

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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**LAWN & LANDSCAPE** is a B2B brand intended for individuals with broad-based interests in the lawn and landscape service industries. 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

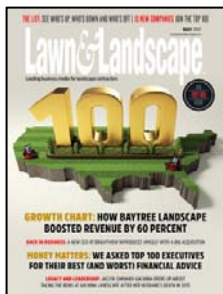
**LAWN & LANDSCAPE** serves the lawn and landscape service industry. Included are landscape contractors, lawn maintenance contractors, chemical lawn care companies, and other contractors/services allied to the field.

### DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are owners, executives, managers, specialists, service providers and other miscellaneous titled and non-titled personnel.

## CHANNELS

### LAWN & LANDSCAPE MAGAZINE



6 Issues in the period  
70,620 average circulation

## EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
<b>LAWN &amp; LANDSCAPE MAGAZINE</b> Unique Total* (6 issues in the period)	70,620	-	70,620
a. Print	56,002	-	56,002
b. Digital	23,079	-	23,079
1. Requested	23,079	-	23,079
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	1,305
Allocated for Trade Shows and Conventions	325
All Other	172
<b>TOTAL</b>	<b>1,802</b>

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD**

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	68,572	97.1	68,572	97.1	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	2,048	2.9	2,048	2.9	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>70,620</b>	<b>100.0</b>	<b>70,620</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

**2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD**

2017 Issue	Print	Digital	Unique Total Qualified*
January	56,004	22,560	70,311
February	56,002	23,256	70,894
March	56,002	22,999	70,527
April	56,003	23,706	70,987
May	56,000	22,986	70,453
June	56,001	22,964	70,546

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

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017**  
 This issue is 0.3% or 200 copies below the average of the other 5 issues reported in Paragraph 2.

BUSINESS AND INDUSTRY	UNIQUE TOTAL QUALIFIED*	PERCENT OF TOTAL	QUALIFICATION BY TITLE						
			Print	Digital	Owners/ Executives (Note 1)	Managers (Note 2)	Specialists (Note 3)	Service Providers (Note 4)	Miscellaneous Titled/ Non-titled Personnel (Note 5)
<b>CONTRACTOR OR SERVICES:</b>									
Landscape/Lawn Maintenance Contractors (including installation & maintenance)	59,768	84.8	48,095	18,904	52,341	5,943	150	518	816
Chemical Lawn Care Company (excluding mowing)	3,096	4.4	2,369	1,244	2,486	437	46	67	60
Irrigation Contractor	952	1.4	647	433	800	117	4	13	18
Architect/Designer	2,843	4.0	2,312	769	2,386	352	16	24	65
Other Contractors/Services Allied to the field	3,794	5.4	2,577	1,636	2,179	703	104	79	729
<b>Sub-Total Contractor/Services</b>	<b>70,453</b>	<b>100.0</b>	<b>56,000</b>	<b>22,986</b>	<b>60,192</b>	<b>7,552</b>	<b>320</b>	<b>701</b>	<b>1,688</b>
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>70,453</b>	<b>100.0</b>	<b>56,000</b>	<b>22,986</b>	<b>60,192</b>	<b>7,552</b>	<b>320</b>	<b>701</b>	<b>1,688</b>

\*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.  
 Note 1: Includes titles of owners, partners, presidents and other executives.  
 Note 2: Includes titles of general managers and other managers.  
 Note 3: Includes titles of chemical application specialists, agronomists and horticulturists.  
 Note 4: Includes titles of service managers and other service crew members.  
 Note 5: Includes titles of other miscellaneous titled/non-titled personnel.

### 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:	41,725	14,088	-	41,360	22,986	55,813	79.2
II. Request from recipient's company:	-	-	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
V. <b>TOTAL</b> - Sources other than above (listed alphabetically):	14,640	-	-	14,640	-	14,640	20.8
Association rosters and directories	-	-	-	-	-	-	-
**Business directories	14,640	-	-	14,640	-	14,640	20.8
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
Other sources	-	-	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-	-	-
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>56,365</b>	<b>14,088</b>	<b>-</b>	<b>56,000</b>	<b>22,986</b>	<b>70,453</b>	<b>100.0</b>
<b>PERCENT</b>	<b>80.0</b>	<b>20.0</b>	<b>-</b>	<b>79.5</b>	<b>32.6</b>	<b>100.0</b>	

\*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	53,957	22,986	68,410	97.1
Individuals by name only	-	-	-	-
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	2,043	-	2,043	2.9
Single Copy Sales	-	-	-	-
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>56,000</b>	<b>22,986</b>	<b>70,453</b>	<b>100.0</b>

\*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***:	69,638	67,911	68,054	69,979	70,286	70,620
Unique Qualified Non-Paid Total***:	69,638	67,911	68,054	69,979	70,286	70,620
Print:	51,590	56,499	60,004	59,334	56,006	56,002
Digital:	22,773	20,362	20,716	21,661	23,036	23,079
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.

