

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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About

GREENHOUSE MANAGEMENT is a B2B brand intended for individuals with broad based interests in the commercial greenhouse growing industry. 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.

Field Served

Greenhouse Management serves the commercial floriculture industry; growers of floriculture crops including bedding plants, potted plants, foliage and tropicals, cut flowers, produce, plugs, perennials, propagation liners, bulbs, finished stock, other crops, other paid subscriptions and others allied to the field.

Definition of Recipient Qualification

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

CHANNELS

Greenhouse Management Magazine



6 issues in period
21,624 average
circulation

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
Greenhouse Management (6 issues in period)	21,624	-	21,624
a. Print	17,426	-	17,426
b. Digital	8,532	-	8,532
1. Requested	8,532	-	8,532
2. Non Requested	-	-	-

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED

	Copies
Not Included Elsewhere	-
Other Paid Circulation	906
Advertiser and Agency	253
Allocated for Trade Shows If; and Conventions	126
All Other	1,285
TOTAL	1,285

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	20,996	97.1	20,996	97.1	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	627	2.9	627	2.9	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	21,623	100.0	21,623	100.0	-	-

1a. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - PRINT

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	16,799	96.4	16,799	96.4	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	627	3.6	627	3.6	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	17,426	100.0	17,426	100.0	-	-

1b. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - DIGITAL

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	8,532	100.0	8,532	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	8,532	100.0	8,532	100.0	-	-

1c. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - BOTH PRINT & DIGITAL

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	4,334	100.0	4,334	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	4,334	100.0	4,334	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2018 Issue	Print	Digital	Qualified Non-Paid	Qualified Paid	Total Qualified
January	17,557	8,384	22,073	-	22,073
February	17,341	8,288	22,125	-	22,125
March	17,691	8,325	22,628	-	22,628
April	17,230	8,245	20,880	-	20,880
May	17,499	8,126	20,947	-	20,947
June	17,239	9,820	21,089	-	21,089

*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 3.7% or 812 copies below the average of the other 5 issues reported in Paragraph 2.

BUSINESS AND INDUSTRY	UNIQUE TOTAL QUALIFIED*	PERCENT OF TOTAL	Print	Digital
Growers of Floriculture crops including bedding plants, potted plants, foliage and tropicals, cut flowers, produce, plugs, perennials, propagation liners, bulbs, finished stock and other crops	18,535	88.5	16,435	6,778
Others Allied to the Industry	2,412	11.5	1,064	1,348
TOTAL QUALIFIED CIRCULATION	20,947	100.0	17,499	8,126
PERCENT	100.0	-	83.5	38.8

*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 3.7% or 812 copies below the average of the other 5 issues reported in Paragraph 2.

CLASSIFICATION BY TITLE	UNIQUE TOTAL QUALIFIED		PERCENT OF TOTAL	
	*		L	
MANAGEMENT: Owners, Partners, Presidents, Executives, General Managers and Directors.	16,833		80.4	14,457 6,138
PRODUCTION: Head Growers, Horticulturists, Supervisors, and Managers.	3,557		17.0	2,764 1,664
OTHER TITLED AND NON-TITLED PERSONNEL	557		2.7	278 324
TOTAL QUALIFIED CIRCULATION	20,947		100.0	17,499 8,126
PERCENT	100.0		-	83.5 38.8

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

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018

QUALIFICATION SOURCE	Qualified Within				Unique Total Qualified*	Total Qualified*	Percent
	1 year	2 years	3 years	Print			
I. Direct request:	14,227	3,059	-	13,838	8,126	17,286	82.5
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):	3,661	-	-	3,661	-	3,661	17.5
Association rosters and directories	-	-	-	-	-	-	-
Business directories	3,661	-	-	3,661	-	3,661	17.5
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-	-	-
Other sources	-	-	-	-	-	-	-
VI. Single Copy Sales	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	17,888	3,059	-	17,499	8,126	20,947	100.0
PERCENT	85.4	14.6	-	83.5	38.8	100.0	-

*See Additional Data

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

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018

Mailing Address	Print	Digital	Total Qualified	Percent of Total
Individuals by name and title and/or function	16,892	8,126	20,340	97.1
Individuals by name only	-	-	-	-
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multiple Copy Same Addressee copies	607	-	607	2.9
Single Copy Sales	-	-	-	-
Total Qualified Circulation	17,499	8,126	20,947	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

	Audited Data		Audited Data		Circulation Claim	
	July - December 2015	January - June 2016	July - December 2016	January - June 2017	July - December 2017	January - June 2018
6-Month Period Ended:	015	016	016	017	017*	18*
Unique Total Audit Average Qualified***:	19,594	20,576	21,045	21,132	21,116	21,624
Unique Qualified Non-Paid Total***:	19,594	20,576	21,045	21,132	21,116	21,624
Print:	17,001	17,012	17,088	17,507	17,503	17,426
Digital:	6,520	6,987	7,349	6,724	6,787	8,532
Unique Qualified Paid Total***:	-	-	-	-	-	-
Print:	-	-	-	-	-	-
Digital:	-	-	-	-	-	-
Post Expire Copies in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	**NC	**NC	**NC	**NC	**NC	**NC

*NOTE: July-June 2018 data is unaudited. With each successive period, new data will be added until six 6-month periods of data are displayed.

**NC = None Claimed.

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

GEOGRAPHIC DISTRIBUTION

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018

State	Print	Digital	Unique Total*	Percent
Maine	166	67	191	
New Hampshire	110	62	137	
Vermont	99	45	115	
Massachusetts	321	150	376	
Rhode Island	76	34	85	
Connecticut	240	117	283	
NEW ENGLAND	1,012	475	1,187	5.7
New York	771	337	893	
New Jersey	422	187	505	
Pennsylvania	969	341	1,110	
MIDDLE ATLANTIC	2,162	865	2,508	12.0
Ohio	866	434	1,060	
Indiana	367	151	434	
Illinois	562	266	689	
Michigan	872	372	1,031	
Wisconsin	562	250	652	
EAST NO. CENTRAL	3,229	1,473	3,866	18.5
Minnesota	482	197	547	
Iowa	292	114	343	
Missouri	362	141	432	
North Dakota	81	30	94	
South Dakota	78	32	89	
Nebraska	130	58	153	
Kansas	178	81	208	
WEST NO. CENTRAL	1,603	653	1,866	8.9
Delaware	44	22	54	
Maryland	245	119	299	
Washington, DC	10	1	10	
Virginia	381	183	464	
West Virginia	77	31	88	
North Carolina	734	323	874	
South Carolina	203	93	246	
Georgia	420	206	506	
Florida	1,130	475	1,346	
SOUTH ATLANTIC	3,244	1,453	3,887	18.6
Kentucky	267	109	315	
Tennessee	342	136	400	
Alabama	193	92	239	
Mississippi	104	42	125	
EAST SO. CENTRAL	906	379	1,079	5.2
Arkansas	95	45	117	
Louisiana	153	88	191	
Oklahoma	164	63	187	
Texas	672	344	834	
WEST SO. CENTRAL	1,084	540	1,329	6.3
Montana	79	30	91	
Idaho	112	57	136	
Wyoming	35	11	41	
Colorado	282	175	371	
New Mexico	69	32	85	
Arizona	140	75	182	
Utah	103	51	121	
Nevada	52	39	73	
MOUNTAIN	872	470	1,100	5.3
Alaska	41	16	45	
Washington	433	191	517	
Oregon	522	166	583	
California	1,333	586	1,599	
Hawaii	115	41	131	
PACIFIC	2,444	1,000	2,875	13.7
UNITED STATES	16,556	7,308	19,697	94.0
U.S. Territories	19	19	26	
Canada	716	561	910	
Mexico	14	9	18	

Other International	193	228	295	
APO/FPO	1	1	1	
TOTAL	17,499	8,126	20,947	100.0

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:

Business directories include 1 source of circulation for a quantity of 3,661 copies or 17.5%, including Dun & Bradstreet.

PUBLISHER’S AFFIDAVIT

We hereby make oath and testify that all data set forth in this statement are true. Date signed July 15, 2018

LADONNE WILSON, AUDIENCE DEVELOPMENT ASSOCIATE State OHIO

JIM GILBRIDE, PUBLISHER County CUYAHOGA

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.) Received by BPA Worldwide July 15, 2018

IMPORTANT NOTE: Type PJ

This unaudited circulation statement has been checked against the previous audit report.It will be included in the annual audit made by BPA Worldwide. ID Number G082POJ8

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.