

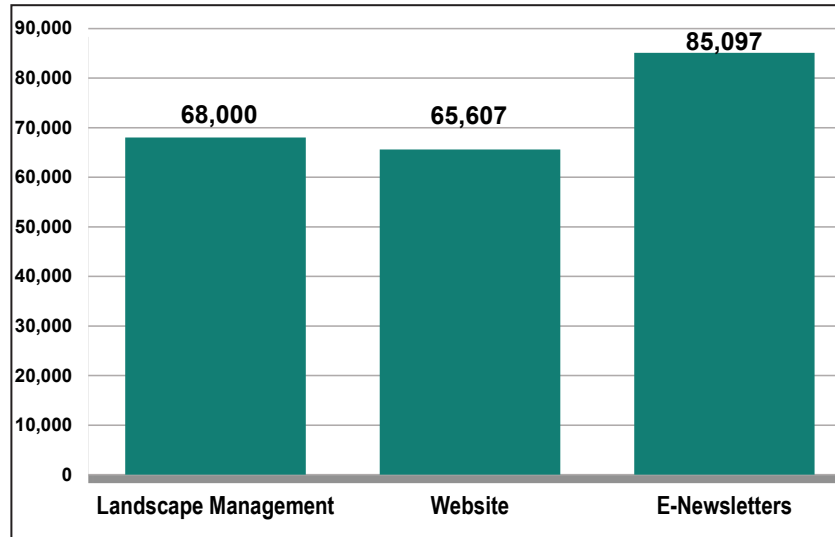
CONSOLIDATED MEDIA REPORT

B2B Media

6 months ended December 31, 2024

TOTAL AVERAGE GROSS CONTACTS

218,704

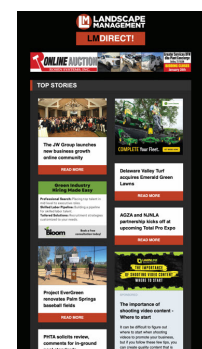
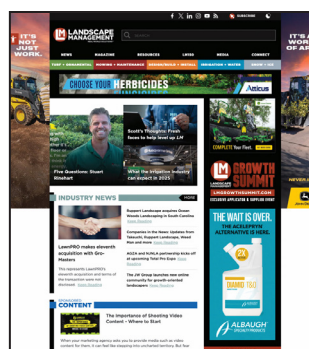


EXECUTIVE SUMMARY

Channels	Contacts	Period
Landscape Management		6 months ended December 31, 2024
Total Qualified Circulation	68,000	
Website Activity		6 months ended December 31, 2024
Page Views	80,691	
Sessions/Visits	72,554	
Users/Visitors	65,607	
E-Newsletters		6 months ended December 31, 2024
Total Average Net Distribution Per Issue	85,097	
Social Media		As of December 31, 2024
Facebook Followers	22,962	
Instagram Followers	6,547	
LinkedIn Followers	24,944	
X Followers	18,476	
YouTube Subscribers	1,410	

Website Activity = Avg Monthly

Gross data are contained in this Consolidated Media Report. There was no attempt made to eliminate any duplication that may exist.





6 months ended December 31, 2024

Subject to Audit

Field Served:

LANDSCAPE MANAGEMENT serves Landscape Service/Contractors, Grounds Care Facilities, Equipment Dealers, Suppliers & Consultants and Others.



TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION		68,000
AVERAGE QUALIFIED NONPAID CIRCULATION		
Qualified Nonpaid Individual - Print		58,872
Qualified Nonpaid Individual - Digital		18,597
Total Qualified Nonpaid Individual		68,000
Total Average Qualified Nonpaid Circulation		68,000

AVERAGE NONQUALIFIED CIRCULATION		
Nonqualified Allocated for Shows & Conventions - Print		283
Total Nonqualified Allocated for Shows & Conventions		283
Nonqualified Miscellaneous, Including Staff Copies - Print		604
Nonqualified Miscellaneous, Including Staff Copies - Digital		330
Total Nonqualified Miscellaneous, Including Staff Copies		858
Total Average Nonqualified Circulation		1,141

CIRCULATION BY ISSUES			
Issue	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Total Qualified Nonpaid
Jul	58,984	18,608	68,000
Aug	58,957	18,530	68,000
Sep	58,939	18,516	68,000
Oct	58,953	18,476	68,000
Nov	58,804	18,589	68,000
Dec	58,594	18,861	68,000

BUSINESS ANALYSIS								
Classification by Business & Industry		Total	%	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Executive - Owner, Partner, President, VP, Director, General Manager, Chairman	Manager - Account Manager, Landscape/Grounds Manager, Purchasing Manager, Foreman, Superintendent, Supervisor	Specialist - Arborist, Architect, Agronomist, Forester, Horticulturist, Researcher, Consultant, Other Titled & Non-Titled Personnel
1.	Landscape Service/Contractor	56,106	82.5	48,961	15,213	46,624	8,420	1,062
2.	Grounds Care Facilities	2,736	4.0	2,193	923	1,408	1,142	186
3.	Equipment Dealer	2,361	3.5	2,025	536	1,655	639	67
4.	Suppliers & Consultants, Other	6,797	10.0	5,625	1,917	4,251	2,111	435
Total Qualified Circulation		68,000	100.0	58,804	18,589	53,938	12,312	1,750

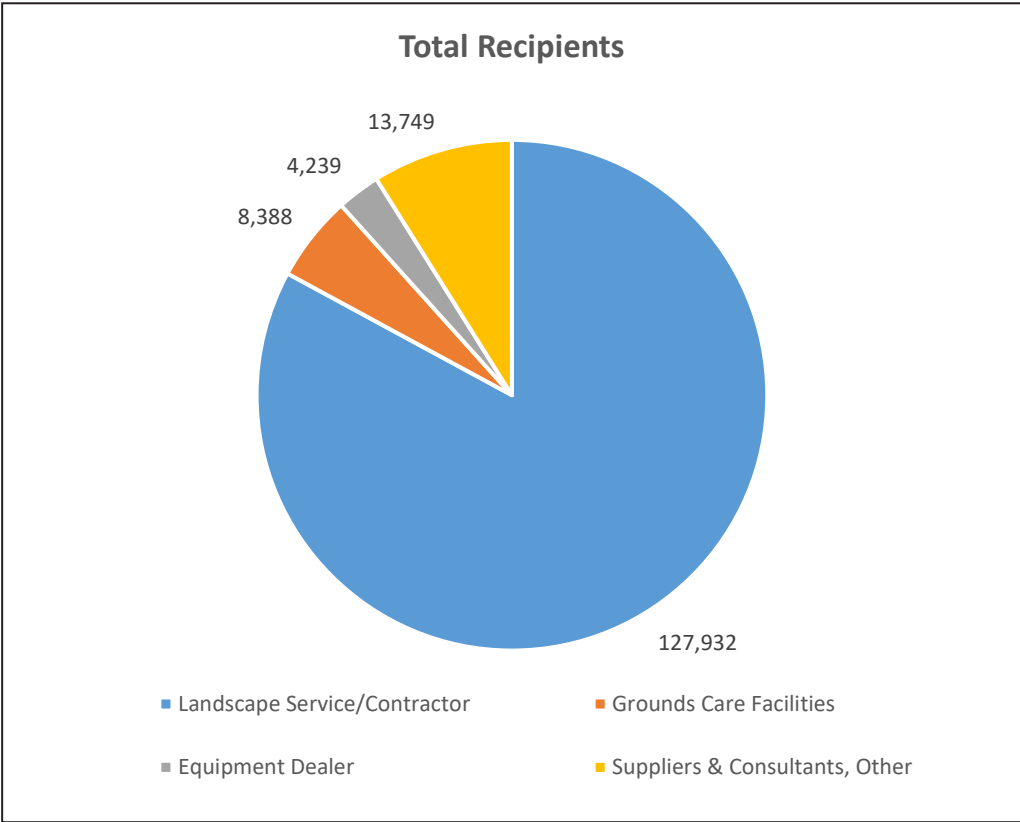
Services Company Provides		Total
	Weed, Disease, Insect Control, and Fertilizer Application	29,743
	Mowing/Landscape Maintenance	36,401
	Design/Build, Construction	31,795
	Irrigation	23,448
	Snow/Ice Removal	19,864
	Residential	13,063
	Commercial	9,896
	Other	7,241
	Non-Respondents	12,357
	Respondents	55,643
Total Qualified Circulation		68,000

Products Purchased or Specified by Company		Total
	Fertilizers	29,200
	Fungicides	23,783
	Herbicides	25,521
	Insecticides	24,369
	Biologicals, Organics	19,845
	Aerators	20,490
	Mowers	30,395
	Handheld Power Equipment	33,874
	Hand Tools	29,219
	Engines	26,512
	Debris Blowers and Loaders, Power Rakes, Vacuums	26,644
	Compact Construction Equipment	23,654
	Water Features, Pond Products	19,582
	Hardscape Materials	23,780
	Landscape Lighting	18,868
	Business Management Software	14,958
	Design Software	13,423
	Fleet Tracking, Routing Software	10,609
	Other	1,375
	Non-Respondents	21,108
	Respondents	46,892
Total Qualified Circulation		68,000

BUSINESS ANALYSIS							
Classification by Business & Industry		Total Unduplicated	Landscape Management Magazine	LM Direct! E-Newsletter	LM Product Spotlight E-Newsletter	Athletic Turf E-Newsletter	Total Recipients
1.	Landscape Service/Contractor	74,548	56,107	34,851	24,785	12,189	127,932
2.	Grounds Care Facilities	4,254	2,742	2,446	1,942	1,258	8,388
3.	Equipment Dealer	2,504	2,343	1,078	564	254	4,239
4.	Suppliers & Consultants, Other	8,968	6,808	4,473	1,478	990	13,749
Total Qualified Circulation		90,274	68,000	42,848	28,769	14,691	154,308
Percent			44.1	27.8	18.6	9.5	100.0

This is an analysis of the 90,274 unique recipients of the Landscape Management Network brand of products as of December 31, 2024. Recipients were asked the question "What is your primary business at this location?" during the subscription process for the magazine and newsletters. The Total Duplicated is the sum of the number of recipients of all products associated with the Landscape Management Network brand. The Total Unduplicated is the number of unique recipients of Landscape Management Network products.

Instances in which the total number of E-Newsletter recipients reported in the Integrated Audience Engagement table exceeds the Average Net Distribution Per Issue in the E-Newsletter Channel Profile table are attributable to two or more unique E-Newsletter recipients utilizing the same email address.



MAILING ADDRESS ANALYSIS				
	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Total Qualified Nonpaid	Percent
Individual by Name and Title and/or Occupation	58,525	18,589	67,721	99.6
Individual by Name Only	13		13	0.0
Title or Occupation Only	264		264	0.4
Company Name Only	2		2	0.0
Multicopy Same Addressee				
Total Qualified Subscriptions	58,804	18,589	68,000	100.0
Total Qualified Circulation	58,804	18,589	68,000	100.0

GEOGRAPHIC ANALYSIS			
State	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Total Qualified Nonpaid
Alabama	924	277	1,042
Arizona	709	270	871
Arkansas	463	124	519
California	4,406	1,323	5,104
Colorado	1,015	341	1,213
Connecticut	1,142	331	1,298
Delaware	225	72	260
District of Columbia	31	9	35
Florida	4,412	1,494	5,127
Georgia	2,072	697	2,401
Idaho	411	121	467
Illinois	2,292	734	2,639
Indiana	1,400	480	1,620
Iowa	740	260	873
Kansas	689	238	811
Kentucky	902	260	1,035
Louisiana	889	262	1,017
Maine	322	94	366
Maryland	1,150	404	1,350
Massachusetts	1,605	503	1,850
Michigan	2,398	704	2,739
Minnesota	1,317	371	1,504
Mississippi	390	120	445
Missouri	1,357	430	1,586
Montana	270	74	303
Nebraska	552	178	642
Nevada	381	126	451
New Hampshire	420	127	491
New Jersey	1,805	577	2,075
New Mexico	257	84	301
New York	2,853	907	3,308
North Carolina	2,316	747	2,659
North Dakota	188	61	216
Ohio	2,925	944	3,363
Oklahoma	758	228	861
Oregon	660	202	789
Pennsylvania	2,817	726	3,150
Rhode Island	231	54	255
South Carolina	1,128	375	1,317
South Dakota	214	42	236
Tennessee	1,257	379	1,414
Texas	3,135	1,093	3,683
Utah	410	141	492
Vermont	192	42	213
Virginia	1,660	542	1,917
Washington	1,008	330	1,193
West Virginia	210	65	238
Wisconsin	1,480	406	1,677
Wyoming	99	25	111
TOTAL 48 CONTERMINOUS STATES	58,487	18,394	67,527
Alaska	90	22	99
Hawaii	131	46	157
TOTAL ALASKA & HAWAII	221	68	256
Single Copy Sales			
U.S. Unclassified			
TOTAL UNITED STATES	58,708	18,462	67,783
Poss. & Other Areas	12	10	18
U.S. & POSS., etc.	58,720	18,472	67,801
Canada	83	72	154
International	1	45	45
Military or Civilian Personnel Overseas			
Total International	84	117	199
E-mail Address Only			
Other Unclassified			
GRAND TOTAL	58,804	18,589	68,000

CHANNEL PROFILES

WEBSITE ACTIVITY - www.landscapemanagement.net			
2024	Page Views	Sessions/Visits	Users/Visitors
July	122,660	113,189	105,723
August	119,534	108,084	99,053
September	76,021	69,720	61,331
October	66,759	58,091	50,942
November	59,437	51,772	46,101
December	39,734	34,466	30,490

E-NEWSLETTERS - Athletic Turf			
2024	# of Issues	Average Net Distribution Per Issue	Total Net Distribution
July	1	14,887	14,887
August	1	14,816	14,816
September	1	14,809	14,809
October	1	14,741	14,741
November	1	14,700	14,700
December	1	14,494	14,494

E-NEWSLETTERS - LM Direct!			
2024	# of Issues	Average Net Distribution Per Issue	Total Net Distribution
July	4	41,499	165,995
August	5	41,149	205,744
September	4	41,124	164,497
October	5	41,174	205,871
November	4	42,034	168,137
December	4	42,282	169,126

E-NEWSLETTERS - LM Product Spotlight			
2024	# of Issues	Average Net Distribution Per Issue	Total Net Distribution
July	1	29,287	29,287
August	1	29,111	29,111
September	1	28,957	28,957
October	1	28,573	28,573
November	1	28,491	28,491
December	1	28,633	28,633

SOCIAL MEDIA	
Channel	As of December 31, 2024
Facebook Followers	22,962
Instagram Followers	6,547
LinkedIn Followers	24,944
X Followers	18,476
YouTube Subscribers	1,410

NOTES

Definition of Recipient Qualification:

Qualified recipients are Owners, Partners, Presidents, VPs, Directors, General Managers, Chairmen, Account Managers, Landscape/Grounds Managers, Purchasing Managers, Foremen, Superintendents, Supervisors, Arborists, Architects, Agronomists, Foresters, Horticulturists, Researchers, Consultants, Other Titled & Non-Titled Personnel.

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

Waiver for New Members (Source Analysis): Owing to the fact that a sufficient period of time has not elapsed since initiating records needed for AAM membership to establish the information required by the standard procedure for reporting a source analysis the requirement to declare a source analysis for this publication has been temporarily waived.

Analyzed Issue: The information in Business Analysis; Mailing Address Analysis; and Geographic Analysis is from an analysis of the Nov issue.

Allocated for Shows and Conventions

Represents copies delivered to the following Trade Shows:

Trade Show	Location	Show Dates	Issues	Copies Delivered
Equip Exposition	Louisville, KY	10/15/2024-10/18/2024	October	1,000
Elevate Expo / NALP	Charlotte, NC	11/3/2024-11/6/2024	November	300
Irrigation Show and Education Week	Long Beach, CA	11/4/2024-11/7/2024	November	150
LM Growth Summit	Orlando, FL	12/9/2024-12/11/2024	November	100
Mid-Atlantic Nursery Trade Show	Baltimore, MD	1/8/2025-1/10/2025	December	150

Total Average Gross Contacts Include: Qualified Circulation, Users/Visitors, and Average Newsletter Net Distribution per Issue.

Website Data Source: Google Analytics

Data Center Traffic: Effective with April 2024 data, filters have been applied to exclude suspected general data center traffic from Google data collected by AAM. Data center traffic comprises sources known with high confidence as non-human and originating from a data center.

Website Domains: Domains included in website traffic: www.landscapemanagement.net

Users/Visitors: The number of unique User/Visitor IDs, logging activity on a website or app, for the defined measurement period.

Page Views: The total number of web pages or app screens, viewed by all Users/Visitors, for the defined measurement period.

Sessions/Visits: The number of sessions logged, across all Users/Visitors on a website or app, for the defined measurement period. 30 minutes of inactivity, or specific user behavior, will end a session.

E-Newsletters Data Source: Omeda.

E-Newsletters Net Distribution: The newsletters from a given mailing that reached the subscriber's email delivery server with a positive status code, net of any internal or test addresses. Calculated by subtracting undelivered messages from sent messages.

Social Media: Social media is comprised of likes, followers, subscribers and members who may not be actively engaged with the brand. These metrics do not equal an individual person.

Cross Media Miscellaneous: E-Newsletter Total Average Net Distribution Per Issue Calculation: Total Average Net Distribution Per Issue shown in the Executive Summary represents the sum of all E-Newsletters reported during this period.

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.

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