

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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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, edibles, 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
20,576 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)	20,576	-	20,576
a. Print	17,012	-	17,012
b. Digital	6,987	-	6,987
1. Requested	6,987	-	6,987
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	875
Allocated for Trade Shows and Conventions	108
All Other	144
TOTAL	1,127

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	19,958	97.0	19,958	97.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	618	3.0	618	3.0	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	20,576	100.0	20,576	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2016 Issue	Print	Digital	Unique Total Qualified*
January	16,982	5,883	19,489
February	17,020	6,329	20,065
March	16,999	6,861	20,555
April	16,997	7,447	21,221
May	17,070	7,695	21,060
June	17,003	7,704	21,064

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

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2016
 This issue is 2.8% or 581 copies above 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, edibles, plugs, perennials, propagation liners, bulbs, finished stock and other crops	19,267	91.5	16,004	6,820
Others Allied to the Industry	1,793	8.5	1,066	875
UNIQUE TOTAL QUALIFIED CIRCULATION*	21,060	100.0	17,070	7,695

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

CLASSIFICATION BY TITLE	UNIQUE TOTAL QUALIFIED*	PERCENT OF TOTAL	Print	Digital
MANAGEMENT: Owners, Partners, Presidents, Executives, General Managers and Directors	18,036	85.6	15,006	5,896
PRODUCTION: Head Growers, Horticulturists, Supervisors, and Managers	2,521	12.0	1,777	1,451
OTHER TITLED AND NON-TITLED PERSONNEL including company copies and other paid circulation	503	2.4	287	348
UNIQUE TOTAL QUALIFIED CIRCULATION*	21,060	100.0	17,070	7,695

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

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2016

QUALIFICATION SOURCE	Qualified Within			Print	Digital	Unique Total Qualified*	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	14,282	2,959	-	13,251	7,695	17,241	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):	3,819	-	-	3,819	-	3,819	18.1
Association rosters and directories	-	-	-	-	-	-	-
**Business directories	3,819	-	-	3,819	-	3,819	18.1
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
Other sources	-	-	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	18,101	2,959	-	17,070	7,695	21,060	100.0
PERCENT	85.9	14.1	-	81.1	36.5	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 MAY 2016

MAILING ADDRESS	Print	Digital	Unique Total Qualified*	Percent
Individuals by name and title and/or function	16,432	7,695	20,428	97.0
Individuals by name only	-	-	-	-
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	632	-	632	3.0
Single Copy Sales	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	17,070	7,695	21,060	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

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	July - December 2013	January - June 2014	July - December 2014	January - June 2015	July - December 2015*	January - June 2016*
Unique Total Audit Average Qualified***:	20,626	20,872	20,880	20,471	19,594	20,576
Unique Qualified Non-Paid Total***:	20,569	20,820	20,880	20,471	19,594	20,576
Print:	18,295	17,245	16,986	17,085	17,001	17,012
Digital:	2,565	6,600	8,292	7,478	6,520	6,987
Unique Qualified Paid Total***:	57	52	-	-	-	-
Print:	57	52	-	-	-	-
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 2015 - June 2016 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

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

