digital
MANAGEMENT: Owners, Partners, Presidents, Executives, General Managers and Directors	17,476	83.0	14,809	5,012
PRODUCTION: Head Growers, Horticulturists, Supervisors, and Managers	2,942	14.0	2,235	1,076
OTHER TITLED AND NON-TITLED PERSONNEL including company copies and other paid circulation	631	3.0	464	245
UNIQUE TOTAL QUALIFIED CIRCULATION*	21,049	100.0	17,508	6,333

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017

QUALIFICATION SOURCE	Qualified Within			Print	Digital	Unique Total Qualified*	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	14,095	3,141	-	13,695	6,333	17,236	81.9
II. Request from recipient's company:	-	-	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	3,813	-	-	3,813	-	3,813	18.1
**Association rosters and directories	363	-	-	363	-	363	1.7
**Business directories	3,450	-	-	3,450	-	3,450	16.4
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
Other sources	-	-	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	17,908	3,141	-	17,508	6,333	21,049	100.0
PERCENT	85.1	14.9	-	83.2	30.1	100.0	

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

**See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017

MAILING ADDRESS	Print	Digital	Unique Total Qualified*	Percent
Individuals by name and title and/or function	16,898	6,333	20,439	97.1
Individuals by name only	-	-	-	-
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	610	-	610	2.9
Single Copy Sales	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	17,508	6,333	21,049	100.0

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

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 2014	January - June 2015	July - December 2015	January - June 2016	July - December 2016*	January - June 2017*
Unique Total Audit Average Qualified***:	20,880	20,471	19,594	20,576	21,045	21,132
Unique Qualified Non-Paid Total***:	20,880	20,471	19,594	20,576	21,045	21,132
Print:	16,986	17,085	17,001	17,012	17,088	17,507
Digital:	8,292	7,478	6,520	6,987	7,349	6,724
Unique Qualified Paid Total***:	-	-	-	-	-	-
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 2016 - June 2017 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

***Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

