

**BUSINESS PUBLICATION CIRCULATION STATEMENT
FOR THE 6 MONTH PERIOD ENDED JUNE 2007**
(Including Supplementary Data)

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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FIELD SERVED

LAWN & LANDSCAPE serves the lawn and landscape maintenance service industry. Included are landscape contractors, lawn maintenance contractors, chemical lawn care companies, ornamental shrub & tree services, irrigation contractors, landscape architects, and other contract services. Also included are in-house grounds maintenance such as: condominium complexes, housing developments, private estates, commercial and industrial parks, government grounds, and military installations, recreational parks, dealers, distributors, formulators, manufacturers, extension agents, regulatory agencies, (federal, state, county), university personnel and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include: owner, president, partner, corporate officer, manager, director, superintendent, foreman, specialist, agronomist, horticulturist, entomologist, plant pathologist, serviceman, technician, company and library copies, miscellaneous titled and non-titled personnel.

PURPOSE

Included herein is a supplementary analysis of services performed by qualified recipients in Paragraph 3a.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	342
Advertiser and Agency _____	1,379
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	317
All Other _____	393
TOTAL	2,431

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	77,526	100.0	77,526	100.0	-	-
Sponsored Individually Addressed _	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	77,526	100.0	77,526	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD																	
2007 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Undup- licated) (C)	Qualified Non-Paid	Qualified Paid	Total Qualified	2007 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Undup- licated) (C)	Qualified Non-Paid	Qualified Paid	Total Qualified
February _____	6,759	7,328	73,276	1,026	2,632			76,934	May _____	4,828	3,000	73,932	991	2,602			77,525
March _____	3,511	3,364	73,776	1,126	2,523			77,425	June _____	64	8	73,880	994	2,601			77,475
TOTAL	19,577	19,571															

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2007
This issue is -% or 2 copies below the average of the other 5 issues reported in Paragraph two.

BUSINESS/INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Qualification By Title				
						Owner, President, Corporate Officer, Partner	Superintendent Manager, Director, Foreman	Agronomist, Consultant, Specialist Horticulturist, Entomologist, Plant Path.	Service Man, Technician	Company/Library/Copies, Misc-Titled Non-Titled Personnel
I. CONTRACTOR OR SERVICES:										
Landscape Contractor (installation & maintenance) _____	48,849	63.0	46,751	535	1471	43,950	3,899	187	136	677
Lawn Maintenance Contractor _____	14,918	19.2	14,065	171	682	13,633	878	55	50	302
Chemical Lawn Care Company (excluding mowing) _____	3,594	4.6	3,370	77	147	2,810	621	38	45	80
Ornamental Shrub & Tree Services _____	2,979	3.8	2,895	30	54	2,697	213	18	7	44
Irrigation Contractor _____	1,365	1.8	1,295	18	52	1,198	131	6	5	25
Landscape Architect _____	4,506	5.9	4,244	137	125	3,887	315	86	31	187
Other Contractors/Services _____	1,314	1.7	1,337	18	51	955	270	25	25	39
Sub-Total Contractor/Services _____	77,525	100.0	73,957	986	2582	69,130	6,327	415	299	1,354
Other Qualified Circulation includes: In-House Lawn & Grounds Maintenance, Dealers, Distributors, Formulators, Manufacturers, Extension Agents, Regulatory Agencies, University Personnel, Libraries, Trade Associations, and Others Allied to the Field _____	-	-	-	-	-	-	-	-	-	-
Sub-Total Other Qualified Circulation _____	-	-	-	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	77,525	100.0	73,957	986	2,582	69,130	6,327	415	299	1,354

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2007

Qualification Source	Qualified Within			Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 year	3 year							
I. TOTAL - Personal direct request from the recipient:	67,171	10,354	-	73,932	991	2,602			77,525	100.0
a. Written _____	8,949	1,524	-	10,001	49	423			10,473	13.5
b. Telecommunication _____	55,112	8,254	-	61,159	804	1,403			63,366	81.7
c. Electronic _____	3,110	576	-	2,772	138	776			3,686	4.8
II. TOTAL - Request from recipient's company:	-	-	-	-	-	-			-	-
a. Written _____	-	-	-	-	-	-			-	-
b. Telecommunication _____	-	-	-	-	-	-			-	-
c. Electronic _____	-	-	-	-	-	-			-	-
III. TOTAL - Membership Benefit:	-	-	-	-	-	-			-	-
a. Individual _____	-	-	-	-	-	-			-	-
b. Organizational _____	-	-	-	-	-	-			-	-
IV. TOTAL - Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-			-	-
a. Written _____	-	-	-	-	-	-			-	-
b. Telecommunication _____	-	-	-	-	-	-			-	-
c. Electronic _____	-	-	-	-	-	-			-	-
V. TOTAL - Sources other than above (listed alphabetically):	-	-	-	-	-	-			-	-
Association rosters and directories _____	-	-	-	-	-	-			-	-
Business directories _____	-	-	-	-	-	-			-	-
Independent field reports _____	-	-	-	-	-	-			-	-
Licenseses - National, State or Local Government _____	-	-	-	-	-	-			-	-
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-	-	-	-			-	-
Other sources _____	-	-	-	-	-	-			-	-
VI. TOTAL - Single Copy Sales:	-	-	-	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	67,171	10,354	-	73,932	991	2,602			77,525	100.0
PERCENT	86.6	13.4	-	95.4	1.3	3.4			100.0	-

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2007

MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____	73,702	991	2,602			77,295	99.7
Individuals by name only _____	133	-	-			133	0.2
Titles or functions only _____	97	-	-			97	0.1
Company names only _____	-	-	-			-	-
Multi-Copy Same Addressee copies _____	-	-	-			-	-
Single Copy Sales _____	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	73,932	991	2,602			77,525	100.0

SUPPLEMENTARY DATA FOR ISSUE OF MAY 2007

MULTIPLE ANALYSIS BY RESPONDENTS INDICATION ONE OR MORE OF THE FOLLOWING AREAS

BUSINESS/INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Multiple Analysis by Respondents Indication One or More of the Following Areas																									
			Land-scape design	Seeding or sodding	Turf and ornamental installation	Bedding plants and color installation	Irrigation installation	Land-scape lighting	Hard-scape installation	Water features	Land-scape renovation	Turf fertilization	Turf aeration	Tree and ornamental care	Tree and stump removal	Irrigation maintenance	Erosion control	Turf disease control	Turf insect control	Turf weed control	Tree and ornamental pesticide application	Mowing	Hydro-seeding	Snow removal	Interior landscape services	Structural pest control	Holiday lighting	Other
I. CONTRACTOR OR SERVICES:																												
Landscape Contractor (installation & maintenance) _____	48,849	63.0	39,311	36,988	31,668	33,158	22,644	24,032	23,550	21,767	31,204	24,451	21,781	16,906	13,890	14,767	14,225	18,742	18,706	19,654	10,906	26,009	16,492	13,864	7,419	5,240	6,020	1,108
Lawn Maintenance Contractor _____	14,918	19.2	6,734	9,194	6,457	6,862	3,356	3,326	3,194	2,777	6,137	7,571	6,760	4,519	3,392	3,262	2,428	5,396	5,579	6,416	2,908	11,858	3,114	4,103	1,177	1,240	1,192	333
Chemical Lawn Care Company (excluding mowing) _____	3,594	4.6	931	1,551	881	752	434	446	481	414	786	2,258	1,765	1,356	405	418	334	2,502	2,690	2,630	1,917	777	333	454	158	866	197	120
Ornamental Shrub & Tree Services _____	2,979	3.8	623	693	713	595	257	227	243	242	448	533	455	2,164	2,153	156	190	476	488	495	928	293	328	267	142	203	168	40
Irrigation Contractor _____	1,365	1.8	406	424	347	296	1,068	420	258	325	306	265	229	139	112	873	185	181	173	190	94	201	166	157	70	57	99	47
Landscape Architect _____	4,506	5.9	4,019	1,158	1,399	1,342	1,156	1,160	888	1,007	1,547	670	565	542	426	459	523	503	491	505	317	419	468	372	544	259	269	196
Other Contractors/Services _____	1,314	1.7	728	776	395	583	299	401	471	411	482	350	280	313	248	204	256	342	414	370	351	303	197	206	157	321	127	156
Sub-Total Contractor/Services _____	77,525	100.0	52,752	50,784	41,860	43,588	29,214	30,012	29,085	26,943	40,910	36,098	31,835	25,939	20,626	20,139	18,141	28,142	28,541	30,260	17,421	39,860	21,098	19,423	9,667	8,186	8,072	2,000
Other Qualified Circulation includes: In-House Lawn & Grounds Maintenance, Dealers, Distributors, Formulators, Manufacturers, Extension Agents, Regulatory Agencies, University Personnel, Libraries, Trade Associations, and Others Allied to the Field _____	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sub-Total Other Qualified Circulation _____	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	77,525	100.0	52,752	50,784	41,860	43,588	29,214	30,012	29,085	26,943	40,910	36,098	31,835	25,939	20,626	20,139	18,141	28,142	28,541	30,260	17,421	39,860	21,098	19,423	9,667	8,186	8,072	2,000

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2007

State & Zip Code	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
039-049 Maine	370	1	15			386	
030-038 New Hampshire	500	5	24			529	
050-059 Vermont	285	4	6			295	
010-027 Massachusetts	1,878	26	80			1,984	
028-029 Rhode Island	276	2	16			294	
060-069 Connecticut	1,224	12	44			1,280	
NEW ENGLAND	4,533	50	185			4,768	6.2
100-149 New York	3,443	37	118			3,598	
070-089 New Jersey	2,275	27	99			2,401	
150-196 Pennsylvania	3,467	28	95			3,590	
MIDDLE ATLANTIC	9,185	92	312			9,589	12.4
430-459 Ohio	3,883	30	150			4,063	
460-479 Indiana	2,068	16	55			2,139	
600-629 Illinois	2,926	31	105			3,062	
480-499 Michigan	3,146	30	93			3,269	
530-549 Wisconsin	2,060	24	48			2,132	
EAST NO. CENTRAL	14,083	131	451			14,665	18.9
550-567 Minnesota	1,698	20	49			1,767	
500-528 Iowa	928	8	20			956	
630-658 Missouri	1,676	16	44			1,736	
580-588 North Dakota	176	3	4			183	
570-577 South Dakota	250	1	3			254	
680-693 Nebraska	672	13	23			708	
660-679 Kansas	812	18	27			857	
WEST NO. CENTRAL	6,212	79	170			6,461	8.3
197-199 Delaware	260	3	12			275	
206-219 Maryland	1,411	21	62			1,494	
200-205 Washington, DC	30	1	2			33	
220-246 Virginia	1,777	25	66			1,868	
247-268 West Virginia	229	3	10			242	
270-289 North Carolina	2,680	43	108			2,831	
290-299 South Carolina	1,184	17	39			1,240	
300-319 Georgia	2,476	45	127			2,648	
320-349 Florida	5,911	86	229			6,226	
SOUTH ATLANTIC	15,958	244	655			16,857	21.8

State & Zip Code	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
400-427 Kentucky	1,242	16	29			1,287	
370-385 Tennessee	1,616	19	62			1,697	
350-369 Alabama	1,084	9	31			1,124	
386-397 Mississippi	423	3	16			442	
EAST SO. CENTRAL	4,365	47	138			4,550	5.9
716-729 Arkansas	554	6	22			582	
700-714 Louisiana	689	7	22			718	
730-749 Oklahoma	778	11	31			820	
750-799 Texas	4,490	69	169			4,728	
WEST SO. CENTRAL	6,511	93	244			6,848	8.8
590-599 Montana	334	2	9			345	
832-838 Idaho	528	7	21			556	
820-831 Wyoming	145	3	2			150	
800-816 Colorado	1,503	33	46			1,582	
870-884 New Mexico	320	8	9			337	
850-865 Arizona	947	18	46			1,011	
840-847 Utah	605	14	24			643	
889-898 Nevada	505	8	8			521	
MOUNTAIN	4,887	93	165			5,145	6.6
995-999 Alaska	107	4	4			115	
980-994 Washington	1,390	23	50			1,463	
970-979 Oregon	915	26	18			959	
900-961 California	5,489	95	169			5,753	
967-968 Hawaii	229	4	4			237	
PACIFIC	8,130	152	245			8,527	11.0
UNITED STATES	73,864	981	2,565			77,410	99.9
969 & 004-009 U.S. Territories	18	2	1			21	
Canada	75	3	16			94	
Mexico	-	-	-			-	
Other International	-	-	-			-	
APO/FPO	-	-	-			-	
TOTALS	73,957	986	2,582			77,525	100.0

9. FIVE CALENDAR YEAR ANALYSIS: AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	2003	2004	2005	2006	*2007
Total Audit Average Qualified:	71,812	73,379	73,583	73,364	77,526
Qualified Non-Paid:	70,748	72,618	72,961	72,917	77,526
Print Only				71,251	73,971
Digital Only				464	1,032
Print & Digital (Unduplicated)				1,202	2,523
Qualified Paid:	1,065	761	622	447	-
Print Only				441	-
Digital Only				2	-
Print & Digital (Unduplicated)				5	-
Post Expire Copies included in Paid Circulation:	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	**NC	\$26.88	\$26.28	\$26.38	**NC

*NOTE: 2007 data is unaudited.

**NC = None claimed.

10. PAID CIRCULATION DATA

**NC	Average Annual Subscription Order Price for the Period Required (includes promotional incentive value, if any)
12	Issues Per Year
**NC	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

QUESTIONNAIRE USED BY PUBLICATION TO ELICIT SUPPLEMENTARY DATA:



Do you wish to receive/continue to receive a FREE subscription to Lawn & Landscape? Yes No

Signature _____ Date _____
 Name _____
 Title _____
 Company _____
 Address _____
 City _____
 State _____ Zip _____
 Phone _____
 Fax _____
 E-mail _____

GIE Media Inc will only use your email address to contact you with relevant industry or subscription information. If you do not want to receive email from trusted 3rd parties, please check here _____

What is the best way to contact you for future renewals?
 email fax telephone

1. What is your primary business at this location? (check one)

- I Contractor or Services
 - 1-Landscape Contractor (full service)
 - 2-Chemical Lawn Care Company
 - 3-Lawn Maintenance Company
 - 4-Ornamental Shrub & Tree Service
 - 5-Irrigation Contractor
 - 6-Landscape Architect
 - 7-Other Contract Services
 - (please describe) _____
- II In-house Lawn/Care Maintenance
 - 8-In-house maintenance including educational facilities, health care facilities, government grounds, parks & military installations, condominium complexes, housing developments, private estates, commercial & industrial parks
- III Distributor/Manufacturer
 - 9-Dealer
 - 10-Distributor
 - 11-Formulator
 - 12-Manufacturer
- IV Others Allied to the Field
 - 13-Extension Agent (Federal, State, County, City, Regulatory Agency)
 - 14-School, College, University
 - 15-Trade Association
 - Others (please describe) _____

2. What services does your business offer?

- 1. Landscape Design
- Landscape Installation
 - 2. Seeding or Sodding
 - 3. Turf & Ornamental Installation
 - 4. Bedding Plants & Color Installation
 - 5. Irrigation Installation
 - 6. Landscape Lighting
 - 7. Hardscape Installation
 - 8. Water Features
- Landscape Maintenance
 - 9. Landscape Renovation
 - 10. Turf Fertilization
 - 11. Turf Aeration
 - 12. Tree & Ornamental Care
 - 13. Tree & Stump Removal
 - 14. Irrigation Maintenance
 - 15. Erosion Control
- Pesticide Application
 - 16. Turf Disease Control
 - 17. Turf Insect Control
 - 18. Turf Weed Control
 - 19. Tree & Ornamental Pesticide Application

- Other _____
- 20. Mowing
 - 21. Hydros seeding
 - 22. Snow Removal
 - 23. Interior Landscape Services
 - 24. Structural Pest Control
 - 25. Holiday Lighting
 - 26. Other _____

3. How many full-time (year-round) employees do you employ? _____

4. What year was your business founded? _____

5. Approximately what were your company's gross revenues?

- 1-Less than \$50,000
- 2-\$50,000 to \$99,000
- 3-\$100,000 to \$199,999
- 4-\$200,000 to \$299,999
- 5-\$300,000 to \$499,999
- 6-\$500,000 to \$999,999
- 7-\$700,000 to \$999,999
- 8-\$1,000,000 to \$1,999,999
- 9-\$2,000,000 to \$3,999,999
- 10-\$4,000,000 to \$6,999,999
- 11-\$7,000,000 or more

6. Please indicate the percentage of your business in each area below:

Residential _____ %
 Commercial _____ %
 Other _____ %
 (please describe) _____

Please allow 4-6 weeks for delivery of first issue. Incomplete forms will not be processed. Publisher reserves the right to reject all non-qualified subscription requests.

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216-961-0364 or 216-961-0594
 Or Mail To:
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PO BOX 5817
Cleveland, OH 44101-0817

11. ADDITIONAL DATA**METHOD OF DISTRIBUTION:**

All qualified circulation conforms to the field served and definition of a recipient's qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients who request the digital versions are notified via email when the version is available.

PARAGRAPHS 5 THROUGH 8 ARE NOT REQUIRED.

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD – PRINT VERSION ONLY						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	73,971	100.0	73,971	100.0	-	-
Sponsored Individually Addressed _	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	73,971	100.0	73,971	100.0	-	-

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - DIGITAL VERSION ONLY						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	1,032	100.0	1,032	100.0	-	-
Sponsored Individually Addressed _	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	1,032	100.0	1,032	100.0	-	-

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD – BOTH PRINTED AND DIGITAL VERSION						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	2,523	100.0	2,523	100.0	-	-
Sponsored Individually Addressed _	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	2,523	100.0	2,523	100.0	-	-

PUBLISHER'S AFFIDAVIT		
We hereby make oath and say that all data set forth in this statement are true.	Date signed	August 10, 2007
Joseph DiFranco, Publisher	State	Ohio
Melody Berendt, Circulation Director	County	Summit
(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	August 10, 2007
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	L025Y0J7