

BRAND REPORT FOR THE 6 MONTH PERIOD ENDED JUNE 2011

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.

Lawn & Landscape

GIE Media Inc.
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Richfield, OH 44286
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Official Publication of: None
Established: 1972
Issues per Year: 12

ABOUT LAWN & LANDSCAPE

LAWN & LANDSCAPE is a B2B brand intended for individuals with interests in the lawn and landscape service industries. The brand content and editorial scope of the publication includes news and industry comment, in-depth technical articles, industry round-up and special features. The content of every issue is also available to subscribers globally via the online digital version.

BRAND REPORT PURPOSE

The Brand Report provides a deeper understanding and identification of all audited touch points with customers that have interest in the brand. It is designed to present analysis of all communication channels, including a brand's unique users within each channel across multiple media platforms. This multimedia report contains data for each separate media channel as indicated in the Executive Summary.

FIELD SERVED

LAWN & LANDSCAPE serves the lawn and landscape service industry. Included are landscape contractors, lawn maintenance contractors, chemical lawn care companies, ornamental shrub & tree services, irrigation contractors, and other contractors/services allied to the field.

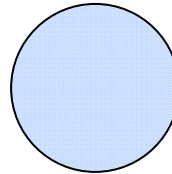
DEFINITION OF RECIPIENT QUALIFICATION

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.

Channels Include:



Lawn & Landscape Magazine
6 issues in period
70,716 average print circulation
2,648 average digital circulation
Pages 3 – 5



Lawn & Landscape E-Newsletters
5 E-Newsletters in portfolio
35,145 average deployments
Page 6

1 EXECUTIVE SUMMARY

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

	Average	Non-Paid	Paid
LAWN & LANDSCAPE MAGAZINE (6 issues in period)	73,364	73,364	-
a. Print Version _____	70,716	70,716	-
b. Digital version _____	2,648	2,648	-
LAWN & LANDSCAPE E-NEWSLETTERS			
a. LAWN & LANDSCAPE Headline News Weekly (26 deployments in period) _____	48,099	48,099	-
b. LAWN & LANDSCAPE Product E-Newsletter Monthly (6 deployments in period) _____	43,278	43,278	-
c. LAWN & LANDSCAPE Water Works E-Newsletter Monthly (6 deployments in period) _____	12,249	12,249	-
d. LAWN & LANDSCAPE Growing Green E-Newsletter Monthly (6 deployments in period) _____	10,996	10,996	-
e. LAWN & LANDSCAPE Business Builder E-Newsletter Monthly (6 deployments in period) _____	17,918	17,918	-
SIX MONTH AVERAGE TOTAL	205,904	205,904	-

Duplication is identified or has been eliminated within each channel; no attempt has been made to identify or eliminate duplication that may exist across media channels.

2 CHANNEL FREQUENCY FOR PERIOD

2011	LAWN & LANDSCAPE MAGAZINE			LAWN & LANDSCAPE E-NEWSLETTERS				
	Print Version	Digital Version	Total	Lawn & Landscape Weekly Enews	Lawn & Landscape Product Market Place E-Newsletter	Lawn & Landscape Growing Green (Chemical Lawn care) E-Newsletter	Lawn & Landscape Business Builder (Design/Build) E-Newsletter	Lawn & Landscape Water Works (Irrigation) E-Newsletter
January	71,476	2,068	73,544	-	45,183	11,497	18,625	12,826
January 4, 2011	-	-	-	51,144	-	-	-	-
January 11, 2011	-	-	-	50,898	-	-	-	-
January 18, 2011	-	-	-	50,567	-	-	-	-
January 25, 2011	-	-	-	50,386	-	-	-	-
February	70,685	2,415	73,100	50,228	44,328	11,119	18,114	12,645
February 8, 2011	-	-	-	50,179	-	-	-	-
February 15, 2011	-	-	-	48,414	-	-	-	-
February 22, 2011	-	-	-	49,290	-	-	-	-
March	70,945	2,511	73,456	49,143	42,541	11,037	18,080	12,267
March 8, 2011	-	-	-	48,994	-	-	-	-
March 15, 2011	-	-	-	48,888	-	-	-	-
March 23, 2011	-	-	-	48,591	-	-	-	-
March 29, 2011	-	-	-	48,433	-	-	-	-
April	71,048	2,461	73,509	-	43,156	10,948	17,912	12,133
April 5, 2011	-	-	-	48,221	-	-	-	-
April 12, 2011	-	-	-	51,673	-	-	-	-
April 19, 2011	-	-	-	51,527	-	-	-	-
April 26, 2011	-	-	-	51,348	-	-	-	-
May	70,071	3,216	73,287	-	42,401	10,709	17,432	11,838
May 3, 2011	-	-	-	50,993	-	-	-	-
May 17, 2011	-	-	-	50,696	-	-	-	-
May 24, 2011	-	-	-	50,457	-	-	-	-
May 31, 2011	-	-	-	50,360	-	-	-	-
June	70,072	3,215	73,287	-	42,061	10,668	17,343	11,782
June 7, 2011	-	-	-	50,276	-	-	-	-
June 14, 2011	-	-	-	49,958	-	-	-	-
June 21, 2011	-	-	-	50,021	-	-	-	-
June 28, 2011	-	-	-	49,893	-	-	-	-
AGGREGATE TOTAL	424,297	15,886	440,183	1,250,578	259,670	65,978	107,506	73,491
SIX MONTH AVERAGE	70,716	2,648	73,364	48,099	43,278	10,996	17,918	12,249

Duplication is identified or has been eliminated within each channel; no attempt has been made to identify or eliminate duplication that may exist across media channels.

3 GEOGRAPHIC DISTRIBUTION

3. GEOGRAPHIC DISTRIBUTION	LAWN & LANDSCAPE MAGAZINE				LAWN & LANDSCAPE E-NEWSLETTERS				
	PRINT	DIGITAL	TOTAL	PERCENT	Lawn & Landscape Weekly Enews	Lawn & Landscape Product Market Place E-Newsletter	Lawn & Landscape Growing Green (Chemical Lawncare) E-Newsletter	Lawn & Landscape Business Builder (Design/Build) E-Newsletter	Lawn & Landscape Water Works (Irrigation) E-Newsletter
NEW ENGLAND	4,249	172	4,421	6.0	-	-	-	-	-
MIDDLE ATLANTIC	8,664	350	9,014	12.3	-	-	-	-	-
EAST NO. CENTRAL	13,056	533	13,589	18.6	-	-	-	-	-
WEST NO. CENTRAL	5,856	242	6,098	8.3	-	-	-	-	-
SOUTH ATLANTIC	16,702	758	17,460	23.8	-	-	-	-	-
EAST SO. CENTRAL	4,297	189	4,486	6.1	-	-	-	-	-
WEST SO. CENTRAL	5,753	287	6,040	8.3	-	-	-	-	-
MOUNTAIN	4,382	240	4,622	6.3	-	-	-	-	-
PACIFIC	7,041	415	7,456	10.2	-	-	-	-	-
UNITED STATES	70,000	3,186	73,186	99.9	-	-	-	-	-
969 & 004-009 U.S. Territories	3	13	16	-	-	-	-	-	-
Canada	68	17	85	0.1	-	-	-	-	-
Mexico	-	-	-	-	-	-	-	-	-
Other International	-	-	-	-	-	-	-	-	-
APO/FPO	-	-	-	-	-	-	-	-	-
Email address only	-	-	-	-	50,933	42,401	10,709	17,432	11,838
TOTAL	70,071	3,216	73,287	100.0	50,933	42,401	10,709	17,432	11,838

4 CHANNEL PROFILES PRINT AND DIGITAL MAGAZINE

AVERAGE CIRCULATION FOR LAWN & LANDSCAPE MAGAZINE FOR THE PERIOD						
	Total		Print Only		Digital Only	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	73,364	100.0	70,716	96.4	2,648	3.6
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL CIRCULATION	73,364	100.0	70,716	96.4	2,648	3.6

MAGAZINE (FOR MAY 2011 ISSUE)							
QUALIFICATION SOURCE	Sourced Within			Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
	1 Year	2 Years	3 years				
I. Request: _____	48,713	16,507	-	62,004	3,216	65,220	89.0
II. *Other Than Request: _____	8,067	-	-	8,067	-	8,067	11.0
TOTAL CIRCULATION	56,780	16,507	-	70,071	3,216	73,287	100.0
PERCENT	77.5	22.5	-	95.6	4.4	100.0	

*See Additional Data

MAGAZINE DISTRIBUTION FOR THE PERIOD		
	PRINT ONLY	DIGITAL ONLY
July _____	71,476	2,068
August _____	70,685	2,415
September _____	70,945	2,511
October _____	71,048	2,461
November _____	70,071	3,216
December _____	70,072	3,215
AGGREGATE TOTAL	424,297	15,886
SIX MONTH AVERAGE	70,716	2,648

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4 CHANNEL PROFILES (CONTINUED) E-NEWSLETTERS

2011	LAWN & LANDSCAPE E-NEWSLETTERS				
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ADDITIONAL DATA

METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served 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 mail when the version is available.

STATEMENT OF CONTENT PLATFORM:

Replica - Editorial and design are unchanged from the original print edition.

QUALIFICATION SOURCE BREAKOUT OF CIRCULATION FOR ISSUE OF MAY 2011:

Business directories include 2 sources of circulation for quantities of 572 copies or 0.8% to 7,495 copies or 10.2% including InfoUSA and Hoover's (a D&B Company).

The data found within this Brand Report has been audited and certified by BPA Worldwide. All claims in the Brand Report are the responsibility of the media company's management. It is the responsibility of BPA Worldwide to express an opinion on the data reported based upon audit results.

The audit was conducted in accordance with generally accepted industry audit standards. Accordingly, the audit included testing of all demographic qualifications claimed, age/source of audience, proof of manufacture and distribution, confirmation of selected recipients of each channel, and such other auditing procedures that were considered necessary at the time of audit. In the opinion of BPA Worldwide, the media owner's claims set forth in this report present objectively and accurately the composition of the brand's database(s) as reported herein.

BPA Worldwide

Shelton, CT

December 29, 2011

TYPE: A

ID Number: L025B0J1

In the opinion of BPA Worldwide, the media owner's claims set forth in this report present objectively and accurately the composition of the brand's database(s) as reported herein

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.

