

# CONSOLIDATED MEDIA REPORT

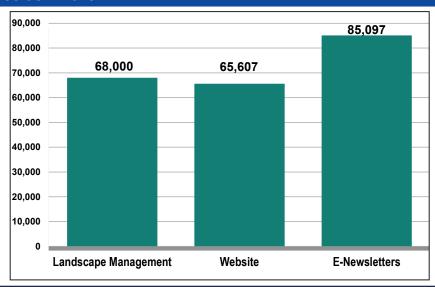
**B2B Media** 

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.







auditedmedia.com 06-3025-6



6 months ended December 31, 2024 Subject to Audit

### Field Served:

LANDSCAPE MANAGEMENT serves Landscape Service/Contractors, Grounds Care Facilities, Equipment Dealers, Suppliers & Consultantsand 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				

BU	SINESS ANALYSIS							
Cla	assification by Business & Industry	Total	%	Qualfied Nonpaid - Print	Qualfied 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

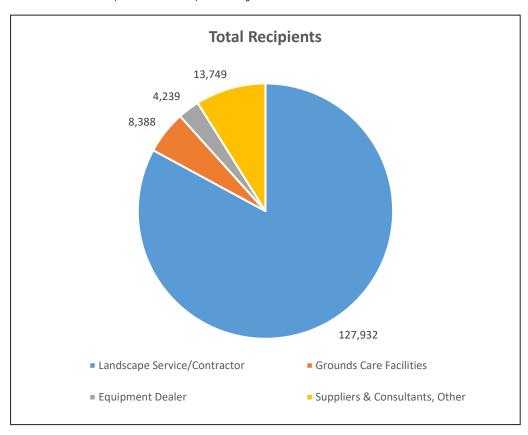
Services Company Provides	Total
Weed, Disease, Insect Control, and Fertilizer Application	29,743
Mowing/Landscape Maintenance	36,401
Design/Build, Construction	31,795
Irrigation	23,448
Snow/Ice Removal	19,864
Residential	13,063
Commercial	9,896
Other	7,241
Non-Respondents	12,357
Respondents	55,643
Total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

Bl	BUSINESS ANALYSIS							
CI	assification 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 Pro ile 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		

State				Total
State   Nonpaid - Print   Nonpaid - Digital   Nonpaid   Print   Nonpaid - Digital   Nonpaid		Qualified	Qualified	Total Qualified
Alabamra   524   277   1,042   1,042   1,042   1,042   1,042   1,042   1,042   1,042   1,042   1,042   1,042   1,042   1,042   1,042   1,043	State			
Accorans				
Arbansas				
California   4,466   1,323   5,104				
Colorado 1,015 341 1,1213 Delaware 1,142 331 1,208 Delaware 225 72 200 Delaware 227 887 2,401 Idaho 4,412 1,494 5,127 66ergig 66ergig 62,772 887 2,401 Idaho 4,411 121 467 Illisois 2,228 2,734 2,289 Indiana 1,400 4,400 1,620 Indiana 1,400 4,400 1,620 Indiana 1,400 1,400 1,600 Indiana 1,400 1,400 Indiana 1,400 Indiana 1,400 Indiana 1,400 Indiana 1,400 Indiana Indiana 1,400 Indiana 1,400 Indiana 1,400 Indiana Indiana 1,400 Indiana Indian				
Connecticult				
Delaware   225   72   260   Delawire of Columbia   31   9   35   Florids   4,412   1,494   5,127   Georgia   2,072   6967   2,401   Idaho   411   121   467   Illinois   2,282   734   2,283   Indiana   1,400   480   1,520   Iowa   740   260   733   Indiana   1,400   480   1,520   Iowa   740   260   733   Indiana   1,401   480   1,520   Iowa   740   260   733   811   Iowa   740   740   740   740   740   Iowa   740   Iowa   740   740   Iowa   740   Iowa				
District of Columbia   31   9   35   5   7   7   7   7   7   7   7   7				
Florida				
Cauragia   2,072   697   2,401   121   487   1				
Idelbo				
Illinois				
Indiana   1,400   480   1,520   1,520   1,000   873   873   874   2,600   873   873   874				
Jova   740   260   873   873   873   873   874				
Karnass 689 238 811 Kentucky 902 260 1.035 Louisiana 889 262 1.017 Maine 322 94 366 Maryland 1,150 404 1.350 Maryland 1,150 404 1.350 Maryland 1,150 503 1.860 Michigan 2,398 704 2.739 Minnesola 1.317 371 1.504 Massachusetts 1.605 503 1.860 Michigan 2,398 704 2.739 Missacipi 390 120 445 Missacipi 391 120 45 Missacipi 391 120 Mis				
Kembucky 902 200 1.035   1.005				
Louislane   889   262   1,017   Maine   322   94   386   3				
Maine         322         94         386           Maryland         1.150         404         1.350           Massachusetts         1.805         503         1.850           Michigan         2.389         704         2.739           Minnescola         1.317         371         1.504           Mississippi         380         120         445           Mississur         1.357         430         1.586           Mortlana         270         74         303           Nevada         381         126         451           Nevada         381         126         451           New Hampshire         420         127         491           New Lessey         1.805         577         2.075           New Mexico         257         84         301           New York         2.953         907         3.308           North Dakota         1.88         61         2.659           North Dakota         1.88         61         2.659           North Dakota         1.88         61         2.669           North Dakota         2.817         726         3.150           Origon				
Maryland				
Massachusetts         1,605         503         1,850           Michigan         2,398         704         2,739           Minescia         1,317         371         1,504           Misscari         390         120         445           Misscuri         1,357         430         1,586           Mortana         270         74         303           Nevada         381         126         451           Nevada         381         126         451           New delancia         420         127         491           New Jessey         1,805         577         2,075           New Mexico         2,57         84         301           New York         2,853         907         3,306           North Carolina         2,316         747         2,659           North Dakota         188         61         216           Chio         2,925         944         3,363           Oklahoma         758         228         861           Oregon         600         202         789           Pennsylvaria         2,817         726         3,150           Rhode island <td< td=""><td></td><td></td><td></td><td></td></td<>				
Michigan   2,398   704   2,739   Minnesota   1,317   3,71   1,504   Mississippi   390   120   445   Mississippi   390   1,20   445   Mississippi   390   1,20   445   Mississippi   390   1,20   445   Mississippi   390   1,20   303   Mississippi   440   303   Mississippi   440   451   451   451   451   461   451   46				
Minnesola         1,317         371         1,504           Missouri         1,357         430         1,586           Mortana         270         74         303           Nevada         552         178         642           Nevada         381         126         451           New danghire         420         127         491           New Hampshire         420         127         491           New Lessey         1,805         577         2,075           New Mosto         257         84         301           New York         2,853         907         3,308           North Carolina         2,316         747         2,659           North Carolina         2,316         747         2,659           North Obkota         188         61         216           Ohio         2,925         944         3,363           Oregon         660         202         789           Pennsylvaria         2,817         766         3,150           Rhode Island         2,31         54         2,25           South Dakota         1,128         375         1,317           Tennessee				
Mississippi         390         120         445           Missouri         1,357         430         1,586           Montana         270         74         303           Nebraska         552         178         642           Newada         381         126         451           New Hampshire         420         127         491           New Jersey         1,805         577         2,075           New Medicio         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           Okatoma         788         228         861           Oriegon         660         202         789           Pennsylvania         2,817         726         3,150           Rhode Island         231         54         255           South Dakota         214         42         236           Tennessee         1,257         379         1,414         142         236				
Missouri         1,357         430         1,586           Mortana         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 Caroline         2,316         747         2,659           North Dakota         188         61         216           Ohio         2,925         944         3,363           Orlio         3,175         <				
Montana         270         74         303           Nebraska         552         178         642           New Hampshire         420         127         491           New Jork         295         34         301           New Hork         2,853         907         3,308           North Carolina         2,316         747         2,659           North Dakota         188         61         216           Ohio         2,925         944         3,633           Oklahoma         758         228         861           Oregon         660         202         788           Pennsylvania         2,817         726         3,150           Rhode Island         231         54         255           South Carolina         1,128         375         1,317           South Carolina         1,128         375         1,317           Tennessee         1,257         379         1,414         42         226				
Nebraska   552				1,586
Nevada   331				
New Hampshire         420         127         491           New Jersey         1,805         577         2,075           New Moxico         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           Pennsylvaria         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         1,257         379         1,414           Yermort         192         42         213           Virginia         1,660         542         1,917           Washington         1,008         330         1,193           West Virginia<				
New Jersey				
New Mexico   257				
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         225           South Carolina         1,128         375         1,317           South Dakota         214         42         236           Fannessee         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           Yorming				
North Carolina				
North Dakota   188   61   216				
Ohio         2,925         944         3,363           Oklahoma         758         228         661           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	· · · · · · · · · · · · · · · · · · ·			
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         1,08         330         1,193           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				
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           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         9         25         111           TOTAL 48 CONTERMINOUS STATES         58,487         18,394         67,527           Alaska         90         22         99           Hawaii         131         46         157           TOTAL LALSKA & HAWAII				
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           Wyorinig         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         10         18         157				
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   Us. Sunctassified   TOTAL LAISSIFIED   TOTAL LAISSIFIED   TOTAL CAIRSIFIED   TOTAL CAIR				
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           Wyorning         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         12         1         6         157           U.S. & POSS., etc.         58,708         18,462         67,783           Poss. & Other Areas         1         1         1 </td <td></td> <td></td> <td></td> <td></td>				
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     256       U.S. Unclassified     1     1     1     18       TOTAL UNITED STATES     58,708     18,462     67,783       Poss. & Other Areas     1     1     1     1       U.S. & POSS., etc.     58,720     18,472     67,801       Canada     8     72     154       International     1     45     45       Military or Civilian Personnel Overseas	Rhode Island			
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         Alaska       90       22       99         Hawaii       131       46       157         TOTAL ALASKA & HAWAII       221       68       256         Single Copy Sales       U.S. Unclassified       1       1       18         U.S. & POSS., etc.       58,708       18,462       67,783         Poss. & Other Areas       12       10       18         U.S. & POSS., etc.       58,720       18,472       67,801         Canada       1       45       45		1,128		
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         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         256           U.S. Unclassified         10         18           TOTAL LUNITED 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				
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     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       Millitary or Civilian Personnel Overseas       Total International     84     117     199       E-mail Address Only	Tennessee			
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         256           U.S. Loclassified         1         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           Milliary or Civilian Personnel Overseas         7         7         154           Total International         84         117	Texas			
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       Millitary or Civilian Personnel Overseas       Total International     84     117     199       E-mail Address Only	Utah			
Washington       1,008       330       1,193         West Virginia       210       65       238         Wisconsin       1,480       406       1,677         Wyoming       99       25       1111         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         U.S. Unclassified       1       1       1       1         TOTAL UNITED STATES       58,708       18,462       67,783       18         U.S. & POSS., etc.       58,720       18,472       67,801       67,801         Canada       83       72       154       154         International       1       45       45         Military or Civilian Personnel Overseas       7       1       45         Total International       84       117       199         E-mail Address Only       1       1       1       1       1	Vermont	192	42	
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       256       256         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       34       117       199         Total International       84       117       199         E-mail Address Only       1       17       199	Virginia	1,660	542	1,917
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       256         U.S. Unclassified       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       70       199         Total International       84       117       199         E-mail Address Only	Washington			1,193
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       1       17       199         E-mail Address Only       84       117       199			65	
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     58,708     18,462     67,783       U.S. Unclassified     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		1,480		
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         45         45           Total International         84         117         199           E-mail Address Only         10         1			25	111
Alaska       90       22       99         Hawaii       131       46       157         TOTAL ALASKA & HAWAII       221       68       256         Single Copy Sales       58,708       18,462       67,783         U.S. Unclassified       10       18         TOTAL UNITED STATES       58,708       19       10       18         U.S. & POSS., etc.       58,720       18,472       67,801       67,801         Canada       83       72       154       154         International       1       45       45         Military or Civilian Personnel Overseas       45       45         Total International       84       117       199         E-mail Address Only       117       199				
Hawaii     131     46     157       TOTAL ALASKA & HAWAII     221     68     256       Single Copy Sales     U.S. Unclassified     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				
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				
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	TOTAL ALASKA & HAWAII			
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  Military or Civilian Personnel Overseas  Total International  84  117  199  E-mail Address Only				
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         45         117         199           E-mail Address Only         1         10 <td></td> <td></td> <td></td> <td></td>				
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		58.708	18.462	67.783
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				
Canada       83       72       154         International       1       45       45         Military or Civilian Personnel Overseas       5       45         Total International       84       117       199         E-mail Address Only       1       1       1				
International				
Military or Civilian Personnel Overseas         117         199           E-mail Address Only         199         199				
Total International 84 117 199 E-mail Address Only		1	40	40
E-mail Address Only		9.4	117	100
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GRAND TOTAL 58,804 18,589 68,000		50.004	40.500	00.000

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 duing 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.

Frequency: Monthly Format: Standard

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ANTOINETTE SANCHEZ-PERKINS Senior Audience Development Manager BILL RODDY Publisher

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