

## B2B Media

### Publisher's Statement

6 months ended June 30, 2022

Subject to Audit

### Field Served:

The Canadian Horticultural and Landscape Industry



<b>TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION</b>		<b>13,792</b>
<b>AVERAGE QUALIFIED NONPAID CIRCULATION</b>		
Qualified Nonpaid Individual - Print		10,226
Qualified Nonpaid Individual - Digital		853
<b>Total Qualified Nonpaid Individual</b>		<b>11,079</b>
Qualified Nonpaid Association - Print		2,122
Qualified Nonpaid Association - Digital		591
<b>Total Qualified Nonpaid Association</b>		<b>2,713</b>
<b>Total Average Qualified Nonpaid Circulation</b>		<b>13,792</b>

<b>AVERAGE NONQUALIFIED CIRCULATION</b>	
Nonqualified Market Coverage Copies - Print	166
<b>Total Nonqualified Market Coverage Copies</b>	<b>166</b>
Nonqualified Miscellaneous, Including Staff Copies - Print	65
<b>Total Nonqualified Miscellaneous, Including Staff Copies</b>	<b>65</b>
<b>Total Average Nonqualified Circulation</b>	<b>231</b>

<b>CIRCULATION BY ISSUES</b>					
Issue		Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Qualified Nonpaid - Print & Digital (Unduplicated)	Total Qualified Nonpaid
Feb		12,340	1,448		13,788
Mar		12,363	1,445		13,808
May		12,340	1,440		13,780

## BUSINESS/OCCUPATIONAL ANALYSIS

Classification by Business & Industry		Total	%	Qualified Nonpaid Individual - Print	Qualified Nonpaid Individual - Digital	Qualified Nonpaid Individual-Print & Digital (Unduplicated)	Total Qualified Nonpaid Individual	Qualified Nonpaid Association - Print	Qualified Nonpaid Association - Digital	Qualified Nonpaid Association - Print & Digital (Unduplicated)	Total Qualified Nonpaid Association
1.	Landscaping/Lawncare Contractors	4,719	34.2	3,411	121		3,532	935	252		1,187
2.	Golf Courses	1,403	10.2	1,382	13		1,395	4	4		8
3.	a. Government - School Boards	39	0.3	30	4		34	1	4		5
	b. Government - Municipalities/Parks	1,353	9.8	1,067	262		1,329	16	8		24
4.	Private Parks, Campgrounds, Resorts, Hotels (Not Golf), Cemeteries	347	2.5	322	13		335	5	7		12
5.	Landscape Architects - Residential/Commercial & Golf Course Designers	1,362	9.9	1,060	250		1,310	39	13		52
6.	Grounds Personnel	393	2.9	221	5		226	120	47		167
7.	a. Nurseries	1,055	7.7	908	26		934	103	18		121
	b. Green Houses	229	1.7	180	41		221	7	1		8
	c. Sod, Sand	58	0.4	45			45	10	3		13
	d. Retail - Bulbs And Seeds, Retail Garden Centres	544	3.9	442	19		461	65	18		83
8.	Consultants - Golf Courses, Turf, Irrigation, Landscape, Lighting	186	1.3	147	13		160	17	9		26
9.	Contractors & Suppliers - Tree Care, Arborists, Large Tree Movers	145	1.1	94	16		110	21	14		35
10.	Turf Equipment & Lawncare - Manufacturers & Distributors	162	1.2	125	8		133	23	6		29
11.	Irrigation Manufacturers, Distributors, Contractors	119	0.9	72	3		75	38	6		44
12.	Manufacturers & Distributors of Seed, Fertilizer, Chemicals, Golf Course Accessories	381	2.8	103	13		116	165	100		265
13.	Contractors & Suppliers - Excavating, In-Ground Pools, Rock & Paving	340	2.5	123	8		131	190	19		209
14.	Other Suppliers/Contractors to the Industry include Machinery, Snow Removal	620	4.5	332	14		346	250	24		274
15.	Educators (Schools Offering Industry Related Programs)	25	0.2	11	1		12	10	3		13
16.	Others Allied to the Field	300	2.2	142	17		159	104	37		141
	<b>Total Qualified Circulation</b>	<b>13,780</b>	<b>100.0</b>	<b>10,217</b>	<b>847</b>		<b>11,064</b>	<b>2,123</b>	<b>593</b>		<b>2,716</b>

AGE OF SOURCE ANALYSIS								
Source	Print	Digital	Print & Digital (Unduplicated)	Qualified Within				
				1 Year	2 Years	3 Years	Total	Percent
<b>Total Direct Request From Recipient</b>	<b>8,302</b>	<b>200</b>		<b>5,338</b>	<b>3,038</b>	<b>287</b>	<b>8,663</b>	<b>62.9</b>
<b>Total Direct Request From Recipient's Company</b>								
<b>Total Communication Other Than Request</b>								
Association	2,123	593		2,069	119	496	2,684	19.5
Business Directories								
Lists	1,915	647		2,059	154	220	2,433	17.7
Acquired Circulation								
Other Sources								
<b>Total Qualified Subscriptions</b>	<b>12,340</b>	<b>1,440</b>		<b>9,466</b>	<b>3,311</b>	<b>1,003</b>	<b>13,780</b>	<b>100.0</b>
<b>Percent</b>	<b>89.6</b>	<b>10.4</b>		<b>68.7</b>	<b>24.0</b>	<b>7.3</b>	<b>100.0</b>	

MAILING ADDRESS ANALYSIS					
	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Qualified Nonpaid - Print & Digital (Unduplicated)	Total Qualified Nonpaid	Percent
Individual by Name and Title and/or Occupation	10,288	928		11,216	81.4
Individual by Name Only	2,045	511		2,556	18.6
Title or Occupation Only					
Company Name Only	7	1		8	0.1
Multicopy Same Addressee					
<b>Total Qualified Subscriptions</b>	<b>12,340</b>	<b>1,440</b>		<b>13,780</b>	<b>100.0</b>
<b>Total Qualified Circulation</b>	<b>12,340</b>	<b>1,440</b>		<b>13,780</b>	<b>100.0</b>

GEOGRAPHIC ANALYSIS				
Province	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Qualified Nonpaid - Print & Digital (Unduplicated)	Total Qualified Nonpaid
Alberta	960	25		985
British Columbia	1,592	143		1,735
Manitoba	387	20		407
New Brunswick	229	6		235
Newfoundland/Labrador	98	3		101
Northwest Territories	9			9
Nova Scotia	238	8		246
Nunavut				
Ontario	7,202	1,181		8,383
Prince Edward Island	62	1		63
Quebec	1,262	48		1,310
Saskatchewan	289	4		293
Yukon Territory	12	1		13
Canadian Unclassified				
<b>TOTAL CANADA</b>	<b>12,340</b>	<b>1,440</b>		<b>13,780</b>
United States				
Military or Civilian Personnel Overseas				
Other International				
<b>Total International</b>				
E-mail Address Only				
Other Unclassified				
<b>GRAND TOTAL</b>	<b>12,340</b>	<b>1,440</b>		<b>13,780</b>

## NOTES

### Definition of Recipient Qualification:

Qualified recipients include companies and personnel in the following industries: Landscaping/Lawn care Contractors, Golf Courses, including Super-intendents, Management, Board Members and other personnel, School Boards, Schools, Municipalities, including Parks Departments, Private Parks, Campgrounds, Resorts Hotels, Clubs, Cemeteries and Recreational Facilities other than Golf, including Superintendents, Management and other personnel, Landscape Architects and Designers; residential, commercial and golf course, Grounds Personnel ? Facilities, Commercial and Residential, n.e.c, Nurseries, Green Houses, Sod, Sand, Retail Garden Centres, Consultants; Golf Courses, Turf, Irrigation, Landscape, Lighting, Contractors and Suppliers ? Tree Care, Arborists, and large tree movers, Turf Equipment and Lawn Care ? Manufacturers and Distributors, Irrigation Manufacturers, Distributors, and Contractors, Manufacturers and Distributors of Seed, Fertilizer, Chemicals, Golf Course Accessories, Others Allied to the Field including Colleges, Universities, Associations, and Students.

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

**Qualified Nonpaid Association Subscriptions:** Represent copies served to members of LOHTA-Landscape Ontario Horticulture Association. Receipt of this publication is a stated condition of membership. A further 496 LOHTA members are included as Personal Direct Request for a total of 3,212 members.

**Lists:** Represent copies served to subscribers obtained from CNLA-Canadian Nursery and Landscape Association, OPA-Ontario Parks Association, CGSA-Canadian Golf Superintendents Association, OALA-The Ontario Association of Landscape Architects, and APPQ-Association des Paysagistes Professionnels du Quebec.

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

**Age of Source Projection:** The figures used are based on percentages established for the Oct 21 issue and projected against the totals for the May 22 issue.

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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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