

BRAND REPORT

FOR THE 6 MONTH PERIOD ENDED JUNE 2017



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.greenhousemag.com **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 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

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 the period 21,132 average circulation

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
GREENHOUSE MANAGEMENT MAGAZINE Unique Total* (6 issues in the period)	21,132	-	21,132
a. Print	17,507	-	17,507
b. Digital	6,724	-	6,724
1. Requested	6,724	-	6,724
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	880	
Allocated for Trade Shows and Conventions	435	
All Other	137	
TOTAL	1,452	

	Total Q	ualified	Qualified	Non-Paid	Qualifi	ed Paid
QUALIFIED CIRCULATION	Copies	Percent	Copies	Percent	Copies	Percent
ndividual	20,519	97.1	20,519	97.1	-	-
Sponsored Individually Iddressed	-	-	-	-	-	-
Membership Benefit	·	-	-	-	-	-
Multi-Copy Same ddressee	613	2.9	613	2.9	-	-
ingle Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	21,132	100.0	21,132	100.0	-	-

2017 Issue	Print	Digital	Unique Total Qualified*
lanuary	17,504	6,953	21,009
February	17,509	7,108	21,212
March	17,508	6,452	21,205
April	17,506	6,598	21,203
**May	17,508	6,333	21,049
lune	17,508	6,902	21,116

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017 This issue is 0.5% or 100 copies below the average of the other 5 issues reported in Paragraph				
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	18,801	89.3	15,918	5,586
Others Allied to the Industry	2,248	10.7	1,590	747
UNIQUE TOTAL QUALIFIED CIRCULATION*	21,049	100.0	17,508	6,333
*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.				

	UNIQUE TOTAL	PERCENT		
CLASSIFICATION BY TITLE	QUALIFIED*	OF TOTAL	Print	Digital
MANAGEMENT: Owners, Partners, Presidents, Executives, General Managers and Directors	17,476	83.0	14,809	5,012
PRODUCTION: Head Growers, Horticulturists, Supervisors, and Managers	2,942	14.0	2,235	1,076
OTHER TITLED AND NON-TITLED PERSONNEL including company copies and other paid circulation	631	3.0	464	245
UNIQUE TOTAL QUALIFIED CIRCULATION*	21,049	100.0	17,508	6,333

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

	(Qualified Within	า				
QUALIFICATION SOURCE	1 Year	2 Years	3 Years	Print	Digital	Unique Total Qualified*	Percent
I. Direct Request:	14,095	3,141	-	13,695	6,333	17,236	81.9
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):	3,813	-	-	3,813	-	3,813	18.1
**Association rosters and directories	363	-	-	363	-	363	1.7
**Business directories	3,450	-	-	3,450	-	3,450	16.4
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
Other sources	-	-	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	17,908	3,141	-	17,508	6,333	21,049	100.0
PERCENT	85.1	14.9	-	83.2	30.1	100.0	

^{*}Unique Total Qualified represents unique recipients, not the sum of Print and Digital.
**See Additional Data

MAILING ADDRESS	Print	Digital	Unique Total Qualified*	Percent
Individuals by name and title and/or function	16,898	6,333	20,439	97.1
Individuals by name only	-	-	-	-
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	610	-	610	2.9
Single Copy Sales	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	17,508	6,333	21,049	100.0
Unique Total Qualified represents unique recipients, not the su	um of Print and Digital.			

	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
6-Month Period Ended:	July - December 2014	January – June 2015	July - December 2015	January – June 2016	July - December 2016*	January – June 2017*
Unique Total Audit Average Qualified***:	20,880	20,471	19,594	20,576	21,045	21,132
Unique Qualified Non-Paid Total***:	20,880	20,471	19,594	20,576	21,045	21,132
Print:	16,986	17,085	17,001	17,012	17,088	17,507
Digital:	8,292	7,478	6,520	6,987	7,349	6,724
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 2016 - June 2017 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

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^{**}NC = None Claimed.

 $^{{\}tt ***} {\tt Unique \ Total \ Qualified \ represents \ unique \ recipients, \ not \ the \ sum \ of \ Print \ and \ Digital.}$

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017

			Unique Total					Unique Total	
State	Print	Digital	Qualified*	Percent	State	Print	Digital	Qualified*	Percent
Maine	202	58	224		Kentucky	244	97	298	
New Hampshire	133	49	153		Tennessee	299	108	365	
Vermont	118	29	130		Alabama	207	82	254	
Massachusetts	343	108	395		Mississippi	97	36	123	
Rhode Island	78	23	86		EAST SO. CENTRAL	847	323	1,040	4.9
Connecticut	248	83	281		Arkansas	97	45	127	
NEW ENGLAND	1,122	350	1,269	6.0	Louisiana	155	67	195	
New York	845	306	996		Oklahoma	169	59	199	
New Jersey	424	153	507		Texas	621	243	762	
Pennsylvania	1,044	297	1,200		WEST SO. CENTRAL	1,042	414	1,283	6.1
MIDDLE ATLANTIC	2,313	756	2,703	12.8	Montana	81	21	92	
Ohio	919	352	1,108		Idaho	133	41	154	
Indiana	384	135	451		Wyoming	31	11	36	
Illinois	599	226	733		Colorado	271	111	325	
Michigan	931	291	1,083		New Mexico	67	24	80	
Wisconsin	630	208	721		Arizona	134	47	162	
EAST NO. CENTRAL	3,463	1,212	4,096	19.5	Utah	101	42	119	
Minnesota	439	126	502		Nevada	44	15	52	
Iowa	289	87	331		MOUNTAIN	862	312	1,020	4.8
Missouri	367	107	417		Alaska	37	13	41	
North Dakota	72	21	85		Washington	420	154	508	
South Dakota	84	19	93		Oregon	468	149	555	
Nebraska	137	57	162		California	1,330	443	1,604	
Kansas	200	73	234		Hawaii	115	42	141	
WEST NO. CENTRAL	1,588	490	1,824	8.7	PACIFIC	2,370	801	2,849	13.5
Delaware	46	19	57		UNITED STATES	16,652	5,861	19,853	94.3
Maryland	225	97	284		U.S. Territories	21	16	29	
Washington, DC	6	2	7		Canada	684	325	907	
Virginia	417	147	491		Mexico	10	5	15	
West Virginia	82	27	92		Other International	141	126	245	
North Carolina	696	267	844		APO/FPO	-	-	-	
South Carolina	206	91	255		LINIOUE TOTAL				
Georgia	408	176	513		UNIQUE TOTAL	17 500	6 222	21.040	100.0
Florida	959	377	1,226		QUALIFIED CIRCULATION*	17,508	6,333	21,049	100.0
SOUTH ATLANTIC	3,045	1,203	3,769	17.9	CIRCULATION"				

^{*}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's 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 2 - LATE MAILING OF ISSUE:

3,541 or 16.8% of the May 2017 digital edition were emailed on June 26, 2017.

PARAGRAPH 3b:

Association rosters and directories include 1 source of circulation for a quantity of 363 copies or 1.7%, including the Produce Marketing Association Member Directory. Business directories include 3 sources of circulation for quantities of 230 copies or 1.1% to 2,271 copies or 10.8%, including Cuesta Roble Greenhouse Vegetable Consulting, InfoUSA, and Dun & Bradstreet.

PUBLISHER'S AFFIDAVIT

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

Jim Gilbride, Publisher

Melissa Schiller, Audience Development Associate

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

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 State County Received by BPA Worldwide July 13, 2017 Ohio Cuyahoga July 13, 2017

Туре **ID Number**

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Anot-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.