

PUBLISHER'S SWORN STATEMENT OF Market Research & Circulation

BRAND DESCRIPTION

Landscape Management is a print and digital media brand that offers a wide range of content designed to help its readers grow and succeed. It serves professionals in turf, ornamental care, mowing, landscape maintenance, design/build, installation, irrigation, water management, and snow/ice management across North America. The brand provides practical solutions, both technical and business-oriented, to help landscape and lawn care companies improve their top and bottom lines.

DECEMBER 2023

PRINT + DIGITAL MAGAZINE SUBSCRIBERS

| PRINT EDITION | DIGITAL EDITION | TOTAL QUALIFIED |
|---------------|-----------------|-----------------|
| 56,729 | 20,852 | 68,000 |



UNDUPLICATED REACH

MAGAZINE + E-NEWSLETTER
SUBSCRIBERS*

93,257

* Includes LM print and digital magazine and newsletter subscribers.

SUBSCRIBERS BY BUSINESS TYPE

| LANDSCAPE SERVICE/ CONTRACTOR | GROUND CARE FACILITIES | EQUIPMENT DEALER | SUPPLIERS/ CONSULTANTS | OTHER |
|----------------------------------|---------------------------|---------------------|---------------------------|------------|
| 54,880 | 3,341 | 2,818 | 6,003 | 958 |

PRODUCTS PURCHASED + SERVICES PERFORMED

| TURF + ORNAMENTAL | MOWING + MAINTENANCE | DESIGN BUILD + INSTALLATION | IRRIGATION + WATER MANAGEMENT | SNOW + ICE MANAGEMENT |
|----------------------|-------------------------|--------------------------------|----------------------------------|--------------------------|
| 47,554 | 48,847 | 51,425 | 39,115 | 19,896 |

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WEBSITE — 12 month average, July 2023–June 2024

| | |
|-------------------------|--------------------------|
| UNIQUE MONTHLY VISITORS | UNIQUE MONTHLY PAGEVIEWS |
| 100,087 | 128,886 |



E-NEWSLETTERS — As of June 2024

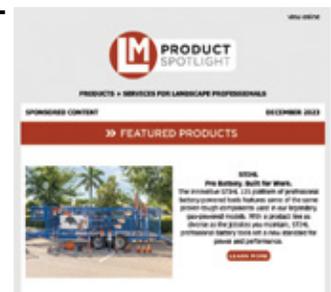
LMDIRECT!

| |
|---------------|
| SUBSCRIBERS |
| 41,886 |



LM PRODUCT SPOTLIGHT

| |
|---------------|
| SUBSCRIBERS |
| 29,490 |



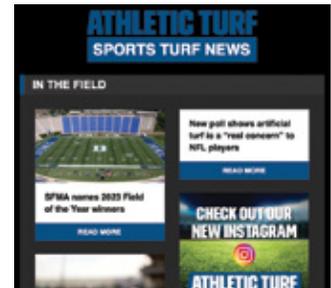
WEED WATCH

| |
|---------------|
| SUBSCRIBERS |
| 27,442 |



ATHLETIC TURF

| |
|---------------|
| SUBSCRIBERS |
| 14,982 |



SOCIAL MEDIA FOLLOWERS — As of June 2024

| | | | | |
|---|---|---|---|---|
|  |  |  |  |  |
| 18,513 | 22,847 | 24,476 | 6,385 | 1,340 |

The data reflected within this report is provided in good faith as an accurate representation of the audience served by *Landscape Management*.



Bill Roddy, Publisher
Date Signed: July 1, 2024