

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 coverage, 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.

MAGAZINE CHANNEL FORMAT – PRINT AND DIGITAL ISSUES

LAWN & LANDSCAPE is produced in print and digital formats. The editorial for the print copy is the same for all recipients. The digital format is written and designed for the digital reading experience, accessed by a computer, mobile phone, or tablet.

FIELD SERVED

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

DEFINITION OF RECIPIENT QUALIFICATION

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

CHANNELS

**LAWN & LANDSCAPE
PRINT AND DIGITAL
MAGAZINE**



EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
LAWN & LANDSCAPE PRINT AND DIGITAL MAGAZINE Unique Total* (6 issues in the period)	65,788	-	65,788
a. Print	51,001	-	51,001
b. Digital	25,841	-	25,841

(See Paragraph 3b for Source)

*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	1,312
Allocated for Trade Shows and Conventions	75
All Other	890
TOTAL	2,277

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	63,880	97.1	63,880	97.1	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	1,908	2.9	1,908	2.9	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	65,788	100.0	65,788	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2022 Issue	Print	Digital	Unique Total Qualified*
January	51,000	25,700	65,692
February	50,999	25,799	65,670
March	50,998	25,848	65,682
April	51,001	25,874	65,681
May	50,999	25,896	65,994
June	51,010	25,931	66,010

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

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2022

This issue is 0.4% or 266 copies above the average of the other 5 issues reported in Paragraph 2.

Business and Industry	Unique Total Qualified*	Percent of Total	Print	Digital	Qualification by Title					
					Owners/Executives (Note 1)	Managers (Note 2)	Specialists (Note 3)	Service Providers (Note 4)	Architects/Designers (Note 5)	Miscellaneous Titled/Non-titled Personnel (Note 6)
CONTRACTOR OR SERVICES:										
Landscape/Lawn Maintenance Contractors (including installation & maintenance)	56,394	85.4	44,978	20,818	44,823	9,674	302	1,188	311	96
Chemical Lawn Care Company (excluding mowing)	3,820	5.8	2,804	1,744	2,594	910	127	165	7	17
Irrigation Contractor	1,652	2.5	1,207	751	1,032	515	13	75	14	3
Landscape Architect/Designer	2,602	4.0	1,783	1,190	1,779	553	33	46	187	4
Other Contractors/Services Allied to the field	1,542	2.3	238	1,428	784	361	88	34	9	266
Sub-Total Contractor/Services	66,010	100.0	51,010	25,931	51,012	12,013	563	1,508	528	386
UNIQUE TOTAL QUALIFIED CIRCULATION*	66,010	100.0	51,010	25,931	51,012	12,013	563	1,508	528	386

*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 architect and designer.

Note 6: Includes titles of other miscellaneous titled/non-titled personnel.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2022

Qualification Source	Qualified Within			Print	Digital	Unique Total Qualified*	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	41,115	16,975	-	43,090	25,931	58,090	88.0
II. Request from recipient's company:	-	-	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication (other than request):	-	-	-	-	-	-	-
V. TOTAL – Sources other than above (listed alphabetically):	7,920	-	-	7,920	-	7,920	12.0
Association rosters and directories	-	-	-	-	-	-	-
Business directories	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
**Other sources	7,920	-	-	7,920	-	7,920	12.0
VI. Single Copy Sales:	-	-	-	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	49,035	16,975	-	51,010	25,931	66,010	100.0
PERCENT	74.3	25.7	-	77.3	39.3	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 JUNE 2022

Mailing Address	Print	Digital	Unique Total Qualified*	Percent
Individuals by name and title and/or function	49,096	25,931	64,096	97.1
Individuals by name only	-	-	-	-
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	1,914	-	1,914	2.9
Single Copy Sales	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	51,010	25,931	66,010	100.0

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

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	July – December 2019	January – June 2020	July – December 2020	January – June 2021	July – December 2021*	January – June 2022*
Unique Total Audit Average Qualified***:	71,536	71,373	70,826	70,779	70,623	65,788
Unique Qualified Non-Paid Total***:	71,536	71,373	70,826	70,779	70,623	65,788
Print:	56,000	56,048	56,143	56,123	56,086	51,001
Digital:	27,647	28,248	25,166	26,301	25,313	25,841
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 2021 – June 2022 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.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2022

State	Print	Digital	Unique Total Qualified*	Percent	State	Print	Digital	Unique Total Qualified*	Percent
Maine	274	152	357		Kentucky	719	313	891	
New Hampshire	322	156	417		Tennessee	1,078	559	1,384	
Vermont	143	71	182		Alabama	705	369	898	
Massachusetts	1,621	699	2,018		Mississippi	353	201	467	
Rhode Island	262	100	319		EAST SO. CENTRAL	2,855	1,442	3,640	5.5
Connecticut	1,058	468	1,297		Arkansas	278	145	350	
NEW ENGLAND	3,680	1,646	4,590	7.0	Louisiana	491	213	593	
New York	1,896	886	2,417		Oklahoma	457	272	616	
New Jersey	1,920	911	2,411		Texas	2,878	1,517	3,764	
Pennsylvania	2,490	1,142	3,123		WEST SO. CENTRAL	4,104	2,147	5,323	8.1
MIDDLE ATLANTIC	6,306	2,939	7,951	12.0	Montana	188	96	247	
Ohio	2,684	1,394	3,486		Idaho	333	177	436	
Indiana	1,386	686	1,791		Wyoming	85	42	107	
Illinois	1,896	1,056	2,542		Colorado	937	483	1,229	
Michigan	2,216	1,130	2,876		New Mexico	205	90	261	
Wisconsin	1,183	596	1,530		Arizona	726	331	931	
EAST NO. CENTRAL	9,365	4,862	12,225	18.5	Utah	402	206	510	
Minnesota	1,047	523	1,345		Nevada	311	161	403	
Iowa	564	296	713		MOUNTAIN	3,187	1,586	4,124	6.2
Missouri	1,061	570	1,383		Alaska	46	25	58	
North Dakota	155	71	191		Washington	819	366	1,009	
South Dakota	152	65	185		Oregon	538	249	683	
Nebraska	383	213	512		California	3,732	1,617	4,691	
Kansas	467	292	641		Hawaii	116	57	150	
WEST NO. CENTRAL	3,829	2,030	4,970	7.5	PACIFIC	5,251	2,314	6,591	10.0
Delaware	217	114	278		UNITED STATES	50,327	25,130	64,694	98.0
Maryland	1,096	603	1,451		U.S. Territories	10	14	17	
Washington, DC	33	20	45		Canada	670	640	1,151	
Virginia	1,390	782	1,861		Mexico	-	8	8	
West Virginia	151	75	200		Other International	2	138	139	
North Carolina	2,149	1,096	2,761		APO/FPO	1	1	1	
South Carolina	932	477	1,192		UNIQUE TOTAL QUALIFIED CIRCULATION*	51,010	25,931	66,010	100.0
Georgia	1,591	898	2,117						
Florida	4,191	2,099	5,375						
SOUTH ATLANTIC	11,750	6,164	15,280	23.2					

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

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:

Replica Plus - If a print edition exists, "plus" is editorial that is retained from the original edition and is redesigned and/or supplemented. Each issue's content is primarily taken (but not necessarily replicated in its entirety) from the original edition (whether in print or digital). Apart from minor updates, the content cannot change once the issue is made available.

PARAGRAPH 3b:

Other sources include 1 source of circulation for a quantity of 7,920 copies or 12.0%, including Information Refinery.

PUBLISHER'S AFFIDAVIT

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

Eric Oster, Audience Development Associate

David Szy, Publisher

(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

July 14, 2022

City

Valley View

State

Ohio

Received by BPA Worldwide

July 14, 2022

Type

BJ

ID Number

LO25B0J2

About BPA Worldwide.

BPA Worldwide is in the business of providing assurance. For 80+ years as a not-for-profit assurance service provider, BPA was originally created by advertisers, advertising agencies and the media industry to audit audience claims used in the buying and selling of advertising. Performing nearly 1,000 annual audits of media channels in 19 countries, BPA is a trusted resource for compliance and assurance services.