

## **TOTAL AUDIENCE PROFILE**

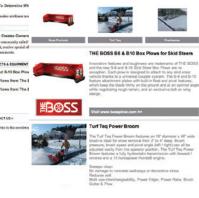
SOUTHCOMM BUSINESS MEDIA, LLC 1233 Janesville Ave., Fort Atkinson, WI 53538

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## PROFILE OF MARKET SERVED:

SnowPRO is a companion publication to Green Industry Pros, Mass Transit and Airport Business. SnowPRO offers news, products, business advice and tech tips for snow removal professionals. Print distribution includes the following states: AK, CO, CT, DC, DE, IA, ID, IL, IN, KS, KY, MA, MD, ME, MI, MN, MO, MT, NC, ND, NE, NH, NJ, NV, NY, OH, OK, OR, PA, RI, SD, TN, TX, UT, VT, WA, WI, WV and WY.

Audience Profile (Print Copies) Publications	Frequency	SnowPRO Delivered Distribution	Print Circulation December 2015 BPA Statement*
Green Industry Pros	7	45,665	60,002
Mass Transit	8	9,550	16,000
Airport Business	8	9,438	14,100
SnowPRO			
SnowPRO Supplement	2	64,653	

Audience Profile (Digital Copies) Publications	Frequency	SnowPRO Delivered Distribution	Digital Circulation December 2015 BPA Statement
Green Industry Pros with SnowPRO Supplement	2	4,208	4,208

Audience Profile	Frequency	SnowPRO Delivered Distribution
E-Newsletters		
SnowPRO	Custom	32,060
Email Marketing		
SnowPRO	Custom	30,180

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

Deirdre D'Aniello, Publisher

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