

B2B Media

Publisher's Statement

6 months ended June 30, 2023

Subject to Audit

Field Served:

Lawn & Landscape serves the lawn and landscape service industry. Included are landscape contractors, lawn maintenance contractors, chemical lawn companies, irrigation contractors, landscape architects/designers and other contractors/services allied to the field.

Lawn & Landscape



TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION		66,247
AVERAGE QUALIFIED NONPAID CIRCULATION		
Qualified Nonpaid Individual - Print		38,127
Qualified Nonpaid Individual - Digital		15,242
Qualified Nonpaid Individual - Print & Digital (Unduplicated)		10,957
Total Qualified Nonpaid Individual		64,326
Qualified Nonpaid Multicopy Same Addressee - Print		1,921
Total Average Qualified Nonpaid Circulation		66,247

AVERAGE NONQUALIFIED CIRCULATION		
Nonqualified Allocated for Shows & Conventions - Print		50
Total Nonqualified Allocated for Shows & Conventions		50
Nonqualified Miscellaneous, Including Staff Copies - Print		2,263
Total Nonqualified Miscellaneous, Including Staff Copies		2,263
Total Average Nonqualified Circulation		2,313

CIRCULATION BY ISSUES					
Issue		Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Qualified Nonpaid - Print & Digital (Unduplicated)	Total Qualified Nonpaid
	Jan	40,367	15,461	10,637	66,465
	Feb	40,406	15,526	10,598	66,530
	Mar	40,290	15,487	10,717	66,494
	Apr	40,257	15,502	10,745	66,504
	May	40,076	15,325	10,929	66,330
	Jun	38,892	14,152	12,113	65,157

BUSINESS/OCCUPATIONAL ANALYSIS												
Classification by Business & Industry		Total	%	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Qualified Nonpaid - Print & Digital (Unduplicated)	Total Qualified Nonpaid	Owners / Executives	Managers	Specialists	Service Providers	Architects/ Designers
	CONTRACTOR OR SERVICES											
1.	Landscape/Lawn Maintenance Contractors (including installation & maintenance	55,619	85.4	34,625	10,465	10,529	55,619	45,588	8,170	246	1,234	381
2.	Chemical Lawn Care Company (excluding mowing)	3,746	5.7	1,976	1,000	770	3,746	2,607	830	118	169	22
3.	Irrigation Contractor	1,613	2.5	866	409	338	1,613	1,045	457	6	85	20
4.	Landscape Architect/Designer	2,566	3.9	1,296	880	390	2,566	1,690	576	42	66	192
	Others Allied to the Field	1,613	2.5	129	1,398	86	1,613	811	365	89	34	314
	Total Qualified Circulation	65,157	100.0	38,892	14,152	12,113	65,157	51,741	10,398	501	1,588	929
	Percent	100.0		59.7	21.7	18.6	100.0	79.4	16.0	0.8	2.4	1.4

AGE OF SOURCE ANALYSIS								
Source	Print	Digital	Print & Digital (Unduplicated)	Qualified Within				
				1 Year	2 Years	3 Years	Total	Percent
Total Direct Request From Recipient	30,936	14,152	12,113	39,443	17,758		57,201	87.8
Total Direct Request From Recipient's Company								
Total Communication Other Than Request								
Association								
Business Directories								
Lists								
Acquired Circulation								
Other Sources	7,956			7,956			7,956	12.2
Total Qualified Subscriptions	38,892	14,152	12,113	47,399	17,758		65,157	100.0
Percent	59.7	21.7	18.6	72.7	27.3		100.0	

MAILING ADDRESS ANALYSIS					
	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Qualified Nonpaid - Print & Digital (Unduplicated)	Total Qualified Nonpaid	Percent
Individual by Name and Title and/or Occupation	36,956	14,119	12,085	63,160	96.9
Individual by Name Only	45	33	28	106	0.2
Title or Occupation Only	1			1	
Company Name Only					
Multicopy Same Addressee	1,890			1,890	2.9
Total Qualified Subscriptions	38,892	14,152	12,113	65,157	100.0
Total Qualified Circulation	38,892	14,152	12,113	65,157	100.0

GEOGRAPHIC ANALYSIS				
State	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Qualified Nonpaid - Print & Digital (Unduplicated)	Total Qualified Nonpaid
Alabama	579	175	200	954
Arizona	448	202	140	790
Arkansas	229	75	93	397
California	2,344	965	742	4,051
Colorado	643	255	200	1,098
Connecticut	704	217	238	1,159
Delaware	170	57	73	300
District of Columbia	23	9	7	39
Florida	3,845	1,130	936	5,911
Georgia	1,325	499	410	2,234
Idaho	262	103	76	441
Illinois	1,331	612	450	2,393
Indiana	1,129	382	361	1,872
Iowa	429	145	136	710
Kansas	367	166	125	658
Kentucky	611	157	164	932
Louisiana	460	91	105	656
Maine	222	71	57	350
Maryland	824	316	273	1,413
Massachusetts	1,056	358	367	1,781
Michigan	1,681	555	538	2,774
Minnesota	777	266	226	1,269
Mississippi	284	112	103	499
Missouri	918	299	277	1,494
Montana	157	56	48	261
Nebraska	346	122	108	576
Nevada	211	94	62	367
New Hampshire	245	105	80	430
New Jersey	1,317	469	443	2,229
New Mexico	135	59	44	238
New York	1,648	508	526	2,682
North Carolina	1,596	580	502	2,678
North Dakota	116	41	38	195
Ohio	2,033	706	645	3,384
Oklahoma	422	142	124	688
Oregon	435	154	102	691
Pennsylvania	1,783	583	580	2,946
Rhode Island	178	39	54	271
South Carolina	752	274	229	1,255
South Dakota	129	31	32	192
Tennessee	841	283	283	1,407
Texas	2,300	887	689	3,876
Utah	287	124	106	517
Vermont	101	35	39	175
Virginia	1,062	438	373	1,873
Washington	526	188	173	887
West Virginia	124	44	39	207
Wisconsin	904	302	263	1,469
Wyoming	70	19	22	111
TOTAL 48 CONTERMINOUS STATES	38,379	13,500	11,901	63,780
Alaska	21	9	9	39
Hawaii	40	15	13	68
TOTAL ALASKA & HAWAII	61	24	22	107
Single Copy Sales				
U.S. Unclassified				
TOTAL UNITED STATES	38,440	13,524	11,923	63,887
Poss. & Other Areas	5	5	10	20
U.S. & POSS., etc.	38,445	13,529	11,933	63,907
Canada	447	490	179	1,116
International		133		133
Military or Civilian Personnel Overseas			1	1
Total International	447	623	180	1,250
E-mail Address Only				
Other Unclassified				
GRAND TOTAL	38,892	14,152	12,113	65,157

NOTES

Definition of Recipient Qualification:

Qualified recipients are owners, executives, managers, specialists, service providers, architects, designers and other miscellaneous titled and non-titled personnel.

Rounding %: Due to rounding, percentages may not always add up to 100%.

Analyzed Issue: The information in Business/Occupational Analysis; Age of Source Analysis; Mailing Address Analysis; and Geographic Analysis is from an analysis of the Jun issue.

We certify that to the best of our knowledge all data set forth in this Publisher's Statement are true and report circulation in accordance with Alliance for Audited Media's Bylaws and Rules.

Frequency: Monthly
Format: Standard

Established: 1987
AAM Member Since: 1987
Member #: 06-3021-7
SRDS: 77

Parent Company: GIE Media Inc.

ERIC OSTER
Audience Development Associate

DAVID SZY
Publisher

Published by:
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