



Welcome to the BPA Brand Report

You are looking at the contemporary design that has replaced BPA's traditional "green sheets" and "pink sheets."

No longer called a "Circulation Statement," the BPA Brand Report showcases the entire scope of a brand's audience that media buyers and marketers have been looking for, including all of the circulation data you have relied upon from BPA.

The fully customizable Brand Report may include a variety of channels, including:

- Publication/magazine circulation
- Website traffic
- E-newsletter distribution
- Event/tradeshows/conference attendance
- Webinar attendance
- Social media, including online networks and communities
- Mobile media/Apps
- And More!

[Click here to learn more about effectively using the BPA Brand Report.](#)

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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Scan for Publisher's contact information

GREEN INDUSTRY PROS is a B2B brand that keeps landscape contractors and equipment dealers on top of the latest products, trends and business strategies that will help them grow their companies. The content of every issue is also available to subscribers globally via the digital version.

FIELD SERVED

GREEN INDUSTRY PROS magazine serves professional contractors who perform landscape installation and maintenance, lawn maintenance, chemical lawn care, irrigation and other contractors and power equipment dealers along with members of Planet.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include presidents, owners, partners, general managers, vice presidents, purchasing agents, and other management personnel, foremen, supervisors, and other supervisory personnel in the field served including other titled and non-titled personnel.

CHANNELS

**GREEN
INDUSTRY PROS
MAGAZINE**



4 Issues in the period
64,220 average circulation

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
GREEN INDUSTRY PROS MAGAZINE (4 issues in the period)	64,220	-	64,220
a. Print	60,002	-	60,002
b. Digital	4,218	-	4,218
1. Requested	4,218	-	4,218
2. Non-Requested	-	-	-

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	55
Advertiser and Agency Allocated for Trade Shows and Conventions	570
All Other	25
TOTAL	856

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	64,220	100.0	64,220	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	64,220	100.0	64,220	100.0	-	-

1a. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD - PRINT

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	60,002	100.0	60,002	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	60,002	100.0	60,002	100.0	-	-

1b. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD - DIGITAL

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	4,218	100.0	4,218	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	4,218	100.0	4,218	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2014 Issue	Print	Digital	Total Qualified
January	60,004	4,228	64,232
February	60,003	4,242	64,245
March/April	60,000	4,205	64,205
May/June	60,000	4,195	64,195

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2014

This issue is -% or 32 copies below the average of the other 3 issues reported in Paragraph 2.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print	Digital	Corporate Management: Includes President, Owner, Partner, General Manager, Vice President, Purchasing Agent and Other Management Personnel	Supervisory Personnel: Includes Foreman, Supervisor, and Other Supervisory Personnel	Other titled and non- titled personnel
Landscape Contractor (performing some combination of lawn maintenance, installation, chemical lawn care and/or irrigation)	50,483	78.6	46,864	3,619	46,802	3,681	-
Power Equipment Dealer	9,678	15.1	9,102	576	9,051	627	-
Planet Members	4,034	6.3	4,034	-	-	-	4,034
TOTAL QUALIFIED CIRCULATION	64,195	100.0	60,000	4,195	55,853	4,308	4,034
PERCENT	100.0		93.5	6.5	87.0	6.7	6.3

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2014

QUALIFICATION SOURCE	Qualified Within			Print	Digital	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	36,172	15,259	-	47,236	4,195	51,431	80.2
II. Request from recipient's company:	96	-	-	96	-	96	0.1
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	12,668	-	-	12,668	-	12,668	19.7
*Association rosters and directories	4,039	-	-	4,039	-	4,039	6.3
*Business directories	8,629	-	-	8,629	-	8,629	13.4
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
Other sources	-	-	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	48,936	15,259	-	60,000	4,195	64,195	100.0
PERCENT	76.2	23.8	-	93.5	6.5	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2014

MAILING ADDRESS	Print	Digital	Total Qualified	Percent
Individuals by name and title and/or function	57,099	4,195	61,294	95.5
Individuals by name only	2,901	-	2,901	4.5
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION	60,000	4,195	64,195	100.0

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 2011	January - June 2012	July - December 2012	January - June 2013	July - December 2013*	January - June 2014*
Total Audit Average Qualified:	57,504	57,503	57,503	59,673	64,210	64,220
Qualified Non-Paid:	57,504	57,503	57,503	59,673	64,210	64,220
Print:	57,504	57,503	57,503	55,704	60,006	60,002
Digital:	-	-	-	3,969	4,204	4,218
Qualified Paid:	-	-	-	-	-	-
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 2013 - June 2014 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2014

State	Print	Digital	Total Qualified	Percent	State	Print	Digital	Total Qualified	Percent
Maine	402	29	431		Kentucky	1,329	106	1,435	
New Hampshire	452	35	487		Tennessee	1,473	135	1,608	
Vermont	250	30	280		Alabama	955	55	1,010	
Massachusetts	1,655	105	1,760		Mississippi	457	28	485	
Rhode Island	208	15	223		EAST SO. CENTRAL	4,214	324	4,538	7.1
Connecticut	1,174	92	1,266		Arkansas	529	22	551	
NEW ENGLAND	4,141	306	4,447	6.9	Louisiana	759	44	803	
New York	2,833	223	3,056		Oklahoma	568	39	607	
New Jersey	1,864	173	2,037		Texas	2,826	171	2,997	
Pennsylvania	3,008	235	3,243		WEST SO. CENTRAL	4,682	276	4,958	7.7
MIDDLE ATLANTIC	7,705	631	8,336	13.0	Montana	302	18	320	
Ohio	3,194	205	3,399		Idaho	388	31	419	
Indiana	1,955	128	2,083		Wyoming	115	4	119	
Illinois	2,725	161	2,886		Colorado	1,077	62	1,139	
Michigan	2,469	115	2,584		New Mexico	263	14	277	
Wisconsin	1,823	111	1,934		Arizona	637	36	673	
EAST NO. CENTRAL	12,166	720	12,886	20.1	Utah	411	22	433	
Minnesota	1,374	79	1,453		Nevada	329	28	357	
Iowa	937	54	991		MOUNTAIN	3,522	215	3,737	5.8
Missouri	1,515	89	1,604		Alaska	53	4	57	
North Dakota	175	8	183		Washington	904	78	982	
South Dakota	223	16	239		Oregon	705	53	758	
Nebraska	663	35	698		California	3,342	198	3,540	
Kansas	745	44	789		Hawaii	80	3	83	
WEST NO. CENTRAL	5,632	325	5,957	9.3	PACIFIC	5,084	336	5,420	8.4
Delaware	227	16	243		UNITED STATES	59,901	4,161	64,062	99.8
Maryland	1,246	96	1,342		U.S. Territories	25	6	31	
Washington, DC	25	6	31		Canada	66	18	84	
Virginia	1,647	147	1,794		Mexico	-	-	-	
West Virginia	245	18	263		Other International	8	10	18	
North Carolina	2,326	192	2,518		AP0/FPO	-	-	-	
South Carolina	987	75	1,062						
Georgia	2,062	158	2,220						
Florida	3,990	320	4,310						
SOUTH ATLANTIC	12,755	1,028	13,783	21.5					
					TOTAL QUALIFIED CIRCULATION	60,000	4,195	64,195	100.0

ADDITIONAL DATA

METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served and definition of a 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:

Editorial Replica - If a print edition exists, editorial and design are unchanged from the original print edition. Each issue's content and design are identical to the original edition. Apart from minor updates, the content cannot change once the issue is made available.

MAGAZINE:

CHANGE IN FREQUENCY:

Effective with the January issue, Green Industry Pros changed its frequency from 6 to 7 issues per year.

PARAGRAPH 3b:

Association rosters and directories include 1 source of circulation for a quantity of 4,039 copies or 6.3%. Business directories include 1 source of circulation for a quantity of 8,629 copies or 13.4%, including InfoUSA.

PUBLISHER'S AFFIDAVIT

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

Deirdre D'Aniello, Publisher

Angela Kelty, Audience Development Manager

(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 22, 2014
 State Wisconsin
 County Jefferson
 Received by BPA Worldwide July 22, 2014
 Type BJ
 ID Number P132B0J4

About BPA Worldwide:

A not-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.