

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment, which must be made by the user of the report.

Two Corporate Drive, Ninth Floor
Shelton, CT USA 06484-6259
Phone: +1 203.447.2800
Fax: +1 203.447.2900
www.bpaww.com

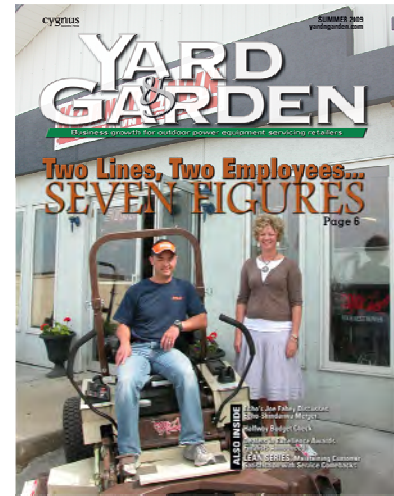
A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprising media owners, advertising agencies and advertisers. Spanning 25 countries, BPA serves more than 2,000 B-to-B publications and 500 consumer magazines, plus newspapers, events, Web sites, email newsletters, databases, wireless and other advertiser-supported media-as well as more than 2,600 advertiser and agency members.

Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.



Cygnus Business Media
1233 Janesville Avenue
P.O. Box 803
Fort Atkinson, WI 53538-0803
Tel.: (920) 563-6388
Fax: (920) 563-1699
www.yardngarden.com
www.greenindustrypros.com

Official Publication of: None
Established: 1977
Issues Per Year: 7



FIELD SERVED

YARD & GARDEN serves power equipment retailers, hardware stores as well as wholesalers, distributors and jobbers selling outdoor power equipment and lawn and garden products.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are owners, presidents, partners, vice presidents, general managers, sales and marketing personnel, purchasing agents/managers, buyers, supervisors, parts and service managers, and other titled personnel in the field served.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	81
Advertiser and Agency _____	300
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	283
Digital _____	-
All Other _____	156
TOTAL	820

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	15,605	100.0	15,605	100.0	-	-
Sponsored Individually Addressed ____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	15,605	100.0	15,605	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2009 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2009 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
June/July August _____	133	137			15,605	November/ December _____	107	107			15,605
September/ October _____	236	236			15,605						
TOTAL	476	480									

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2009

This issue is equal to the average of the other 2 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	CLASSIFICATION BY TITLE			
			Owner, President, Partner, VP, General Manager and Other Management Personnel (A)	Sales and/or Marketing Manager, Inside, Outside, Floor Sales and Related Personnel (B)	Purchasing Agent/Manager, Buyer, Supervisor and Related Personnel (C)	Parts and/or Service Manager and Related Personnel (D)
1. Retailers (Note 1)						
A. Specialty Retailers (Primarily Selling Lawn and Garden Products)						
1. Power Equipment Retailers _____	14,546	93.2	11,373	1,656	290	1,227
Sub-Total Specialty Retailers	14,546	93.2	11,373	1,656	290	1,227
B. Multiple-Department Retailers (Selling Lawn and Garden Products) (Note 2)						
1. Hardware Store _____	865	5.6	688	87	37	53
Sub-Total Multi-Department Retailers	865	5.6	688	87	37	53
2. Wholesalers, Distributors or Jobbers _____	194	1.2	114	64	5	11
TOTAL QUALIFIED CIRCULATION	15,605	100.0	12,175	1,807	332	1,291
PERCENT	100.0		78.0	11.6	2.1	8.3

Note 1: Categories A1, Lawn & Garden Supply Store Centers; A3, Retail Nurseries; A4, Other Specialty Retailers; B2, B3, B4, B5, B6, & B7 Home Centers/Building Supply Stores, Department, Discount, Drug, Variety Stores and Other Multi-Department Retailers; 3, Manufacturer's Representatives or Independent Agents have been eliminated at the option of the publisher.

Note 2: Non-comparable additional data reported at the publisher's option.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2009

QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
I. TOTAL - Direct Request:	9,368	3,121	-			12,489	80.0
a. Written	4,302	1,393	-			5,695	36.5
b. Telecommunication	3,743	1,430	-			5,173	33.1
c. Electronic	1,323	298	-			1,621	10.4
II. TOTAL - Request from recipient's company:	58	-	-			58	0.4
a. Written	32	-	-			32	0.2
b. Telecommunication	-	-	-			-	-
c. Electronic	26	-	-			26	0.2
III. TOTAL - Membership Benefit:	-	-	-			-	-
a. Individual	-	-	-			-	-
b. Organizational	-	-	-			-	-
IV. TOTAL - Communication from recipient or recipient's company (other than request):	-	-	-			-	-
a. Written	-	-	-			-	-
b. Telecommunication	-	-	-			-	-
c. Electronic	-	-	-			-	-
V. TOTAL - Sources other than above (listed alphabetically):	3,058	-	-			3,058	19.6
Association rosters and directories	-	-	-			-	-
*Business directories	3,058	-	-			3,058	19.6
Manufacturer's, distributor's and wholesaler's lists	-	-	-			-	-
Other sources	-	-	-			-	-
VI. TOTAL - Single Copy Sales:	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	12,484	3,121	-			15,605	100.0
PERCENT	80.0	20.0	-			100.0	

*See Paragraph 9

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2009

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function			15,605	100.0
Individuals by name only			-	-
Titles or functions only			-	-
Company names only			-	-
Multi-Copy Same Addressee copies			-	-
Single Copy Sales			-	-
TOTAL QUALIFIED CIRCULATION			15,605	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2009

State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified	Percent
039-049 Maine	139		400-427 Kentucky	335	
030-038 New Hampshire	123		370-385 Tennessee	368	
050-059 Vermont	106		350-369 Alabama	300	
010-027 Massachusetts	306		386-397 Mississippi	178	
028-029 Rhode Island	39		EAST SO. CENTRAL	1,181	7.6
060-069 Connecticut	265		716-729 Arkansas	213	
NEW ENGLAND	978	6.3	700-714 Louisiana	276	
100-149 New York	821		730-749 Oklahoma	239	
070-089 New Jersey	297		750-799 Texas	789	
150-196 Pennsylvania	986		WEST SO. CENTRAL	1,517	9.7
MIDDLE ATLANTIC	2,104	13.5	590-599 Montana	52	
430-459 Ohio	880		832-838 Idaho	74	
460-479 Indiana	672		820-831 Wyoming	27	
600-629 Illinois	728		800-816 Colorado	169	
480-499 Michigan	558		870-884 New Mexico	44	
530-549 Wisconsin	614		850-865 Arizona	85	
EAST NO. CENTRAL	3,452	22.1	840-847 Utah	76	
550-567 Minnesota	426		889-898 Nevada	31	
500-528 Iowa	433		MOUNTAIN	558	3.6
630-658 Missouri	459		995-999 Alaska	16	
580-588 North Dakota	56		980-994 Washington	219	
570-577 South Dakota	81		970-979 Oregon	181	
680-693 Nebraska	218		900-961 California	714	
660-679 Kansas	260		967-968 Hawaii	14	
WEST NO. CENTRAL	1,933	12.4	PACIFIC	1,144	7.3
197-199 Delaware	50		UNITED STATES	15,599	100.0
206-219 Maryland	200		969 & 004-009 U.S. Territories	6	
200-205 Washington, DC	2		Canada	-	
220-246 Virginia	416		Mexico	-	
247-268 West Virginia	132		Other International	-	
270-289 North Carolina	558		APO/FPO	-	
290-299 South Carolina	247		TOTAL QUALIFIED CIRCULATION	15,605	100.0
300-319 Georgia	461				
320-349 Florida	666				
SOUTH ATLANTIC	2,732	17.5			

7. AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	2006	2007	January - June 2008	July - December 2008	January - June 2009	July - December 2009*
Total Audit Average Qualified: _____	17,507	17,506	16,429	16,427	16,016	15,605
Qualified Non-Paid: _____	17,507	17,506	16,429	16,427	16,016	15,605
Qualified Paid: _____	-	-	-	-	-	-
Post Expire Copies included in Paid Circulation: _____	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	**NC	**NC	**NC	**NC	**NC	**NC

***NOTE: July - December 2009 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

**NC = None Claimed.

8. PAID CIRCULATION DATA

**NC	Average Annual Subscription Order Price for the Period. (includes promotional incentive value, if any)
7	Issues Per Year
**NC	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

9. ADDITIONAL DATA**PARAGRAPH 3b:**

Business directories include 3 sources of circulation for quantities of 103 copies or 0.6% to 1,604 copies or 10.3%, including Dun & Bradstreet.

PARAGRAPHS 5 AND 6 ARE NOT REQUIRED.

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Rick Monogue, Publisher

Jackie Flack, Audience Development Manager

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

IMPORTANT NOTE:

This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed January 14, 2010

State Wisconsin

County Jefferson

Received by BPA Worldwide January 14, 2010

Type PJ

ID Number Y001POD9