

**BUSINESS PUBLICATION CIRCULATION STATEMENT
FOR THE 6 MONTH PERIOD ENDED DECEMBER 2009**

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.

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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.promagazine.com,
www.greenindustrypros.com

Official Publication of: None
Established: 1988
Issues Per Year: 8
(See Paragraph 9)



FIELD SERVED

PRO Magazine serves professional contractors who perform landscape installation and maintenance, lawn maintenance, chemical lawn care, irrigation, and other contractors.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include presidents, owners, partners, general managers, vice presidents, purchasing agents, superintendents, groundskeepers, foremen, supervisors, landscape/grounds managers, sales and service staff, equipment operators, lawn and/or landscape technicians and other management, supervisory and operations personnel in the field served.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	57
Advertiser and Agency _____	425
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	250
Digital _____	-
All Other _____	162
TOTAL	894

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	57,505	100.0	57,505	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	57,505	100.0	57,505	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 _____	262	262			57,505	October/ November _____	209	209			57,505
September _____	823	823			57,505	December _____	849	849			57,505
						TOTAL	2,143	2,143			

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

This issue is equal to the average of the other 3 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	CLASSIFICATION BY TITLE		
			Corporate Management: Includes President, Owner Partner, General Manager, Vice President, Purchasing Agent and Other Management Personnel	Supervisory Personnel: Includes Superintendent, Groundskeeper, Foreman, Supervisor, Landscape/Grounds Manager and Other Related Supervisory Personnel	Operations Personnel: Includes Sales and Service Staff, Equipment Operator, Lawn and/or Landscape Technician and Other Operations Personnel
Landscape Contractor (performing some combination of maintenance, installation, lawn care and/or irrigation) _____	35,387	61.5	31,386	2,298	1,703
Lawn Maintenance Contractor _____	19,073	33.2	16,486	1,243	1,344
Chemical Lawn Care Contractor _____	249	0.4	209	20	20
Other Contractor, including Chemical Applicator (Note 1) _____	2,796	4.9	2,260	261	275
TOTAL QUALIFIED CIRCULATION	57,505	100.0	50,341	3,822	3,342
PERCENT	100.0		87.5	6.7	5.8

Note 1: Other Contractor includes Irrigation Contractors.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF OCTOBER/NOVEMBER 2009							
QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
I. TOTAL - Direct Request: _____	40,545	11,402	-			51,947	90.3
a. Written _____	12,568	3,100	-			15,668	27.2
b. Telecommunication _____	22,031	6,659	-			28,690	49.9
c. Electronic _____	5,946	1,643	-			7,589	13.2
II. TOTAL - Request from recipient's company: _____	286	-	-			286	0.5
a. Written _____	84	-	-			84	0.2
b. Telecommunication _____	189	-	-			189	0.3
c. Electronic _____	13	-	-			13	-
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): _____	5,272	-	-			5,272	9.2
Association rosters and directories _____	-	-	-			-	-
*Business directories _____	5,272	-	-			5,272	9.2
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-			-	-
Other sources _____	-	-	-			-	-
VI. TOTAL - Single Copy Sales: _____	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	46,103	11,402	-			57,505	100.0
PERCENT	80.2	19.8	-			100.0	

*See Paragraph 9

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF OCTOBER/NOVEMBER 2009				
MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			57,505	100.0
Individuals by name only _____			-	-
Titles or functions only _____			-	-
Company names only _____			-	-
Multi-Copy Same Addressee copies _____			-	-
Single Copy Sales _____			-	-
TOTAL QUALIFIED CIRCULATION			57,505	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF OCTOBER/NOVEMBER 2009							
State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified
039-049 Maine _____	328		400-427 Kentucky _____	1,356			
030-038 New Hampshire _____	455		370-385 Tennessee _____	1,583			
050-059 Vermont _____	211		350-369 Alabama _____	876			
010-027 Massachusetts _____	1,805		386-397 Mississippi _____	468			
028-029 Rhode Island _____	234						
060-069 Connecticut _____	1,422		EAST SO. CENTRAL	4,283	7.4		
NEW ENGLAND	4,455	7.7	716-729 Arkansas _____	382			
100-149 New York _____	2,922		700-714 Louisiana _____	590			
070-089 New Jersey _____	2,130		730-749 Oklahoma _____	436			
150-196 Pennsylvania _____	2,941		750-799 Texas _____	2,536			
MIDDLE ATLANTIC	7,993	13.9	WEST SO. CENTRAL	3,944	6.9		
430-459 Ohio _____	3,122		590-599 Montana _____	183			
460-479 Indiana _____	2,177		832-838 Idaho _____	325			
600-629 Illinois _____	2,608		820-831 Wyoming _____	90			
480-499 Michigan _____	2,506		800-816 Colorado _____	955			
530-549 Wisconsin _____	1,626		870-884 New Mexico _____	192			
EAST NO. CENTRAL	12,039	20.9	850-865 Arizona _____	709			
550-567 Minnesota _____	1,240		840-847 Utah _____	368			
500-528 Iowa _____	662		889-898 Nevada _____	324			
630-658 Missouri _____	1,327		MOUNTAIN	3,146	5.5		
580-588 North Dakota _____	120		995-999 Alaska _____	73			
570-577 South Dakota _____	160		980-994 Washington _____	775			
680-693 Nebraska _____	480		970-979 Oregon _____	538			
660-679 Kansas _____	586		900-961 California _____	3,027			
WEST NO. CENTRAL	4,575	8.0	967-968 Hawaii _____	124			
197-199 Delaware _____	241		PACIFIC	4,537	7.9		
206-219 Maryland _____	1,355		UNITED STATES	57,486	100.0		
200-205 Washington, DC _____	19		969 & 004-009 U.S. Territories _____	19			
220-246 Virginia _____	1,534		Canada _____	-			
247-268 West Virginia _____	208		Mexico _____	-			
270-289 North Carolina _____	2,308		Other International _____	-			
290-299 South Carolina _____	947		APO/FPO _____	-			
300-319 Georgia _____	1,947		TOTAL QUALIFIED CIRCULATION	57,505	100.0		
320-349 Florida _____	3,955						
SOUTH ATLANTIC	12,514	21.8					

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: _____	55,004	60,006	60,005	60,012	57,505	57,505
Qualified Non-Paid: _____	55,004	60,006	60,005	60,012	57,505	57,505
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)
8	Issues Per Year
**NC	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

9. ADDITIONAL DATA**CHANGE IN FREQUENCY:**

Effective with the May 2009 issue, PRO changed its frequency from 9 to 8 issues per year.

PARAGRAPH 3b:

Business directories include 3 sources of circulation for quantities of 152 copies or 0.3% to 3,215 copies or 5.6%.

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

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