

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.

GIE Media Inc.
5811 Canal Rd.
Valley View, OH 44125
Tel. No.: 800-456-0707
Fax No.: 216-525-0515
www.lawnandlandscape.com

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.

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 MAGAZINE



6 issues in the period
71,373 average circulation

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
LAWN & LANDSCAPE MAGAZINE (6 issues in the period)	71,373	-	71,373

(See Paragraph 3b for Format Type and Source)

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	1,277
Allocated for Trade Shows and Conventions	75
All Other	147
TOTAL	1,499

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	69,303	97.1	69,303	97.1	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	2,070	2.9	2,070	2.9	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	71,373	100.0	71,373	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2020 Issue	Print	Digital	Unique Total Qualified*
January	56,018	28,148	71,286
February	56,032	28,280	71,206
March	56,045	28,350	71,326
April	56,054	28,450	71,416
May	56,063	28,601	71,406
June	56,078	27,661	71,600

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

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2020

This issue is 0.4% or 272 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)	Architects/ Designers (Note 5)	Miscellaneous Titled/ Non-titled Personnel (Note 6)
CONTRACTOR OR SERVICES:										
Landscape/Lawn Maintenance Contractors (including installation & maintenance)	61,143	85.4	49,921	22,804	49,010	9,677	222	1,639	448	147
Chemical Lawn Care Company (excluding mowing)	3,871	5.4	2,449	1,680	2,595	960	83	213	11	9
Irrigation Contractor	1,911	2.7	1,245	782	1,193	547	19	130	17	5
Landscape Architect/Designer	2,950	4.1	1,951	1,131	2,113	491	16	97	228	5
Other Contractors/Services Allied to the field	1,725	2.4	512	1,264	1,269	281	50	25	8	92
Sub-Total Contractor/Services	71,600	100.0	56,078	27,661	56,180	11,956	390	2,104	712	258
UNIQUE TOTAL QUALIFIED CIRCULATION*	71,600	100.0	56,078	27,661	56,180	11,956	390	2,104	712	258

*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 2020

Qualification Source	Qualified Within					Unique Total Qualified*	Percent
	1 Year	2 Years	3 Years	Print	Digital		
I. Direct Request:	41,879	13,530	3,290	43,177	27,661	58,699	82.0
II. Request from recipient's company:	-	-	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication (other than request):	-	-	-	-	-	-	-
V. TOTAL – Sources other than above (listed alphabetically):	12,901	-	-	12,901	-	12,901	18.0
Association rosters and directories	-	-	-	-	-	-	-
**Business directories	12,901	-	-	12,901	-	12,901	18.0
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
Other sources	-	-	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	54,780	13,530	3,290	56,078	27,661	71,600	100.0
PERCENT	76.5	18.9	4.6	78.4	38.7	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 2020

Mailing Address	Print	Digital	Unique Total Qualified*	Percent
Individuals by name and title and/or function	54,002	27,661	69,524	97.1
Individuals by name only	-	-	-	-
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	2,076	-	2,076	2.9
Single Copy Sales	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	56,078	27,661	71,600	100.0

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

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED BRAND REPORTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	July – December 2017	January – June 2018	July – December 2018	January – June 2019	July – December 2019*	January – June 2020*
Unique Total Audit Average Qualified***:	70,613	70,974	70,999	71,384	71,536	71,373
Unique Qualified Non-Paid Total***:	70,613	70,974	70,999	71,384	71,536	71,373
Print:	56,003	56,008	56,001	56,009	56,000	56,048
Digital:	23,223	24,711	25,194	26,893	27,647	28,248
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 2019 – June 2020 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 2020

State	Print	Digital	Unique Total Qualified*	Percent	State	Print	Digital	Unique Total Qualified*	Percent
Maine	295	123	356		Kentucky	777	379	1,000	
New Hampshire	407	187	499		Tennessee	1,099	608	1,463	
Vermont	176	83	216		Alabama	766	405	1,003	
Massachusetts	1,800	736	2,204		Mississippi	332	184	444	
Rhode Island	208	101	263		EAST SO. CENTRAL	2,974	1,576	3,910	5.5
Connecticut	1,210	521	1,470		Arkansas	373	187	483	
NEW ENGLAND	4,096	1,751	5,008	7.0	Louisiana	550	289	717	
New York	2,822	1,304	3,523		Oklahoma	388	266	577	
New Jersey	1,910	964	2,435		Texas	3,126	1,617	4,069	
Pennsylvania	2,775	1,294	3,494		WEST SO. CENTRAL	4,437	2,359	5,846	8.2
MIDDLE ATLANTIC	7,507	3,562	9,452	13.2	Montana	227	111	291	
Ohio	2,601	1,452	3,422		Idaho	333	180	425	
Indiana	1,513	735	1,924		Wyoming	102	51	127	
Illinois	2,202	1,064	2,788		Colorado	1,122	519	1,411	
Michigan	2,203	1,101	2,779		New Mexico	238	90	283	
Wisconsin	1,458	651	1,803		Arizona	823	356	1,026	
EAST NO. CENTRAL	9,977	5,003	12,716	17.7	Utah	438	243	565	
Minnesota	1,222	598	1,566		Nevada	368	156	453	
Iowa	661	332	834		MOUNTAIN	3,651	1,706	4,581	6.4
Missouri	1,113	598	1,428		Alaska	70	30	91	
North Dakota	154	73	195		Washington	1,012	463	1,272	
South Dakota	187	90	235		Oregon	648	256	778	
Nebraska	530	244	669		California	4,043	1,642	4,953	
Kansas	575	316	740		Hawaii	137	71	179	
WEST NO. CENTRAL	4,442	2,251	5,667	7.9	PACIFIC	5,910	2,462	7,273	10.2
Delaware	215	120	277		UNITED STATES	54,983	26,996	70,074	97.9
Maryland	1,230	603	1,542		U.S. Territories	5	12	13	
Washington, DC	31	29	49		Canada	1,070	539	1,383	
Virginia	1,440	774	1,880		Mexico	1	6	7	
West Virginia	147	77	185		Other International	18	107	122	
North Carolina	2,196	1,124	2,822		AP0/FPO	1	1	1	
South Carolina	921	473	1,220						
Georgia	1,817	1,007	2,428						
Florida	3,992	2,119	5,218						
SOUTH ATLANTIC	11,989	6,326	15,621	21.8					
					UNIQUE TOTAL QUALIFIED CIRCULATION*	56,078	27,661	71,600	100.0

*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:

Business directories include 1 source of circulation for a quantity of 12,901 copies or 18.0%, including InfoUSA.

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.
Averil Braden, 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 13, 2020
City Valley View
State Ohio
Revised July 13, 2020
Type BJ
ID Number L025B0J0

About BPA Worldwide

A not-for-profit organization since 1931 and headquartered in Shelton, Connecticut, USA, BPA has a global membership, spanning more than 20 countries. The organization conducts 2,500+ audits for media brands in print, online/digital and live events. In addition, the BPA-iCompli division verifies compliance to defined industry standards, provides technology assurance, and certifies organization's sustainability practices and reporting. BPA is supported by 4,000+ advertiser and agency members. The latest innovation to move the industry forward is the BPA Media Exchange, a brand-safe and audited cooperative marketplace which offers automated solutions for the buying and selling of digital advertising.