



REPORT

TOTAL AUDIENCE PROFILE

SOUTHCOMM BUSINESS MEDIA, LLC
1233 Janesville Ave., Fort Atkinson, WI 53538
800.547.7377 • Southcomm.com

For Period of July–September 2016

GREEN INDUSTRY Pros™

The Management Resource for Landscape Contractors and Equipment Dealers



PROFILE OF MARKET SERVED:

Green Industry Pros serves corporate management and supervisory personnel employed with contractors performing some combination of lawn maintenance, installation, lawn care, and/or irrigation. Power equipment dealers are also served.

Audience Profile for Quarterly Period:	Frequency	Delivered Distribution
Green Industry Pros Magazine		
Print & Digital Version (BPA Audited) May/June 2016 Issue	7	64,203
SnowPro Supplement		
Print & Digital Copies Delivered to Snow States & Canada	2	44,942
Dealer Success Guide Supplement		
Print & Digital Copies Delivered to Dealers	3	10,231
E-Newsletters		
The Pro Report	Twice Weekly	25,578
Email Marketing		
Landscape Contractor/Equipment Dealer Email Marketing	Custom	25,654
Social Media		
Facebook Likes		1,809
LinkedIn Discussion Group Members		691
Twitter Followers		6,161
YouTube Views		49,448
Google+		121

WEBSITE METRICS

Greenindustrypros.com					
	Sessions (Visits)	Unique Users (Visitors)	Pageviews	Avg Session Duration	
July	64,856	55,294	220,491	0:03:24	
August	69,192	58,781	236,620	0:03:25	
September	67,567	57,581	224,991	0:03:20	
Average	67,205	57,219	227,367	0:03:23	

	Mobile Sessions (Visits)	Mobile Page Views	Tablet Sessions (Visits)	Tablet Page Views
July	23,534	67,186	6,308	24,820
August	25,883	73,767	6,697	26,120
September	23,913	69,462	6,031	23,721
Average	24,443	70,138	6,345	24,887

Source: Google Analytics

Sessions (Visits): Total number of visits to the site.

Users (Visitors): The total number of unique people who visited the site, based on browser and/or device combinations.

Pageviews: The total number of pages view on the site.

Avg Session Duration (Avg Time on Site): The average time a person spends on the website each visit, otherwise known as Average Visit Duration.



PRINT & DIGITAL ISSUE DISTRIBUTION

Green Industry Pros May/June 2016 Print & Digital Issue	Classification by Title					
	Business and Industry	Total	% of Total	Print	Digital	Corporate Management: Includes President, Owner, Partner, General Manager, Vice President, Purchasing Agent & Other Management Personnel
Landscape Contractor	53,972	84.1%	50,570	3,402	49,087	4,885
Power Equipment Dealer	10,231	15.9%	9,431	800	8,827	1,404
Total Qualified Circulation	64,203	100.0%	60,001	4,202	57,914	6,289
Percent	100.0%		93.5%	6.5%	90.2%	9.8%

Source: June 2016 BPA Statement

Business and Industry	Number of Employees					
	Total	1 - 4	5 - 9	10 - 19	20 +	No Response
Landscape Contractor	53,972	24,339	9,455	5,979	6,654	7,545
Power Equipment Dealer	10,231	3,127	1,321	764	551	4,468
Total Qualified Circulation	64,203	27,466	10,776	6,743	7,205	12,013

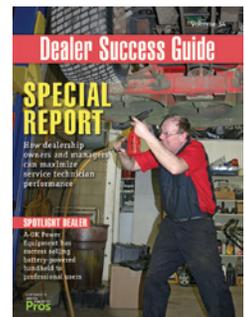
Sales Volume	Total
Less Than \$250,000	26,198
\$250,000 - \$499,999	3,997
\$500,000 - \$999,999	9,304
\$1 Million - \$2,499,999	7,212
\$2.5 Million - \$4,999,999	2,749
\$5 Million & Over	2,320
No Response	12,423
Total Qualified Circulation	64,203

	Supplements		
	Total	Print Edition	Digital Edition
SnowPRO	44,942	42,039	2,903*
Dealer Success Guide	10,231	9,431	800**

*Digital edition subscribers located in snow states.

**Digital edition subscribers who are power equipment dealers.

Note: All qualified digital edition subscribers (4,202) automatically receive both supplements with their digital edition of Green Industry Pros.



Green Industry Pros May/June 2016				
Contractor Services	Total	Percent	Print Edition	Digital Edition
Lawn Maintenance	30,931	74.35%	28,556	2,375
Natural/Organic Lawn Care Amendments (New)	3,637	8.74%	3,375	262
Fertilization Applications	21,568	51.84%	19,733	1,835
Chemical Applications	18,558	44.61%	16,955	1,603
Lawn Renovation	25,072	60.26%	23,072	2,000
Landscape Installation	27,675	66.52%	25,407	2,268
Irrigation	19,656	47.25%	17,971	1,685
Tree Care	21,378	51.39%	19,631	1,747
Snow Removal	18,520	44.52%	17,131	1,389
Hardscaping	21,248	51.07%	19,476	1,772
Outdoor Lighting	16,766	40.30%	15,299	1,467
Total Respondents	41,603		38,271	3,332

Many contractors perform more than one service.

E-NEWSLETTER DISTRIBUTION

The Pro Report E-Newsletter		Classification by Title			
Business and Industry	Total	% of Total	Corporate Management: Includes President, Owner, Partner, General Manager, Vice President, Purchasing Agent & Other Management Personnel	Supervisory Personnel: Includes Superintendent, Groundskeeper, Foreman, Supervisor, Landscape/Grounds Manager & Other Supervisory Personnel	Other Titled & Non-Titled Personnel
Landscape Contractor	18,863	73.7%	16466	1945	452
Power Equipment Dealer	3,587	14.0%	3100	476	11
Other Industry Related Business	3,128	12.2%	433	84	2611
Total Qualified Circulation	25,578	100.0%	19,999	2,505	3,074
Percent	100.0%		78.2%	9.8%	12.0%

All e-mail addresses on file have opened an e-mail from Green Industry Pros since January 2015.



EMAIL MARKETING

eProduct Showcase Custom eBlasts		Classification by Title			
Business and Industry	Total Email Addresses	% of Total	Corporate Management: Includes President, Owner, Partner, General Manager, Vice President, Purchasing Agent & Other Management Personnel	Supervisory Personnel: Includes Superintendent, Groundskeeper, Foreman, Supervisor, Landscape/Grounds Manager & Other Supervisory Personnel	Other Titled & Non-Titled Personnel
Landscape Contractor	17,318	66.5%	15045	1936	337
Power Equipment Dealer	3,804	10.1%	3221	574	9
Other Industry Related Business	4,532	22.3%	318	59	4155
Total Qualified Circulation	25,654	100.0%	18,584	2,569	4,501
Percent	100.0%		72.4%	10.0%	17.5%

All e-mail addresses on file have opened an e-mail from Green Industry Pros since January 2015.

Contractor Services	Total Email Addresses
Lawn Maintenance	12,955
Natural/Organic Lawn Care Amendments (New)	1,576
Fertilization Applications	7,907
Chemical Applications	8,740
Lawn Renovation	10,826
Landscape Installation	11,587
Irrigation	8,201
Tree Care	8,580
Snow Removal	7,708
Hardscaping	8,549
Outdoor Lighting	6,825
By State/Zip Code	Available

Many contractors perform more than one service.

The data reflected within this report is provided in good faith as an accurate representation of the audience served for *Green Industry Pros*.

Deirdre D'Aniello, Publisher

Total Audience Profile report provided by
 SouthComm Business Media, LLC
 1233 Janesville Ave., Fort Atkinson WI 53538
 800.547.7377 ■ Southcomm.com