

CONSOLIDATED MEDIA REPORT

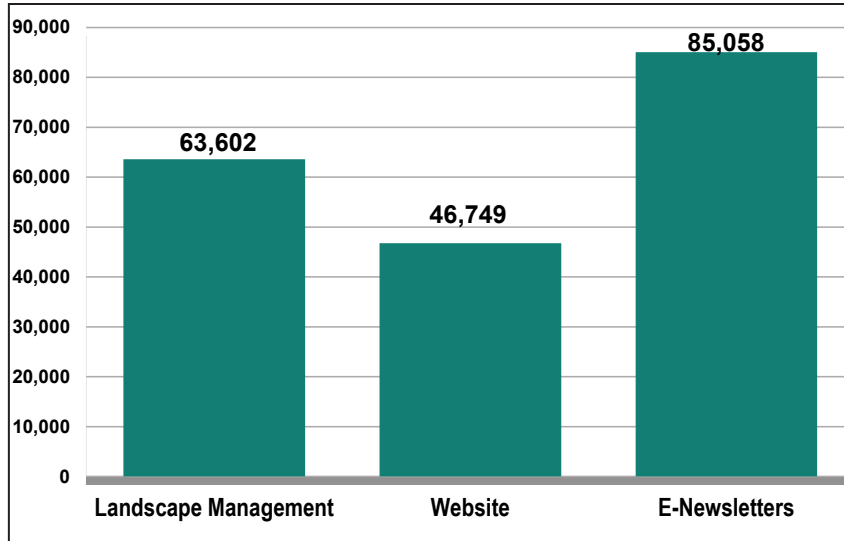
B2B Media

6 months ended June 30, 2025

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TOTAL AVERAGE GROSS CONTACTS

195,409

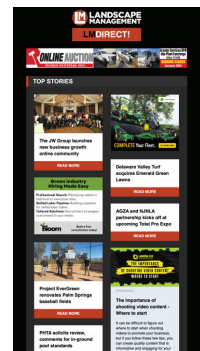
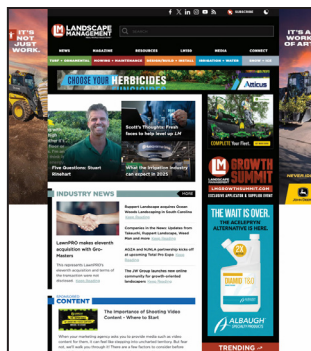


EXECUTIVE SUMMARY

Channels	Contacts	Period
Landscape Management		6 months ended June 30, 2025
Total Qualified Circulation	63,602	
Website Activity		6 months ended June 30, 2025
Page Views	60,306	
Sessions/Visits	53,220	
Users/Visitors	46,749	
E-Newsletters		6 months ended June 30, 2025
Total Average Net Distribution Per Issue	85,058	
Social Media		As of June 30, 2025
Facebook Followers	23,000	
Instagram Followers	6,743	
LinkedIn Followers	25,734	
X Followers	18,490	
YouTube Subscribers	1,540	

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 June 30, 2025

Subject to Audit

Field Served:

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



All totals in this report represent aggregate unique recipients, not the sum of print and digital circulation.

TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION		63,602
AVERAGE QUALIFIED NONPAID CIRCULATION		
Qualified Nonpaid Individual - Print		53,891
Qualified Nonpaid Individual - Digital		18,341
Total Qualified Nonpaid Individual		63,602
Total Average Qualified Nonpaid Circulation		63,602

AVERAGE NONQUALIFIED CIRCULATION		
Nonqualified Miscellaneous, Including Staff Copies - Print		651
Nonqualified Miscellaneous, Including Staff Copies - Digital		331
Total Nonqualified Miscellaneous, Including Staff Copies		908
Total Average Nonqualified Circulation		908

CIRCULATION BY ISSUES				
Issue		Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Total Qualified Nonpaid
	Jan	58,263	19,209	68,000
	Feb	55,212	19,347	65,000
	Mar	55,195	18,964	65,000
	Apr	51,794	17,328	61,500
	May	51,474	17,550	61,075
	Jun	51,410	17,651	61,041

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	47,636	78.0	40,445	13,572	37,895	8,810	931
2.	Grounds Care Facilities	3,017	4.9	2,400	1,057	1,579	1,260	178
3.	Equipment Dealer	1,820	3.0	1,529	474	1,266	517	37
4.	Suppliers & Consultants, Other	8,602	14.1	7,100	2,447	5,088	3,018	496
Total Qualified Circulation		61,075	100.0	51,474	17,550	45,828	13,605	1,642

Services Company Provides		Total
	Weed, Disease, Insect Control, and Fertilizer Application	28,649
	Mowing/Landscape Maintenance	33,730
	Design/Build, Construction	30,340
	Irrigation	22,306
	Snow/Ice Removal	18,630
	Residential	10,063
	Commercial	7,415
	Other	8,527
	Non-Respondents	6,489
	Respondents	54,586
Total Qualified Circulation		61,075

Products Purchased or Specified by Company		Total
	Fertilizers	25,016
	Fungicides	20,445
	Herbicides	22,050
	Insecticides	21,118
	Biologicals, Organics	16,891
	Aerators	17,235
	Mowers	24,820
	Handheld Power Equipment	27,550
	Hand Tools	23,779
	Engines	21,419
	Debris Blowers and Loaders, Power Rakes, Vacuums	21,557
	Compact Construction Equipment	19,268
	Water Features, Pond Products	16,018
	Hardscape Materials	20,783
	Landscape Lighting	16,458
	Business Management Software	13,121
	Design Software	11,786
	Fleet Tracking, Routing Software	9,413
	Other	1,068
	Non-Respondents	20,079
	Respondents	40,996
Total Qualified Circulation		61,075

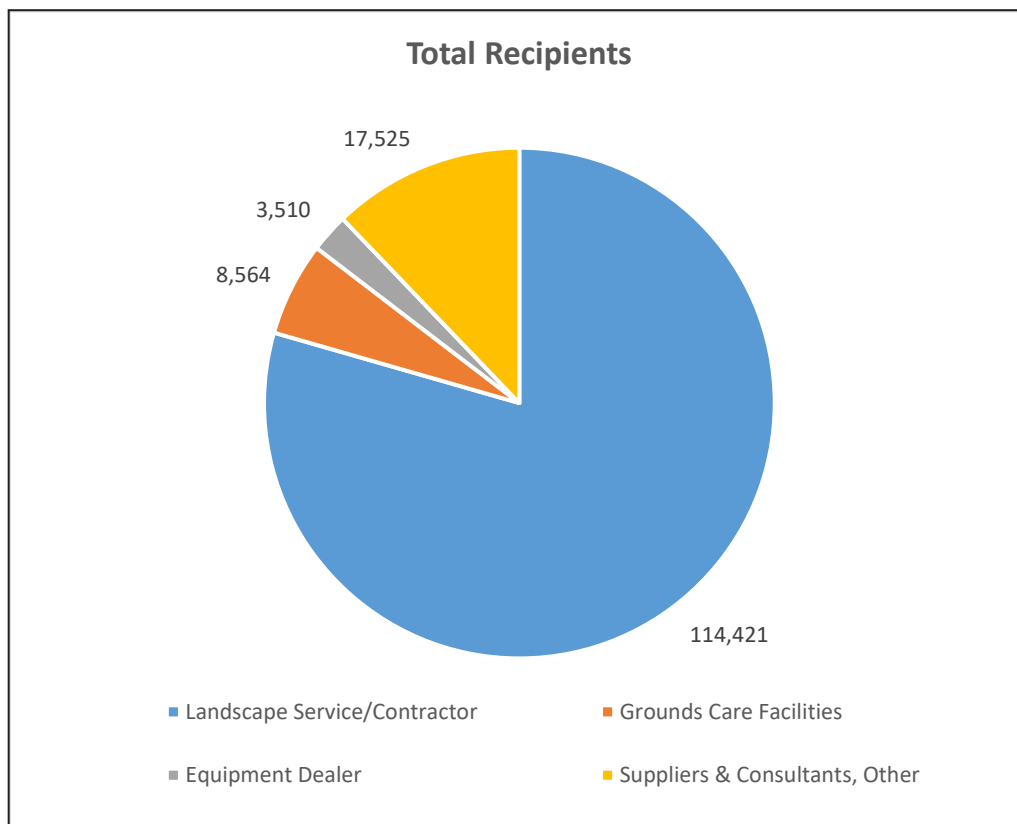
MAILING ADDRESS ANALYSIS				
	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Total Qualified Nonpaid	Percent
Individual by Name and Title and/or Occupation	51,327	17,549	60,928	99.8
Individual by Name Only	24	1	24	0.0
Title or Occupation Only	119		119	0.2
Company Name Only	4		4	0.0
Multicopy Same Addressee				
Total Qualified Subscriptions	51,474	17,550	61,075	100.0
Total Qualified Circulation	51,474	17,550	61,075	100.0

GEOGRAPHIC ANALYSIS			
State	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Total Qualified Nonpaid
Alabama	813	251	930
Arizona	677	287	865
Arkansas	454	129	515
California	3,511	1,262	4,229
Colorado	907	345	1,124
Connecticut	934	270	1,078
Delaware	202	67	233
District of Columbia	25	8	31
Florida	3,757	1,414	4,503
Georgia	1,871	659	2,201
Idaho	385	120	449
Illinois	1,988	679	2,350
Indiana	1,193	410	1,404
Iowa	679	236	817
Kansas	631	214	755
Kentucky	792	240	924
Louisiana	806	265	950
Maine	263	81	308
Maryland	1,045	395	1,251
Massachusetts	1,307	482	1,582
Michigan	2,060	665	2,433
Minnesota	1,153	348	1,346
Mississippi	381	129	443
Missouri	1,222	381	1,454
Montana	243	59	276
Nebraska	497	154	585
Nevada	333	120	404
New Hampshire	357	109	425
New Jersey	1,490	514	1,757
New Mexico	246	83	290
New York	2,428	864	2,908
North Carolina	1,984	682	2,345
North Dakota	171	60	203
Ohio	2,538	865	2,990
Oklahoma	744	238	864
Oregon	625	202	755
Pennsylvania	2,485	720	2,862
Rhode Island	177	53	206
South Carolina	1,025	338	1,214
South Dakota	188	39	207
Tennessee	1,155	351	1,318
Texas	2,925	1,067	3,500
Utah	404	159	500
Vermont	169	39	190
Virginia	1,470	524	1,742
Washington	888	326	1,081
West Virginia	202	61	231
Wisconsin	1,362	365	1,561
Wyoming	82	23	97
TOTAL 48 CONTERMINOUS STATES	51,244	17,352	60,686
Alaska	83	19	91
Hawaii	123	47	149
TOTAL ALASKA & HAWAII	206	66	240
Single Copy Sales			
U.S. Unclassified			
TOTAL UNITED STATES	51,450	17,418	60,926
Poss. & Other Areas	11	10	16
U.S. & POSS., etc.	51,461	17,428	60,942
Canada	12	76	87
International	1	46	46
Military or Civilian Personnel Overseas			
Total International	13	122	133
E-mail Address Only			
Other Unclassified			
GRAND TOTAL	51,474	17,550	61,075

INTEGRATED AUDIENCE 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	67,866	47,640	33,025	22,402	11,354	114,421
2.	Grounds Care Facilities	4,408	3,031	2,440	1,788	1,305	8,564
3.	Equipment Dealer	2,029	1,831	950	495	234	3,510
4.	Suppliers & Consultants, Other	11,411	8,573	5,415	2,265	1,272	17,525
Total Number of Respondents		85,714	61,075	41,830	26,950	14,165	144,020
Non-Respondents		2,000		1,309	975	190	2,474
Total Qualified Circulation		87,714	61,075	43,139	27,925	14,355	146,494
Percent			41.7	29.4	19.1	9.8	100.0

This is an analysis of the 87,714 unique recipients of the Landscape Management Network brand of products as of June 30, 2025. 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.



CHANNEL PROFILES

WEBSITE ACTIVITY - www.landscapemanagement.net/			
2025	Page Views	Sessions/Visits	Users/Visitors
January	45,643	37,429	32,265
February	49,205	41,450	36,020
March	75,233	68,705	61,039
April	66,911	60,413	52,676
May	71,457	66,860	58,570
June	53,389	44,465	39,923

E-NEWSLETTERS - Athletic Turf			
2025	# of Issues	Average Net Distribution Per Issue	Total Net Distribution
January	1	14,414	14,414
February	1	14,404	14,404
March	1	14,344	14,344
April	1	14,337	14,337
May	1	14,241	14,241
June	1	14,176	14,176

E-NEWSLETTERS - LM Direct!			
2025	# of Issues	Average Net Distribution Per Issue	Total Net Distribution
January	5	41,963	209,816
February	4	42,877	171,509
March	4	43,360	173,438
April	4	43,459	173,834
May	5	42,973	214,863
June	4	42,310	169,241

E-NEWSLETTERS - LM Product Spotlight			
2025	# of Issues	Average Net Distribution Per Issue	Total Net Distribution
January	1	28,452	28,452
February	1	28,341	28,341
March	1	27,977	27,977
April	1	27,749	27,749
May	1	27,623	27,623
June	1	27,515	27,515

SOCIAL MEDIA	
Channel	As of June 30, 2025
Facebook Followers	23,000
Instagram Followers	6,743
LinkedIn Followers	25,734
X Followers	18,490
YouTube Subscribers	1,540

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%.

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

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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