

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  
70,974 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)	70,974	-	70,974
a. Print	56,008	-	56,008
b. Digital	24,711	-	24,711
1. Requested	24,711	-	24,711
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	1,389
Allocated for Trade Shows and Conventions	250
All Other	167
<b>TOTAL</b>	<b>1,806</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	68,916	97.1	68,916	97.1	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	2,058	2.9	2,058	2.9	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>70,974</b>	<b>100.0</b>	<b>70,974</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

## 2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2018 Issue	Print	Digital	Unique Total Qualified*
January	55,985	24,001	70,600
February	55,567	24,118	70,486
March	55,923	24,328	70,638
April	56,887	25,791	71,861
May	56,000	25,178	71,305
June	55,688	24,847	70,953

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

## 3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018

This issue is 0.6% or 397 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)	58,175	81.6	46,551	19,976	49,985	6,271	160	1,037	722	
Chemical Lawn Care Company (excluding mowing)	3,342	4.7	2,519	1,405	2,560	540	67	116	59	
Irrigation Contractor	1,312	1.8	915	577	968	250	8	65	21	
Architect/Designer	4,448	6.2	3,595	1,213	3,239	899	29	181	100	
Other Contractors/Services Allied to the field	4,028	5.6	2,420	2,007	2,843	575	57	55	498	
<b>Sub-Total Contractor/Services</b>	<b>71,305</b>	<b>100.0</b>	<b>56,000</b>	<b>25,178</b>	<b>59,595</b>	<b>8,535</b>	<b>321</b>	<b>1,454</b>	<b>1,400</b>	
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>71,305</b>	<b>100.0</b>	<b>56,000</b>	<b>25,178</b>	<b>59,595</b>	<b>8,535</b>	<b>321</b>	<b>1,454</b>	<b>1,400</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 2018

Qualification Source	Qualified Within			Print	Digital	Unique Total Qualified*	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	43,597	14,242	-	42,534	25,178	57,839	81.1
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):	<b>13,466</b>	-	-	<b>13,466</b>	-	<b>13,466</b>	<b>18.9</b>
Association rosters and directories	-	-	-	-	-	-	-
**Business directories	13,466	-	-	13,466	-	13,466	18.9
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
Other sources	-	-	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-	-	-
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>57,063</b>	<b>14,242</b>	-	<b>56,000</b>	<b>25,178</b>	<b>71,305</b>	<b>100.0</b>
<b>PERCENT</b>	<b>80.0</b>	<b>20.0</b>	-	<b>78.5</b>	<b>35.3</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 2018

Mailing Address	Print	Digital	Unique Total Qualified*	Percent
Individuals by name and title and/or function	53,932	25,178	69,237	97.1
Individuals by name only	-	-	-	-
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	2,068	-	2,068	2.9
Single Copy Sales	-	-	-	-
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>56,000</b>	<b>25,178</b>	<b>71,305</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 2015	January - June 2016	July - December 2016	January - June 2017	July - December 2017*	July - December 2017*
Unique Total Audit Average Qualified***:	68,054	69,979	70,286	70,620	70,613	70,974
Unique Qualified Non-Paid Total***:	68,054	69,979	70,286	70,620	70,613	70,974
Print:	60,004	59,334	56,006	56,002	56,003	56,008
Digital:	20,716	21,661	23,036	23,079	23,223	24,711
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 2017 - June 2018 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.

