

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.

AC Business Media
(See Additional Data)
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GREEN INDUSTRY PROS is a B2B brand that keeps landscape contractors and equipment dealers on top of the latest products, trends and business strategies that will help them grow their companies. The content of every issue is also available to subscribers globally via the digital version.

FIELD SERVED
GREEN INDUSTRY PROS MAGAZINE serves professional contractors who perform landscape installation and maintenance, lawn maintenance, lawn care, irrigation and power equipment dealers.

DEFINITION OF RECIPIENT QUALIFICATION
Qualified recipients include presidents, owners, partners, general managers, vice presidents, purchasing agents, and other management personnel, foremen, supervisors, and other supervisory personnel in the field served.

CHANNELS

GREEN INDUSTRY PROS MAGAZINE



3 issues in the period
64,213 average circulation

EXECUTIVE SUMMARY

Below are the average contacts per occurrence, including frequency per period reported.

	Non-Paid	Paid	Average
GREEN INDUSTRY PROS MAGAZINE (3 issues in the period)	64,213	-	64,213
a. Print	60,004	-	60,004
b. Digital	4,209	-	4,209
1. Requested	4,209	-	4,209
2. Non-Requested	-	-	-

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	9
Advertiser and Agency	346
Allocated for Trade Shows and Conventions	167
All Other	154
TOTAL	676

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	64,213	100.0	64,213	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	64,213	100.0	64,213	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2018 Issue	Print	Digital	Total Qualified
July/August	60,003	4,259	64,262
September/October	60,005	4,201	64,206
November/December	60,003	4,167	64,170

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2018

This issue is 0.1% or 64 copies below the average of the other 2 issues reported in Paragraph 2.

Business and Industry	Total Qualified	Percent of Total	Print	Digital	Corporate Management: Includes President, Owner, Partner, General Manager, Vice President, Purchasing Agent and Other Management Personnel	Supervisory Personnel: Includes Foreman, Supervisor, and Other Supervisory Personnel
Landscape Contractor (performing some combination of lawn maintenance, installation, lawn care and/or irrigation)	53,642	83.6	50,397	3,245	48,359	5,283
Power Equipment Dealer	10,528	16.4	9,606	922	9,039	1,489
TOTAL QUALIFIED CIRCULATION	64,170	100.0	60,003	4,167	57,398	6,772
PERCENT	100.0		93.5	6.5	89.4	10.6

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2018

Qualification Source	Qualified Within			Print	Digital	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	23,331	22,393	-	41,557	4,167	45,724	71.3
II. Request from recipient's company:	18	37	-	55	-	55	0.1
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	18,391	-	-	18,391	-	18,391	28.6
Association rosters and directories	-	-	-	-	-	-	-
*Business directories	18,391	-	-	18,391	-	18,391	28.6
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
Other sources	-	-	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	41,740	22,430	-	60,003	4,167	64,170	100.0
PERCENT	65.0	35.0	-	93.5	6.5	100.0	

*See Additional Data

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED BRAND REPORTS

6-Month Period Ended:	Audited Data		Audited Data		Audited Data		Audited Data		Circulation Claim	
	January – June 2016	July – December 2016	January – June 2017	July – December 2017	January – June 2018	July – December 2018*	January – June 2018	July – December 2018*	January – June 2018	July – December 2018*
Total Audit Average Qualified:	64,204	64,207	64,295	64,087	63,697	64,213				
Qualified Non-Paid:	64,204	64,207	64,295	64,087	63,697	64,213				
Print:	60,002	60,002	60,003	60,003	60,004	60,004				
Digital:	4,202	4,205	4,292	4,084	3,693	4,209				
Qualified Paid:	-	-	-	-	-	-				
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 – December 2018 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2018*

State	Print	Digital	Total Qualified	Percent	State	Print	Digital	Total Qualified	Percent
Maine	369	17	386		Kentucky	1,145	69	1,214	
New Hampshire	465	28	493		Tennessee	1,262	110	1,372	
Vermont	231	19	250		Alabama	869	59	928	
Massachusetts	1,819	98	1,917		Mississippi	376	29	405	
Rhode Island	207	13	220		EAST SO. CENTRAL	3,652	267	3,919	6.1
Connecticut	1,308	73	1,381		Arkansas	570	42	612	
NEW ENGLAND	4,399	248	4,647	7.2	Louisiana	745	54	799	
New York	2,976	209	3,185		Oklahoma	648	46	694	
New Jersey	1,913	147	2,060		Texas	3,214	203	3,417	
Pennsylvania	3,041	178	3,219		WEST SO. CENTRAL	5,177	345	5,522	8.6
MIDDLE ATLANTIC	7,930	534	8,464	13.2	Montana	324	24	348	
Ohio	2,999	210	3,209		Idaho	438	28	466	
Indiana	1,796	126	1,922		Wyoming	112	11	123	
Illinois	2,514	173	2,687		Colorado	1,119	95	1,214	
Michigan	2,539	172	2,711		New Mexico	264	26	290	
Wisconsin	1,738	125	1,863		Arizona	711	58	769	
EAST NO. CENTRAL	11,586	806	12,392	19.3	Utah	424	34	458	
Minnesota	1,525	82	1,607		Nevada	342	27	369	
Iowa	853	58	911		MOUNTAIN	3,734	303	4,037	6.3
Missouri	1,349	96	1,445		Alaska	34	3	37	
North Dakota	181	12	193		Washington	837	77	914	
South Dakota	222	19	241		Oregon	588	56	644	
Nebraska	675	37	712		California	3,336	240	3,576	
Kansas	665	51	716		Hawaii	81	3	84	
WEST NO. CENTRAL	5,470	355	5,825	9.1	PACIFIC	4,876	379	5,255	8.2
Delaware	227	15	242		UNITED STATES	59,998	4,097	64,095	99.9
Maryland	1,243	97	1,340		U.S. Territories	5	3	8	
Washington, DC	24	2	26		Canada	-	49	49	
Virginia	1,594	113	1,707		Mexico	-	1	1	
West Virginia	215	17	232		Other International	-	17	17	
North Carolina	2,325	147	2,472		APO/FPO	-	-	-	
South Carolina	974	69	1,043						
Georgia	2,180	129	2,309						
Florida	4,392	271	4,663						
SOUTH ATLANTIC	13,174	860	14,034	21.9					
					TOTAL QUALIFIED CIRCULATION	60,003	4,167	64,170	100.0

*See Additional Data

ADDITIONAL DATA

METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served and definition of recipient qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients of the digital version are notified via email when the version is available.

STATEMENT OF CONTENT PLATFORM:

Editorial Replica – If a print edition exists, editorial and design are unchanged from the original print edition. Each issue's content and design are identical to the original edition. Apart from minor updates, the content cannot change once the issue is made available.

CHANGE IN OWNERSHIP:

Effective August 23, 2018, with the September/October 2018 issue, AC Business Media, Inc. was purchased by ACBM, LLC d/b/a AC Business Media.

PARAGRAPH 3b:

Business directories include 1 source of circulation for a quantity of 18,391 copies or 28.6%, including Infogroup.

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Eric Servais, Group Publisher

Angela Franks, Audience Development Manager

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

IMPORTANT NOTE:

This unaudited brand report has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed

January 11, 2019

State

Wisconsin

County

Jefferson

Received by BPA Worldwide

January 11, 2019

Type

BJ

ID Number

P132B0D8

About BPA Worldwide:

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.