

B2B Media

Publisher's Statement

6 months ended December 31, 2021

Subject to Audit

Field Served:

LANDSCAPE ARCHITECTURE magazine reaches landscape architects, landscape designers, garden designers, landscape architect students, architects, planners, landscape contractors, nurseries, plant professionals, engineers, interior designers, developers, facilities owners and managers, building product manufacturers, outdoor furnishing retailers, landscape architecture service providers, public policy makers and elected officials, golf course superintendents, academic libraries, and other interested in the profession, in the topic of landscape architecture, or in landscape architecture products and services.

LANDSCAPE ARCHITECTURE MAGAZINE

THE MAGAZINE OF THE AMERICAN
SOCIETY OF LANDSCAPE ARCHITECTS



TOTAL AVERAGE QUALIFIED PAID & NONPAID CIRCULATION		15,600	
AVERAGE QUALIFIED PAID CIRCULATION		AVERAGE QUALIFIED NONPAID CIRCULATION	
Qualified Paid Individual - Print	1,176	Qualified Nonpaid Individual - Print	1
Qualified Paid Individual - Digital	972	Qualified Nonpaid Individual - Digital	9
Total Qualified Paid Individual	2,148	Total Qualified Nonpaid Individual	10
Qualified Paid Association - Print	6,210	Qualified Nonpaid Association - Print	84
Qualified Paid Association - Digital	3,273	Qualified Nonpaid Association - Digital	3,687
Total Qualified Paid Association	9,483	Total Qualified Nonpaid Association	3,771
Qualified Paid Multicopy Same Addressee - Print	167	Total Average Qualified Nonpaid Circulation	3,781
Total Qualified Paid Multicopy Same Addressee	167		
Single Copy Sales - Print	9		
Single Copy Sales - Digital	12		
Total Single Copy Sales	21		
Total Average Qualified Paid Circulation	11,819		

AVERAGE NONQUALIFIED CIRCULATION	
Nonqualified Market Coverage Copies - Print	6,878
Total Nonqualified Market Coverage Copies	6,878
Nonqualified Allocated for Shows & Conventions - Print	417
Total Nonqualified Allocated for Shows & Conventions	417
Nonqualified Miscellaneous, Including Staff Copies - Print	879
Nonqualified Miscellaneous, Including Staff Copies - Digital	127
Total Nonqualified Miscellaneous, Including Staff Copies	1,006
Total Average Nonqualified Circulation	8,301

CIRCULATION BY ISSUES

Issue		Qualified Paid - Print	Qualified Paid - Digital	Qualified Paid - Print & Digital (Unduplicated)	Total Qualified Paid	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Qualified Nonpaid - Print & Digital (Unduplicated)	Total Qualified Nonpaid	Total
Jul		6,940	4,196		11,136	504	4,212		4,716	15,852
Aug		7,624	4,229		11,853	1	4,215		4,216	16,069
Sep		7,659	4,322		11,981	1	3,088		3,089	15,070
Oct		7,721	4,266		11,987	1	3,462		3,463	15,450
Nov		7,706	4,296		12,002	1	3,645		3,646	15,648
Dec		7,725	4,235		11,960	1	3,558		3,559	15,519

BUSINESS/OCCUPATIONAL ANALYSIS

Classification by Business & Industry	Total	%	Qualified Paid Individual - Print	Qualified Paid Individual - Digital	Qualified Paid Individual - Print & Digital (Unduplicated)	Total Qualified Paid Individual	Qualified Paid Assn. - Print	Qualified Paid Assn. - Digital	Qualified Paid Assn. - Print & Digital (Unduplicated)	Total Qualified Paid Assn.	Total Qualified Paid	Qualified Nonpaid Individual - Print	Qualified Nonpaid Individual - Digital	Qualified Nonpaid Individual - Print & Digital (Unduplicated)	Total Qualified Nonpaid Individual	Qualified Nonpaid Assn. - Print	Qualified Nonpaid Assn. - Digital	Qualified Nonpaid Assn. - Print & Digital (Unduplicated)	Total Qualified Nonpaid Assn.	Total Qualified Nonpaid
Landscape Architect	8,382	53.6	194	484		678	5,217	2,480		7,697	8,375		1		1		6		6	7
Landscape Designer	1,562	10.0	95	96		191	825	538		1,363	1,554						8		8	8
Garden Designer	19	0.1	13	3		16	3			3	19									
Planner	124	0.8	29	18		47	45	32		77	124									
Architect	89	0.6	50	15		65	11	13		24	89									
Engineer	34	0.2	19	6		25	5	4		9	34									
Consultant	48	0.3		5		5	25	18		43	48									
Landscape Contractor	67	0.4	23	9		32	16	19		35	67									
Builder	18	0.1	11	3		14	2	2		4	18									
Golf Course Superintendent																				
Facilities Manager	4	0.0	1			1	1	2		3	4									
Grounds Maintenance	5	0.0	4			4		1		1	5									
Nurseries	8	0.1	4			4	3	1		4	8									
Horticulturist	21	0.1	10	5		15	3	3		6	21									
Marketing/Sales	20	0.1		5		5	8	6		14	19		1		1					1
Supplier/Manufacturer	103	0.7	11	4		15	18	69		87	102						1		1	1
Government Agency	52	0.3	17	8		25	15	12		27	52									
Academic Institution	416	2.7	290	75		365	23	27		50	415						1		1	1
Student	3,812	24.4	63	11		74	88	31		119	193						3,619		3,619	3,619
Library	154	1.0	131	21		152	2			2	154									
Allied Industry	142	0.9	33	4		37	68	37		105	142									
Association/Foundation Executive	13	0.1		1		1	4	2		6	7		6		6					6
Editor																				
Publisher	3	0.0	1	1		2		1		1	3									
Writer/Reporter	1	0.0	1			1					1									
Other/Unknown	534	3.4	317	214		531					531	1	2		3					3
Other Paid Circulation																				
Subscriptions																				
Single Copy Sales	17	0.1	7	10		17					17									
Total Qualified Circulation	15,648	100.0	1,324	998		2,322	6,382	3,298		9,680	12,002	1	10		11		3,635		3,635	3,646

AGE OF SOURCE ANALYSIS								
				Qualified Within				
Source	Print	Digital	Print & Digital (Unduplicated)	1 Year	2 Years	3 Years	Total	Percent
Total Direct Request From Recipient	1	10		11			11	0.3
Written	1			1			1	0.0
Telecommunication								
Internet and Email		10		10			10	0.3
Total Direct Request From Recipient's Company								
Written								
Telecommunication								
Internet and Email								
Total Communication Other Than Request								
Written								
Telecommunication								
Internet and Email								
Association		3,635		3,635			3,635	99.7
Business Directories								
Lists								
Acquired Circulation								
Other Sources								
Total Qualified Subscriptions	1	3,645		3,646			3,646	100.0
Percent		100.0		100.0			100.0	
Paid Subscription Circulation							11,985	
Paid Acquired Circulation								
Single Copy Sales							17	
Total Qualified Circulation							15,648	

GEOGRAPHIC ANALYSIS

State	Qualified Paid - Print	Qualified Paid - Digital	Qualified Paid - Print & Digital (Unduplicated)	Total Qualified Paid	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Qualified Nonpaid - Print & Digital (Unduplicated)	Total Qualified Nonpaid	Total
Alabama	100	41		141		30		30	171
Arizona	121	50		171		73		73	244
Arkansas	50	24		74		34		34	108
California	960	433		1,393		392		392	1,785
Colorado	229	125		354		90		90	444
Connecticut	136	68		204		26		26	230
Delaware	19	4		23		23		23	46
District of Columbia	71	35		106		8		8	114
Florida	385	216		601		114		114	715
Georgia	160	89		249		92		92	341
Idaho	53	27		80		18		18	98
Illinois	249	134		383		124		124	507
Indiana	123	65		188		84		84	272
Iowa	71	41		112		52		52	164
Kansas	53	36		89		29		29	118
Kentucky	56	18		74		29		29	103
Louisiana	90	31		121		40		40	161
Maine	31	12		43		3		3	46
Maryland	190	103		293		64		64	357
Massachusetts	291	161		452		88		88	540
Michigan	166	75		241		81		81	322
Minnesota	122	83		205		44		44	249
Mississippi	30	17		47		22		22	69
Missouri	111	74		185		30		30	215
Montana	28	14		42		3		3	45
Nebraska	37	24		61		10		10	71
Nevada	39	29		68		15		15	83
New Hampshire	38	11		49		13		13	62
New Jersey	273	97		370		65		65	435
New Mexico	59	31		90		21		21	111
New York	516	235		751		142		142	893
North Carolina	231	132		363		98		98	461
North Dakota	7	8		15		7		7	22
Ohio	170	94		264		86		86	350
Oklahoma	40	27		67		23		23	90
Oregon	148	87		235		54		54	289
Pennsylvania	281	160		441		132		132	573
Rhode Island	30	16		46		43		43	89
South Carolina	108	54		162	1	52		53	215
South Dakota	26	9		35		6		6	41
Tennessee	127	71		198		83		83	281
Texas	480	317		797		188		188	985
Utah	82	42		124		57		57	181
Vermont	31	16		47		6		6	53
Virginia	245	132		377		83		83	460
Washington	226	144		370		102		102	472
West Virginia	14	5		19		9		9	28
Wisconsin	100	66		166		32		32	198
Wyoming	12	11		23					23
TOTAL 48 CONTERMINOUS STATES	7,215	3,794		11,009	1	2,920		2,921	13,930
Alaska	20	41		61		1		1	62
Hawaii	41	24		65		21		21	86
TOTAL ALASKA & HAWAII	61	65		126		22		22	148
Single Copy Sales	7	10		17		10		10	27
U.S. Unclassified									
TOTAL UNITED STATES	7,283	3,869		11,152	1	2,952		2,953	14,105
Poss. & Other Areas	8			8		8		8	16
U.S. & POSS., etc.	7,291	3,869		11,160	1	2,960		2,961	14,121
Canada	161	80		241		47		47	288
International	253	165		418		584		584	1,002
Military or Civilian Personnel Overseas	1	1		2					2
Total International	415	246		661		631		631	1,292
E-mail Address Only		181		181		54		54	235
Other Unclassified									
GRAND TOTAL	7,706	4,296		12,002	1	3,645		3,646	15,648

NOTES

Price Data	Basic Prices
Basic Price Subscriptions	1 yr. \$59.00
Single Copy	\$7.00

Definition of Recipient Qualification:

Qualified recipients include: any individual, company, institution or agency interested in landscape architecture news, design, planning, trends, products, services or any issue affecting the landscape architecture industry, including landscape architect, landscape designers, garden designers, planners, architects, engineers, consultants, landscape contractors, builders, golf course superintendents, facilities managers, grounds maintenance, nursery professionals, horticulturists, marketing/sales professionals, suppliers/manufacturers, government agency professionals, elected officials, academic institutions, students, libraries, associations/foundations, media companies and others.

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

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Paid Multicopy Same Addressee - Print: Represent copies sold in quantities of 2 or more to business concerns receiving the print version of this publication at 1 yr. \$59.00. Copies were mailed in bulk to the purchaser for redistribution.

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

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.

Frequency: Monthly
Format: Standard

Established: 1910
AAM Member Since: 2000
Member #: 06-0698-0
SRDS: 4

Parent Company: American Society of Landscape Architects

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