



AUDIT REPORT B2B Media

LANDSCAPE ARCHITECT & SPECIFIER NEWS

Tustin, California 92780

FIELD SERVED: LANDSCAPE ARCHITECT & SPECIFIER NEWS serves the field of licensed landscape architects, landscape designers, development professionals and suppliers.

TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION FOR 6 MONTHS ENDED FEBRUARY 28, 2022:

TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION	30,926
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AVERAGE QUALIFIED NONPAID CIRCULATION

Qualified Nonpaid Individual - Print	30,926
Total Average Qualified Nonpaid Circulation	30,926

AVERAGE NONQUALIFIED CIRCULATION

Nonqualified Miscellaneous, Including Staff Copies - Print	7,751
Total Average Nonqualified Circulation	7,751

AUDIT STATEMENT

This is an initial audit covering the six month period ended February 28, 2022 and release of this report constitutes qualification and acceptance of membership.

CIRCULATION BY ISSUES

	Qualified Nonpaid - Print
2021 Issue	
Sep	31,216
Oct	30,649
Nov	31,402
Dec	30,993
2022 Issue	
Jan	31,198
Feb	30,096

BUSINESS/OCCUPATIONAL ANALYSIS

Classification by Business & Industry		Qualified Nonpaid - Print	%
1.	Licensed Landscape Architects	19,062	60.7
2.	Supplier	2,341	7.5
3.	Others Allied to the Field	9,999	31.8
Total Qualified Circulation		31,402	100.0

AGE OF SOURCE ANALYSIS

Source	Qualified Within				
	1 Year	2 Years	3 Years	Total	Percent
Total Direct Request From Recipient	6,355	3,762	3,364	13,481	42.9
Total Direct Request From Recipient's Company	551	438	712	1,701	5.4
Total Communication Other Than Request Association					
Business Directories					
Lists	7,066	5,294	3,010	15,370	48.9
Acquired Circulation					
Other Sources	60	367	423	850	2.8
Total Qualified Subscriptions	14,032	9,861	7,509	31,402	100.0
Percent	44.7	31.4	23.9	100.0	

MAILING ADDRESS ANALYSIS

Source	Qualified Nonpaid - Print	%
Individual by Name and Title and/or Occupation	31,268	99.6
Individual by Name Only	134	0.4
Title or Occupation Only		
Company Name Only		
Multicopy Same Addressee		
Total Qualified Subscriptions	31,402	100.0
Total Qualified Circulation	31,402	100.0

GEOGRAPHIC ANALYSIS

State	Qualified Nonpaid - Print
Alabama	244
Arizona	722
Arkansas	160
California	6,201
Colorado	1,180
Connecticut	418
Delaware	74
District of Columbia	114
Florida	1,906
Georgia	1,062
Idaho	193
Illinois	998
Indiana	493
Iowa	244
Kansas	305
Kentucky	295
Louisiana	397
Maine	157
Maryland	759
Massachusetts	841
Michigan	704
Minnesota	549
Mississippi	156
Missouri	396
Montana	95
Nebraska	128
Nevada	211
New Hampshire	132
New Jersey	800
New Mexico	184
New York	1,179
North Carolina	988
North Dakota	36
Ohio	814
Oklahoma	161
Oregon	510
Pennsylvania	1,271
Rhode Island	134
South Carolina	462
South Dakota	52
Tennessee	403
Texas	2,054
Utah	382
Vermont	97
Virginia	870
Washington	934
West Virginia	98
Wisconsin	473
Wyoming	57
TOTAL 48 CONTERMINOUS STATES	31,093
Alaska	57
Hawaii	129
TOTAL ALASKA & HAWAII	186
Single Copy Sales	
U.S. Unclassified	1
TOTAL UNITED STATES	31,280
Poss. & Other Areas	18
U.S. & POSS., etc.	31,298
Canada	104
International	
Military or Civilian Personnel Overseas	
TOTAL INTERNATIONAL	104
E-Mail Address Only	
Other Unclassified	
GRAND TOTAL	31,402

NOTES

Definition of Recipient Qualification:

Qualified recipients are titled and nontitled personnel within the field served.

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

Analyzed Issue: The information in Business/Occupational Analysis; Age of Source Analysis; Mailing Address Analysis; and Geographic Analysis is from an analysis of the November 2021 issue.

To Members of the Alliance for Audited Media:

We have examined the circulation records and other data presented by this publication for the period covered by this report. Our examination was made in accordance with AAM's Bylaws and Rules, and included such tests and other audit procedures as we considered necessary under the circumstances.

In our opinion, the total average circulation for the period shown is fairly stated in this report, and the other data contained in this report are fairly stated in all respects material to average circulation.

Alliance for Audited Media

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