

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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NURSERY MANAGEMENT is a B2B brand intended for individuals with broad based interests in the nursery growing and landscape contracting 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.

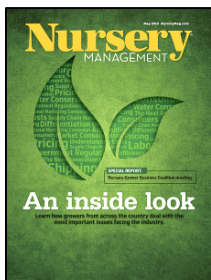
FIELD SERVED NURSERY MANAGEMENT serves the nursery growing and landscape contracting industry; firms involved in the growing of crops including annuals, edibles, foliage/tropicals, plugs, perennials, trees, shrubs, liners, bulbs and other crops; landscape distributors/rewholesalers; garden centers/nursery retailers; landscape contractors (maintenance, irrigation, building or design); and other allied industries.

DEFINITION OF RECIPIENT QUALIFICATION

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

CHANNELS

**NURSERY
MANAGEMENT
MAGAZINE**



6 Issues in the period
15,117 average circulation

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
NURSERY MANAGEMENT MAGAZINE Unique Total* (6 issues in the period)	15,117	-	15,117
a. Print	12,073	-	12,073
b. Digital	4,749	-	4,749
1. Requested	4,749	-	4,749
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	595
Allocated for Trade Shows and Conventions	817
All Other	101
TOTAL	1,513

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	14,663	97.0	14,663	97.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	454	3.0	454	3.0	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	15,117	100.0	15,117	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2015 Issue	Print	Digital	Unique Total Qualified*
January	12,074	4,949	15,557
February	12,075	4,330	14,833
March	12,071	4,308	14,776
April	12,074	5,024	15,228
May	12,074	4,962	15,219
June	12,075	4,927	15,090

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

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2015
This issue is 0.8% or 122 copies above the average of the other 5 issues reported in Paragraph 2.

BUSINESS/INDUSTRY	UNIQUE TOTAL QUALIFIED*	PERCENT OF TOTAL	Print	Digital	Management (Note 1)	Production (Note 2)	Other Personnel (Note 3)
Growers of crops including annuals, edibles, foliage/tropicals, plugs, perennials, trees, shrubs, liners, bulbs and other crops	7,942	52.2	6,219	2,915	6,963	524	455
Garden Center/Nursery Retail, Landscape Distributor/Rewholesaler, Landscape Contractor and Others Allied to the Field	7,277	47.8	5,855	2,047	5,833	543	901
UNIQUE TOTAL QUALIFIED CIRCULATION*	15,219	100.0	12,074	4,962	12,796	1,067	1,356
	PERCENT	100.0	79.3	32.6	84.1	7.0	8.9

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.
 Note 1: Management includes owner, partners, presidents, executives and general managers
 Note 2: Production includes head growers, horticulturists and managers
 Note 3: Other Personnel includes other miscellaneous titled and non-titled personnel

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2015

QUALIFICATION SOURCE	Qualified Within			Print	Digital	Unique Total Qualified*	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	9,633	3,366	-	9,862	4,950	12,999	85.4
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):	2,220	-	-	2,212	12	2,220	14.6
Association rosters and directories	-	-	-	-	-	-	-
**Business directories	2,220	-	-	2,212	12	2,220	14.6
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
Other sources	-	-	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	11,853	3,366	-	12,074	4,962	15,219	100.0
	PERCENT	77.9	22.1	79.3	32.6	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 2015

MAILING ADDRESS	Print	Digital	Unique Total Qualified*	Percent
Individuals by name and title and/or function	11,616	4,961	14,761	97.0
Individuals by name only	-	-	-	-
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	458	1	458	3.0
Single Copy Sales	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	12,074	4,962	15,219	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	Audited Data	Circulation Claim
	July - December 2012	January - June 2013	July - December 2013	January - June 2014	July - December 2014	January - June 2015*
Unique Total Audit Average Qualified***:	15,100	14,967	15,046	15,201	15,442	15,117
Unique Qualified Non-Paid***:	15,030	14,918	15,002	15,148	15,442	15,117
Print:	15,030	13,412	12,622	12,184	12,072	12,073
Digital:	-	1,506	2,669	5,914	5,730	4,749
Unique Qualified Paid***:	70	49	44	53	-	-
Print:	70	49	44	53	-	-
Digital:	-	-	-	1	-	-
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: January - June 2015 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.

