

TREE CARE INDUSTRY

M A G A Z I N E

More **READERS**
More **DECISION MAKERS**
More **CREDIBILITY**
More **SALES**



2011
Media
Planner



WHAT WE OFFER

Tree Care Industry Magazine. Simply the best all-around publication available on caring for trees, shrubs and other woody plants. With more readers, more owners and more credibility, you can be certain to reach your target market.

Have equipment to sell? **TCI classifieds** are a cost effective way to put your products in the magazine and online each month.



From aerial lifts to wood processors, the **TCI Buyers' Guide** lists the products and services that support the arboriculture industry. A complete list of TCIA Associate Members.

Published twice a year, in July and December, the supplements stay on owners' shelves all year round.



Four times a year *TCI Magazine* publishes **Specialized Supplements**. In the spring (April) and fall (September), **TCI Equipment Locator** provides an alternative forum – at a discounted ad rate – for manufacturers and resellers to advertise new and used equipment. Truly a cost effective resource for advertisers to reach tree care companies looking to buy equipment.

Written by arborists for field employees, each colorful issue of **The TreeWorker** newsletter gives “How-to” pointers on improving client relations, rigging, safety strategies, crew leadership and diagnostic scenarios. Arborist Quiz and Mr. Safety cartoons also make this monthly publication “must” reading for company owners and field employees alike. *TreeWorker* is shared and saved for future reference – creating longevity and greater impact for your ad dollars. Advertising is strictly limited, so reserve early!



Professionals or consumers, you make the call. Place your banner ads on one of TCIA's two Web sites with heavy traffic from two distinct audiences. TCIA's official site, **www.tcia.org**, is the industry's home. More than 11,000 professionals visit each month for news, safety articles, training and events information and more. These are engaged buyers of the digital age.



Affluent consumers flock to **www.treecaretips.org** for information on pests, diseases, tree selection and care, soil management and how to locate a professional company in their area, with a zip-code search available to find TCIA members in their area! More than 3,000 prospective customers visit each month.



TCI Magazine Publication Ad Rates

NEW 4-Color Rates for 2011

TCI Magazine - Black & White Number of Insertions

Size	1X	3X	6X	12X
Full Page	\$2699	\$2600	\$2405	\$2205
2/3 Page	\$2310	\$2235	\$2180	\$2057
1/2 Page Island	\$2032	\$1959	\$1900	\$1810
1/2 Page	\$1753	\$1682	\$1625	\$1563
1/3 Page	\$1308	\$1259	\$1215	\$1120
1/4 Page	\$ 919	\$ 893	\$ 863	\$ 820
1/6 Page	\$ 769	\$ 743	\$ 725	\$ 679

4-Color

Full Page	\$3786	\$3709	\$3514	\$3314
2/3 Page	\$3280	\$3205	\$3151	\$3027
1/2 Page Island	\$2882	\$2809	\$2750	\$2660
1/2 Page	\$2493	\$2422	\$2365	\$2300
1/3 Page	\$1858	\$1809	\$1765	\$1670
1/4 Page	\$1309	\$1283	\$1253	\$1210
1/6 Page	\$1094	\$1068	\$1050	\$1004

Preferred Cover Positions (4-Color)

Inside Front, Inside Back & Back Cover (available on first come, first served basis by written request.)

1X	3X	6X	12X
\$5,049	\$4,969	\$4,785	\$4,575

TCI Equipment Locator

Size	Black & White		4-Color	
	One Issue/Both Issues		One Issue/Both Issues	
2-Page Spread	\$1666	\$1547	\$2084	\$1934
Full Page	\$ 858	\$ 783	\$1071	\$ 983
2/3 Page	\$ 739	\$ 678	\$ 923	\$ 849
1/2 Page	\$ 559	\$ 513	\$ 699	\$ 640
1/3 Page	\$ 423	\$ 387	\$ 526	\$ 486
1/4 Page	\$ 291	\$ 269	\$ 364	\$ 334

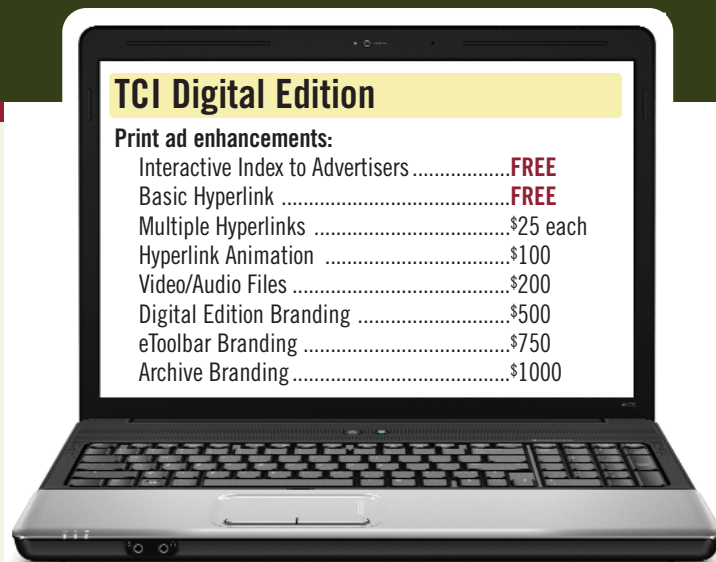
Preferred Cover Positions (4-Color)

Outside Back	Insided Front	Inside Back
\$1,309	\$1,190	\$1,130

TCI Digital Edition

Print ad enhancements:

Interactive Index to Advertisers	FREE
Basic Hyperlink	FREE
Multiple Hyperlinks	\$25 each
Hyperlink Animation	\$100
Video/Audio Files	\$200
Digital Edition Branding	\$500
eToolbar Branding	\$750
Archive Branding	\$1000



Buyers' Guide: Summer/Winter

4-Color Insert Image & Text

Associate Members	\$685
Non-Members	\$782

Alphabetical Listing

Associate Members	FREE
Non-Members	\$90

Marketing Message (4 line minimum)

Associate Members	\$13 per line
Non-Members	\$17 per line

TCIA or Treecaretips.org Web Banner

3 Month Commitment	\$150 per month
1 Month Commitment	\$180 per month

TreeWorker

	TCIA Member	Non-Member
Full Page	\$422	\$519
Half Page	\$293	\$358

Classified Advertising:

- Members \$60* • Non-Members \$70*
- Additional \$10* for Web site • Add photo or logo \$10*
- Receive a discount for a 6 month commitment
- * Price based per unit of 250 characters

Advertise equipment, product, service or hire a new employee!



TCI is unable to accept cancellations received after closing date.

Optimum sales generating issues include the annual July & December Buyers' Guides and spring & fall Equipment Locator.

Special ink jet messaging, folds, inserts, spreads and other promotions are available, call for pricing.

15% discount off pricing if ready-to-print artwork is submitted. (Excludes Buyers' Guide pricing).

All ads are required to comply with the Z133 Safety Standard (copy available upon request).

Independently Audited by BPA International

TCI Magazine Digital Edition

This is what you've been waiting for – MEASURABLE RESULTS!

For ads in *TCI Magazine's* Digital Edition, we can report how many visitors viewed your ad page, how many clicked on your ad or through to your own site, and more. We can also provide demographic information on these potential buyers. All *TCI* print ads are automatically digitized for the online version – FREE of charge. AND, we now offer print advertisers the following digital enhancements to further the impact of your ad in our Digital Edition.

Digital Enhancement Options & Introductory Rates

Interactive Index to Advertisers: **FREE**

A Reader Service link will automatically redirect readers to your listing in our Index to Advertisers.

Basic Hyperlink: **FREE**

Every display ad in *TCI Magazine* will have one free hyperlink within it to give readers fast, convenient access to your site. If your URL (Web address) is in your ad, we'll make it live!

Multiple Links: **\$25**

to various locations on your site or sites for \$25 each.

Hyperlink ANIMATION upgrade: **\$100**

Advertisements are more attractive with Flash animation! Purchase one of our hyperlink upgrades to draw readers' attention to your ad and bring potential customers to your site:

- **Pulsate:** flashes your ad or link
- **Frame:** zooms in on your ad or link when the reader's mouse passes over it.
- **Fade:** fades your ad or link from white to visible when the reader's mouse passes over it.

VIDEO/AUDIO Files Upgrade: **\$200**

Generate greater awareness of a product, service or promotion and provide additional information at the point of contact in *TCI's* Digital Edition by embedding video or sound into your ad online. You can demo your product or service right there on the page! Upgrades any print ad.

DIGITAL EDITION BRANDING: **\$500**

With *TCI* Digital Edition Branding, yours will be the first name seen when customers open that issue of the Digital Edition for one year. Digital Edition Branding places a modified version of your full-page color ad to the left of the cover on the site's introductory page, and includes one Hyperlink upgrade of your choice. All readers must pass through this cover-spread portal to begin viewing the digital edition. Upgrades a full-page color print ad.

eTOOLBAR BRANDING: **\$750**

eToolbar Branding puts your company logo at the top of the screen throughout one Digital Edition for a full year. With one exclusive eToolbar logo per online issue, your logo – linked to your Web site – will remain at the top of the screen, where it will be visible on every page of that issue. This offer upgrades a print ad of any size or coloration.

ARCHIVE BRANDING: **\$1,000**

Archive Branding combines the Digital Edition and the eToolbar Branding offers, but is for an entire year (12 months) of back issues. It is available as an upgrade to a print ad of any size in any of the archived issues at this discounted rate, and is available to those who may not have advertised during that archive period for an additional fee. Archive Branding may also be available for individual back issues. Contact *TCI Magazine* for details.



Check out *TCI Magazine's* Digital Edition at www.tcia.org
Or, for more information, contact Sachin Mohan via mohan@tcia.org or (516) 625-1613



TREE CARE INDUSTRY MAGAZINE

TREE CARE INDUSTRY (TCI) MAGAZINE 2011 Editorial Calendar

(Additional editorial included in each issue. Article titles and timing are subject to change.)

January

Machinery & Equipment:
Tools & Supplies:
Services:
Safety:

Deadline: 12/1/10

*Trucks, Chippers
Climbing, Rigging
Standards & Compliance
Electrical Hazards Awareness,
CEU Quiz*

February

Machinery & Equipment:
Tools & Supplies:
Services:
Safety:

Deadline: 12/29/10

*Right-of-Way Equip., Stump Grinders
Soil Amendments, Pest Management
Sustainable Operations/Practices
Pesticide Safety*

* GREEN issue: Green-themed ads and content

March

Machinery & Equipment:
Tools & Supplies:
Services:
Safety:

Deadline: 1/26/11

*Log Loaders/Skid steers
Chain Saws
Careers in Arboriculture & Urban
Forestry Supplement
Crane Best Practices, CEU Quiz*

April

Machinery & Equipment:
Tools & Supplies:
Services:
Safety:

Deadline: 2/23/11

*Aerial Lifts
Ropes, Pest Management
Leasing & Financing
Chipper & Ground Operations Safety*

TCI Equipment Locator - Spring Guide to New & Used Equipment

May

Machinery & Equipment:
Tools & Supplies:
Services:
Safety:

Deadline: 3/30/11

*Wood Processing/Biofuel/Mulch
Sprayers, Tree Planting
Insurance
Hazard Tree Safety Assessment,
CEU Quiz*

June

Machinery & Equipment:
Tools & Supplies:
Services:
Safety:

Deadline: 4/27/11

*Cranes, Attachments/Grapples
Biological Herbicides/Pesticides
Consulting
Climbing Safety*

July

Machinery & Equipment:
Tools & Supplies:
Services:
Safety:
Special Supplement:

Deadline: 6/1/11

*Stump Grinders
Manual & Hydraulic Pruners
Web Marketing/Services
Heat stress/First Aid, CEU Quiz
Summer Buyers' Guide*

August

Machinery & Equipment:
Tools & Supplies:
Services:
Safety:

Deadline: 6/29/11

*Right-of-Way, Snow Removal
Pest Management,
Preparing Storm Response
Tree Appraisal
Ergonomics*

September

Machinery & Equipment:
Tools & Supplies:
Services:
Safety:

Deadline: 7/27/11

*Trucks, Chippers
Fertilization
Maintenance & Repair
Aerial Lift Safety, CEU Quiz*

TCI Equipment Locator - Fall Guide to New & Used Equipment

October

Machinery & Equipment:
Tools & Supplies:
Services:
Safety:

Deadline: 8/31/11

*Firewood Equipment, Cranes
PPE
New Technology
Chain Saw Safety*

Pre-show issue: TCI EXPO 2011

November

Machinery & Equipment:
Tools & Supplies:
Services:
Safety:

Deadline: 9/28/11

*Aerial Equipment – Mini-Lifts
Ropes, Cabling & Bracing
Consulting
Site Set-up, CEU Quiz*

Bonus Circulation: TCI EXPO 2011 – Hartford, Nov. 3-5

December

Machinery & Equipment:
Tools & Supplies:
Services:
Safety:
Special Supplement:

Deadline: 11/2/11

*Wood Processing/Biofuel/Mulch
Climbing Gear
Software Tools
Driving Safety*

Winter Buyers' Guide

Material Deadline 7 days after Reservation deadline.

For Reservations or more information, call: Sachin Mohan at (516) 625-1613 or e-mail Mohan@tcia.org

Advertising Specifications

- Circulation 26,000
- Standard Page Size: Three Columns
- Web Offset *Saddle Stitched* Coated Stock

Description of Ad Size	Decimal Equivalent Width/Height	Standard Measure Inches Width/Height
Full page (Trim Size)	8.125 x 10.875	8-1/8 x 10-7/8
Full Page (Live Area)	7.50 x 10.00	7-1/2 x 10
2/3 Page	4.875 x 10.00	4-7/8 x 10
Half-Page Island	4.875 x 7.50	4-7/8 x 7-1/2
Half-Page Horizontal	7.50 x 4.875	7-1/2 x 4-7/8
Third-Page Vertical	2.25 x 10.00	2-1/4 x 10
Third-Page Horizontal	4.875 x 4.875	4-7/8 x 4-7/8
Quarter-Page Vertical	2.25 x 7.50	2-1/4 x 7-1/2
Quarter-Page Horizontal	4.875 x 3.625	4-7/8 x 3-5/8
Sixth-Page Vertical	2.25 x 4.875	2-1/4 x 4-7/8
Sixth-Page Horizontal	4.875 x 2.50	4-7/8 x 2-1/2
Two Page Spread (Trim Size)	16.25 x 10.875	16-1/4 x 10-7/8
Two Page Spread (Live Area)	15.625 x 10.00	15-5/8 x 10
<i>*Full-Page Bleed</i>	<i>Add .125 to Trim Size</i>	<i>Add 1/8 to Trim Size</i>

Buyers' Guide: Photo needs to be 2" high X 3" wide, at least 300 dpi and no more than 110 words of text.

GENERAL ADVERTISING SPECIFICATIONS

Published in 4-Color: Once every month. TCI is unable to accept cancellations received after closing date.

PC format digital ads required! Preferred file types are as follows: PDF, TIFF or EPS.

All ads are required to comply with Z133 Safety Standards (copy available upon request).

Color ads must be in CMYK format. We accept ads on CD, uploaded to our FTP site or via e-mail (Sue@tcia.org). To ensure font accuracy, please convert all text to outlines before sending.

All materials to be mailed to: TCIA, Attn: Suzanne Blanchette, 136 Harvey Road, Suite 101 Londonderry, NH 03053 or e-mail to sue@tcia.org

Questions: Rates, dealines and placement: Sachin Mohan at (516) 625-1613
 Technical issues regarding ads: Suzanne Blanchette (800) 733-2622

Safe Depictions of Tree Work

The Tree Care Industry Association (TCIA) is proud of the long-term partnership we have with our advertisers, and we appreciate your business. Your advertising dollars allow us to put out the best magazine in the tree care industry – bar none.

TCIA seeks to lead the industry by encouraging tree care businesses and their employees to follow proper and safe standards and practices. We want your help in being vigilant about safety.

As the saying goes, "a picture is worth a thousand words." TCIA maintains a standard of, at a minimum, prohibiting any image in either editorial or advertising copy that appears to depict improper or unsafe practices according to OSHA requirements as well as the industry's ANSI Z133 standard for safe work practices.

We have listed below some of the most common errors in ads submitted for publication, which we would ask you to review. We will also be glad to provide any advertiser a copy of the Z133 safety standard upon request. We are happy to review in advance any images you are considering using in ad materials for *Tree Care Industry Magazine*, *The TreeWorker* or other TCIA publications. Our goal is to improve safety in the industry.

The most common operating and safety violations depicted in photographs:

1. Eye protection – it is required for any and all tree work, including planting, treating, diagnosis and consulting.
2. Hearing protection – assume it is required for tree work involving loud machinery of any kind, including chain saws.
3. Hard hat – it is required for any and all tree work, including planting, treating, diagnosis and consulting.
4. Chaps or chain saw cut-resistant pants – they are required for any work involving a chain saw on the ground (exceptions up in trees)
5. One-handed operation of a chain saw – is never allowed.
6. Hands inside the chipper chute – is never allowed (same for feet).
7. Feeding from in front of the chipper chute – is never allowed. (Always feed from the side.)
8. Fall protection for aerial lift operators, full body harness and fall arrest lanyard – always required (no climbing saddles).
9. Two points of tie-in for climbers using a chain saw in a tree – required.
10. Wheel chocks – assume they are required on images of trucks or detached towed vehicles, such as chippers, in operation (chippers) or parked (all vehicles).
11. Improper chain saw felling cuts.

If we receive an ad containing an image that appears to depict one of these or other improper or unsafe practices, we will give you an opportunity to swap out the photo for a different one, or to fix the image so that it does comply with proper and safe practices. Please keep in mind our deadline dates for publication.

Thank you for helping us to continue our pledge to properly represent safe industry practices.

If you have any questions about what we are looking for, please contact Sachin Mohan, Peter Gerstenberger, Tchukki Andersen or Don Staruk at TCIA at 1-800-733-2622 or e-mail images to Peter@tcia.org.

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.

TREE CARE INDUSTRY

Tree Care Industry Association
136 Harvey Road, Suite 101
Londonderry, NH 03053-7439
Tel. No.: (603) 314-5380
FAX No.: (603) 314-5386

Official Publication of: Tree Care Industry Association
Established: 1990
Issues per Year: 12

FIELD SERVED

TREE CARE INDUSTRY serves the field of tree care. Included are: tree service companies, manufacturers / distributors, governmental entities, advertising agencies, extension services, schools and universities, hospitals, golf courses, office/apartment complexes and other institutions, consulting firms, utilities, landscape contractors, paid subscribers, and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are owners, presidents, vice-presidents, directors, general managers, superintendents, foresters, landscapers, supervisors, grounds managers, government agents/officials, purchasing agents, consultants, instructors, arborists, and other titled and non-titled personnel including company copies and paid subscribers.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	138
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	306
Digital _____	-
All Other _____	904
TOTAL	1,348

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD (SEE PARAGRAPH 8)						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	25,765	97.1	25,603	96.5	162	0.6
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	762	2.9	762	2.9	-	-
Multi-Copy Same Addressee _____	3	-	-	-	3	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	26,530	100.0	26,365	99.4	165	0.6

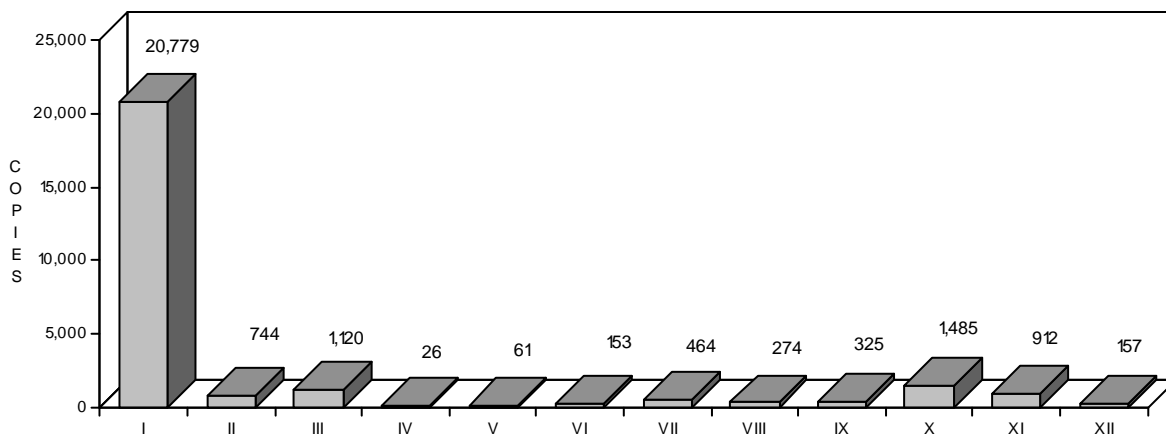
2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD			
2009/2010 Issue	*Number Removed	*Number Added	Total Qualified
July _____	305	414	26,866
August _____	512	146	26,500
September _____	177	177	26,500
October _____	202	202	26,500
November _____	437	437	26,500
December _____	245	245	26,500
January _____	164	164	26,500
February _____	159	159	26,500
March _____	1,352	1,352	26,500
April _____	134	134	26,500
May _____	5,612	5,612	26,500
June _____	172	172	26,500
TOTAL	9,471	9,214	

*See Paragraph 8

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010
This issue is 0.1% or to the average of the other 11 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Owners, Presidents, Vice-Presidents, Managers (general) Directors	Super-intendents, Supervisors	Arborists, Landscapers, Grounds Managers	Foresters, Consultants, Instructors	Government Agents	Purchasing Agents	Other Titled and Non-Titled Personnel Including Company Copies
Tree Service_____	20,779	78.4	18,974	240	533	82	3	11	936
Manufacture/Distributor _____	744	2.8	459	12	6	13	-	18	236
Governmental Entity _____	1,120	4.2	153	286	234	218	126	2	101
Advertising Agency _____	26	0.1	13	-	1	4	-	-	8
Extension Service _____	61	0.2	9	-	1	31	12	-	8
Hospital, Golf Course, Office/Apartment Complex or other Institution _____	153	0.6	59	37	31	9	1	-	16
Consulting Firm _____	464	1.8	353	1	16	83	-	1	10
Utility _____	274	1.0	74	73	30	74	1	1	21
School/University _____	325	1.2	42	57	78	96	4	-	48
Landscape Contractor _____	1,485	5.6	1,342	30	76	12	-	3	22
Other _____	912	3.5	656	42	57	26	1	3	127
Other Paid Circulation _____	157	0.6	-	-	-	-	-	-	157
TOTAL QUALIFIED CIRCULATION	26,500	100.0	22,134	778	1,063	648	148	39	1,690
PERCENT	100.0		83.5	2.9	4.0	2.4	0.6	0.2	6.4

3a. Breakout of Qualified Circulation of Business and Industry



BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
I. Tree Service_____	20,779	78.4	VII. Consulting Firm _____	464	1.8
II. Manufacture/Distributor_____	744	2.8	VIII. Utility _____	274	1.0
III. Governmental Entity _____	1,120	4.2	IX. School/University _____	325	1.2
IV. Advertising Agency _____	26	0.1	X. Landscape Contractor_____	1,485	5.6
V. Extension Service_____	61	0.2	XI. Other _____	912	3.5
VI. Hospital, Golf Course, Office/Apartment Complex or other Institution _____	153	0.6	XII. Other Paid Circulation_____	157	0.6

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request: _____	9,216	3,021	2,486	14,723	55.6
II. Request from recipient's company: _____	-	4	24	28	0.1
III. Membership Benefit: _____	1,523	2	-	1,525	5.7
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	10,224	-	-	10,224	38.6
Association rosters and directories _____	-	-	-	-	-
*Business directories _____	9,898	-	-	9,898	37.4
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-
*Other sources _____	326	-	-	326	1.2
VI. Single Copy Sales: _____	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	20,963	3,027	2,510	26,500	100.0
PERCENT	79.1	11.4	9.5	100.0	

*See Paragraph 8

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010

MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function _____	25,461	96.0
Individuals by name only _____	952	3.6
Titles or functions only _____	43	0.2
Company names only _____	42	0.2
Multi-Copy Same Addressee copies _____	2	-
Single Copy Sales _____	-	-
TOTAL QUALIFIED CIRCULATION	26,500	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010

State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified	Percent
039-049 Maine _____	210		400-427 Kentucky _____	284	
030-038 New Hampshire _____	231		370-385 Tennessee _____	433	
050-059 Vermont _____	138		350-369 Alabama _____	329	
010-027 Massachusetts _____	937		386-397 Mississippi _____	219	
028-029 Rhode Island _____	124		EAST SO. CENTRAL	1,265	4.8
060-069 Connecticut _____	696		716-729 Arkansas _____	219	
NEW ENGLAND	2,336	8.8	700-714 Louisiana _____	357	
100-149 New York _____	1,458		730-749 Oklahoma _____	268	
070-089 New Jersey _____	970		750-799 Texas _____	938	
150-196 Pennsylvania _____	1,821		WEST SO. CENTRAL	1,782	6.7
MIDDLE ATLANTIC	4,249	16.0	590-599 Montana _____	139	
430-459 Ohio _____	1,261		832-838 Idaho _____	162	
460-479 Indiana _____	628		820-831 Wyoming _____	64	
600-629 Illinois _____	1,033		800-816 Colorado _____	436	
480-499 Michigan _____	1,128		870-884 New Mexico _____	117	
530-549 Wisconsin _____	825		850-865 Arizona _____	233	
EAST NO. CENTRAL	4,875	18.4	840-847 Utah _____	135	
550-567 Minnesota _____	574		889-898 Nevada _____	86	
500-528 Iowa _____	387		MOUNTAIN	1,372	5.2
630-658 Missouri _____	602		995-999 Alaska _____	37	
580-588 North Dakota _____	81		980-994 Washington _____	607	
570-577 South Dakota _____	102		970-979 Oregon _____	394	
680-693 Nebraska _____	236		900-961 California _____	1,684	
660-679 Kansas _____	323		967-968 Hawaii _____	65	
WEST NO. CENTRAL	2,305	8.7	PACIFIC	2,787	10.5
197-199 Delaware _____	111		UNITED STATES	26,342	99.4
206-219 Maryland _____	599		969 & 004-009 U.S. Territories _____	17	
200-205 Washington, DC _____	90		Canada _____	73	
220-246 Virginia _____	805		Mexico _____	-	
247-268 West Virginia _____	151		Other International _____	67	
270-289 North Carolina _____	1,133		APO/FPO _____	1	
290-299 South Carolina _____	443		TOTAL QUALIFIED CIRCULATION	26,500	100.0
300-319 Georgia _____	707				
320-349 Florida _____	1,332				
SOUTH ATLANTIC	5,371	20.3			

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	Audited Data
	2007	January - June 2008	July - December 2008	January - June 2009	July - December 2009*	January - June 2010*
Total Audit Average Qualified: _____	27,503	27,502	27,502	27,247	26,560	26,500
Qualified Non-Paid: ____	27,315	27,319	27,331	27,133	26,408	26,323
Qualified Paid: _____	188	183	171	114	152	177
Post Expire Copies included in Total Qualified Circulation: __	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	**NC	**NC	**NC	**NC	**NC	**NC

***NOTE: All data through June 2010 is audited. With each successive period, new data will be added until six 6-month periods are displayed.**

**NC = None Claimed.

8. ADDITIONAL DATA**PARAGRAPH 2:**

Non-Paid Additions and Removals are reported at the option of the publisher.

PARAGRAPH 3b:

Business directories include 1 source of circulation for a quantity of 9,898 copies or 37.4%, including InfoUSA.

Other sources include 1 source of circulation for a quantity of 326 copies or 1.2%, including Tree Care Association Expo 2010.

Paragraphs 3c and 7 are reported at the option of the publisher.

As a result of the June 2010 audit, the following adjustments have been made to the previously unaudited June 2010 Circulation Statement.

PARAGRAPH 1:

An average of 762 copies or 2.9% have been transferred from Non-paid Individual to Non-paid Membership Benefit as reported herein.

We have audited this Audit Report of TREE CARE INDUSTRY. Circulation Statements are the responsibility of the Company's management. Our responsibility is to express an opinion on the data reported based on our audit.

We conducted our audit in accordance with generally accepted audit standards. In our opinion, this audit presents fairly, in all material respects, the circulation claims of TREE CARE INDUSTRY for the period reported.

BPA Worldwide

Shelton, CT

September 20, 2010

TYPE: A

ID Number: T090A0J0

Why Should You Consider Print Advertising?

Why Print Media instead of Internet SEO (search engine optimization)?

Steven D. Strauss, president of The Strauss Group, Inc: The Strauss Law Firm, in a recent issue of *USA Today*, explained why print advertising is still viable:

■ **It is highly targeted:** Print advertising offers you the chance to catch people by their interests, or religion, hobbies, work, age, etc. Targeting your marketing to the right demographic is fairly easy by advertising in the right place, and it can be highly profitable. *This creates a stronger impact in less time, especially considering Internet marketing, like engine optimization, can take several weeks before you see any real results start to happen.*

■ **It does not evaporate:** Magazines stay in homes (and offices) for months. Newspapers may be around for days. Web pages come and go. In addition, people reading Web pages digest information far quicker – and move on – than do people reading print content.

■ **It is great for branding:** A print ad is a physical thing; it can be copied and placed in your store, or even on your Web site, for years. Electronic ads do not have the same cachet. *Plus, your ads are bound to stand out (since the competition has decreased).*

A study by the Center for Research & Development found that companies that advertised aggressively during the recessions of the 1980s grew their market share 4.5 times faster during post-recession recovery than competitors who reduced their marketing activities. Just as significant: The positive effects of marketing aggressively during a recession continue to accrue even after recovery.

Don't wait until everyone else begins advertising again, be bold.

Print advertising sells

BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION							
BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Owners, Presidents, Vice-Presidents, Managers (general) Directors	Super-intendents, Supervisors	Arborists, Landscapers, Grounds Managers	Foresters, Consultants, Instructors	Other Titled and Non-Titled Personnel Including Company Copies
Tree Service	20,779	78.4	18,974	240	533	82	936
Manufacture/Distributor	744	2.8	459	12	6	13	236
Governmental Entity	1,120	4.2	153	286	234	218	101
Hospital, Golf Course, Office/Apartment Complex or other Institution	153	0.6	59	37	31	9	16
Consulting Firm	464	1.8	353	1	16	83	10
Utility	274	1.0	74	73	30	74	21
School/University	325	1.2	42	57	78	96	48
Landscape Contractor	1,485	5.6	1,342	30	76	12	22
TOTAL QUALIFIED CIRCULATION	26,500	100.0	22,134	778	1,063	648	1,690
PERCENT	100.0	-	83.5	2.9	4.0	2.4	6.4

WHO WE ARE

The **Tree Care Industry Association** is a trusted information provider, advocate, educator and industry catalyst for professionalism. We are consultants, safety trainers, compliance specialists, researchers and work-in-the-field arborists. We foster cooperation, fight unfair practices and demand the highest standards of professionalism, worker safety and business conduct.

Our role as ally to thousands of commercial tree care businesses cannot be matched by less integrated, more profit-driven corporate media establishments. It is the intimate nature of our relationship with our membership – our position of unbiased leadership – that presents a unique and powerful opportunity for product and service suppliers to reach a highly qualified, narrowly targeted sphere of top-level decision makers.



Advertisers and marketers working for reputable companies that offer solid products and valued services can benefit from the forum that the Tree Care Industry Association has cultivated for more than 70 years.

You will surely find opportunities to bring your products and services to market in one or all of TCIA's highly authoritative formats. Whether you choose print and digital advertising in *Tree Care Industry Magazine*, Web-based advertising on tcia.org and treecaretips.org, by exhibiting at our industry-leading trade show, **TCI EXPO**, or with marketing opportunities through our **Partners Advancing Commercial Treecare (PACT)** initiative, you will gain outstanding reach and preferred entrance into a highly motivated, uniquely qualified segment of the tree care industry. Explore all the advertising, marketing and PR opportunities that TCIA has to offer.



For reservations or more information call:
Sachin Mohan at (516) 625-1613 or e-mail Mohan@tcia.org.