

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



6 Issues in the period  
69,983 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)	69,983	-	69,983
a. Print	59,334	-	59,334
b. Digital	21,665	-	21,665
1. Requested	21,665	-	21,665
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	1,214
Allocated for Trade Shows and Conventions	258
All Other	153
<b>TOTAL</b>	<b>1,625</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	67,883	97.0	67,883	97.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	2,100	3.0	2,100	3.0	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>69,983</b>	<b>100.0</b>	<b>69,983</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

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

2016 Issue	Print	Digital	Unique Total Qualified*
January	59,997	20,644	68,798
February	59,996	20,690	68,955
March	60,006	20,960	70,083
April	59,998	22,262	71,052
May	60,000	21,119	70,527
June	56,003	24,317	70,481

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

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2016**  
This issue is 0.9% or 653 copies above 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)	59,061	83.7	50,645	17,373	52,672	5,032	85	459	813
Chemical Lawn Care Company (excluding mowing)	3,086	4.4	2,506	1,245	2,510	412	38	62	64
Irrigation Contractor	856	1.2	644	364	747	83	3	9	14
Architect/Designer	4,156	5.9	3,719	718	3,831	204	20	30	71
Other Contractors/Services Allied to the field	3,368	4.8	2,486	1,419	2,434	756	80	64	34
<b>Sub-Total Contractor/Services</b>	<b>70,527</b>	<b>100.0</b>	<b>60,000</b>	<b>21,119</b>	<b>62,194</b>	<b>6,487</b>	<b>226</b>	<b>624</b>	<b>996</b>
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>70,527</b>	<b>100.0</b>	<b>60,000</b>	<b>21,119</b>	<b>62,194</b>	<b>6,487</b>	<b>226</b>	<b>624</b>	<b>996</b>

\*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.  
 Note 1: Includes titles of owner, partner, president and other executives.  
 Note 2: Includes titles of general manager and other managers.  
 Note 3: Includes titles of chemical application specialist, agronomist and horticulturist.  
 Note 4: Includes titles of service manager 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 2016

QUALIFICATION SOURCE	Qualified Within			Print	Digital	Unique Total Qualified*	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	40,663	14,185	-	44,321	21,119	54,848	77.8
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):	15,679	-	-	15,679	-	15,679	22.2
Association rosters and directories	-	-	-	-	-	-	-
**Business directories	15,679	-	-	15,679	-	15,679	22.2
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
Other sources	-	-	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-	-	-
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>56,342</b>	<b>14,185</b>	<b>-</b>	<b>60,000</b>	<b>21,119</b>	<b>70,527</b>	<b>100.0</b>
<b>PERCENT</b>	<b>79.9</b>	<b>20.1</b>	<b>-</b>	<b>85.1</b>	<b>29.9</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 2016

MAILING ADDRESS	Print	Digital	Unique Total Qualified*	Percent
Individuals by name and title and/or function	57,884	21,119	68,411	97.0
Individuals by name only	-	-	-	-
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	2,116	-	2,116	3.0
Single Copy Sales	-	-	-	-
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>60,000</b>	<b>21,119</b>	<b>70,527</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 2013	January - June 2014	July - December 2014	January - June 2015	July - December 2015*	January - June 2016*
Unique Total Audit Average Qualified***:	71,224	71,321	69,638	67,911	68,053	69,983
Unique Qualified Non-Paid Total***:	71,196	71,295	69,638	67,911	68,053	69,983
Print:	57,193	54,750	51,590	56,499	60,004	59,334
Digital:	14,385	23,545	22,773	20,362	20,716	21,665
Unique Qualified Paid Total***:	28	26	-	-	-	-
Print:	28	26	-	-	-	-
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.

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

