

Audit Period: July 1, 2015 – June 30, 2016

Tree Care Industry Magazine

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1. Audited Media Platforms

Print Publication:	Average Net Circulation:	24,900 (Print Edition)
Digital Edition:		24,985 (Digital Edition)
Website:	Average Website Unique Users:	12,093
Social Media:	Average Facebook Likes:	6,794
	Average Twitter Followers:	5,149
	Average LinkedIn Connections:	1,153
E-Newsletters:	Average E-Newsletter Subscribers:	10,154
Video:	Average YouTube Channel Views:	24,722



2. Publication Information

Number of Editions:	One
Format / Average Page Count:	Magazine / 84 Pages
Circulation Cycle:	Monthly
Ownership:	Tree Care Industry Association
Year Established:	1990
Publication Type:	Agricultural Publication
	99% Controlled / 1% Paid / 0% Sponsor Paid
Content:	50% Advertising / 50% Editorial
Primary Delivery Methods:	97% Mail / 3% Controlled Bulk
Annual Mail Subscription Rate:	\$40.00 (additional copies)
Insert Zoning Available:	Yes - Zone
CVC Member Number:	01-3810
MSA/CBSA:	Boston--Worcester--Lawrence, MA--NH--ME--CT / Manchester-Nashua, NH (Nationally Distributed)
Audit Funded By:	Publisher

3. Rate Card and Mechanical Data

Rate card and mechanical data for available platforms may be available from the publisher.

4. Contact Information

Publisher:	Mark Garvin	EMAIL: mgarvin@tcia.org
Editor:	Don Staruk	EMAIL: editor@tcia.org
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Circulation:	Don Staruk	EMAIL: editor@tcia.org



5. Audited Circulation, Distribution and Net Press Averages - Print Edition

CVC Account Number: 01-3810	Monthly	Tree Care Industry Magazine Londonderry, NH
Audit Period Summary		
Average Net Circulation	(5-H)	24,900
Average Gross Distribution	(5-F)	24,900
Average Net Press Run	(5-A)	24,942
Audit Period Detail		
A. Average Net Press Run		24,942
B. Office / File		42
C. Controlled Distribution		
1. Carrier Delivery		0
2. Bulk Delivery / Demand Distribution		0
3. Mail		11,119
4. Requestor Mail		12,686
5. Waiting Rooms		0
6. Hotels		0
7. Events, Fairs, Festivals and Trade Shows		632
8. Education		0
9. Restock & Office Service		120
10. Other: Complimentary Mail		148
Total Average Controlled Distribution		24,705
Controlled Returns		(0)
TOTAL AVERAGE CONTROLLED CIRCULATION		24,705
D. Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		195
4. Waiting Room		0
5. Hotels		0
6. Education		0
Total Average Paid Distribution		195
Paid Returns		(0)
TOTAL AVERAGE PAID CIRCULATION		195
E. Sponsored / Voluntary Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		0
4. Waiting Rooms		0
5. Education		0
Total Average Sponsored Distribution		0
Sponsored Returns		(0)
TOTAL AVERAGE SPONSORED CIRCULATION		0
F. Average Gross Distribution		24,900
G. Total Unclaimed / Returns		(0)*
H. Average Net Circulation		24,900

Explanatory – Print

PARAGRAPH FIVE AUDIT PERIOD SUMMARY

AVERAGE NET CIRCULATION: Average net circulation based on quarterly averages for the audit period indicated. (Total of controlled distribution (C), paid distribution (D), and sponsored distribution (E) minus unclaimed / return (G)). See audit period detail (H).

AVERAGE GROSS DISTRIBUTION: Average gross distribution based on quarterly averages for the audit period indicated. (Total of controlled distribution (A), paid distribution (B), and sponsored distribution (C)). See audit period detail (F).

NET PRESS RUN: Average net press run based on quarterly averages during the audit period indicated. The net press run average does not include press waste, or start-up copies. See audit period detail (A).

AUDIT PERIOD DETAIL

A. 1. NET PRESS RUN: Average net press run based on quarterly averages during the audit period indicated. The net press run average does not include press waste, or start-up copies.

B. 1. OFFICE / FILE: Undistributed editions maintained by the publisher for office purposes. Office / File editions do not qualify as controlled, paid, or sponsored distribution.

C. CONTROLLED DISTRIBUTION (NON-PAID): Editions distributed by the publisher free of charge.

1. CARRIER DELIVERY: Editions delivered by private carrier to single family residences, and/or multi-family residences, and/or businesses.

2. CONTROLLED BULK / DEMAND DISTRIBUTION: Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers. Subject to paragraph 5G returns.

3. MAIL: Editions delivered by United States Postal Service mail to single family residences, and/or multi-family residences, and/or businesses, and/or post office boxes.

4. REQUESTOR MAIL: Editions delivered on a requestor basis by United States Postal Service mail to single family residences, and/or multi-family residences, and/or businesses, and/or post office boxes. Qualified requestor circulation and other mail permit qualifications are audited by the United States Postal Service and not determined by CVC.

5. CONTROLLED WAITING ROOMS: Editions delivered to the waiting areas of local business and office buildings, including, but not limited to salons, medical and professional offices.

6. CONTROLLED HOTELS: Editions distributed to area hotels and available to individual readers. Subject to paragraph 5G returns.

7. EVENTS, FAIRS, FESTIVALS and TRADE SHOWS: Editions distributed to attendees and members of conventions, local fairs, festivals, trade shows and available to individual readers. Subject to paragraph 5G returns.

8. CONTROLLED EDUCATION: Editions distributed to area schools or educational institutions and available to individual readers. Subject to paragraph 5G returns.

9. RESTOCK / OFFICE SERVICE: Editions maintained and distributed by the publisher for restock of newsracks, newsstands, area retail businesses, office deliveries, and advertising purposes during the edition cycle. Subject to paragraph 5G returns.

CONTROLLED RETURNS: Edition distributed in the controlled distribution category, returned to the publisher unclaimed during the edition cycle *(See paragraph 11 for CVC return/unclaimed confirmation.) Publications with greater than 25% returnable source distribution must report returns or unclaimed copies to qualify for net circulation reporting.

D. PAID DISTRIBUTION: Editions distributed by the publisher through paid subscription or other monetary exchange with individual readers.

1. CARRIER DELIVERY: See C1 for explanation of carrier home delivery. See paragraph 12 for paid reporting analysis.

2. SINGLE COPY: Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers. Subject to paragraph 5G returns. See paragraph 12 for paid reporting analysis.

3. MAIL: See C3 for explanation of mail distribution. See paragraph 12 for paid reporting analysis.

4. PAID WAITING ROOMS: See C5 for explanation of waiting room distribution.

5. PAID HOTELS: See C6 for explanation of hotel distribution.

6. PAID EDUCATION: See C8 for explanation of educational copy distribution.

7. RESTOCK / OFFICE SERVICE: See C9 for explanation of restock and office distribution.

PAID RETURNS: See section C: controlled returns for explanation of returns reporting. *(See paragraph 11 for CVC return/unclaimed confirmation.)

E. SPONSORED / VOLUNTARY PAID DISTRIBUTION: Editions distributed by the publisher that are sponsored by a third party monetary exchange or voluntary reader payment system.

1. CARRIER DELIVERY: See C1 for explanation of carrier home delivery.

2. SINGLE COPY: Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers on a sponsored or voluntary pay basis. Subject to paragraph 5G returns.

3. MAIL: See C3 for explanation of mail distribution.

4. SPONSORED WAITING ROOMS: See C5 for explanation of waiting room distribution.

5. SPONSORED EDUCATION: See C8 for explanation of educational copy distribution.

6. RESTOCK / OFFICE SERVICE: See C9 for explanation of restock and office distribution.

SPONSORED RETURNS: See section C: controlled returns for explanation of returns reporting *(See paragraph 11 for CVC return/unclaimed confirmation.)

F. AVERAGE GROSS DISTRIBUTION: Average gross distribution based on quarterly averages for the audit period indicated. Total of controlled distribution (A), paid distribution (B), and sponsored distribution (C).

G. TOTAL UNCLAIMED / RETURNS: Distributed editions returned to the publisher unsold and/or unclaimed during the edition cycle. *(See paragraph 11 for CVC return/unclaimed confirmation.)

H. AVERAGE NET CIRCULATION: Average net circulation for the audit period indicated. Total of controlled distribution (C), paid distribution (D), and sponsored distribution (E) minus unclaimed / return (G).

6A. Audited Average Website Reporting - www.tcia.org

	Monthly Audit Period Average
Website Unique Users	12,093
Website Sessions	16,676
Percent of New Users	38.1%
Website Page Views	118,668
Pages Per Visit	7.12
Average Time Spent on Website	00:02:47
Bounce Rate	47.67%

Explanatory – Website

PARAGRAPH SIX (A)

UNIQUE USERS: A unique user to a website where the user registers or where the user is identified or marked by a cookie, IP address, or other ID that is attached to the browser within the defined cycle. Limitations apply to the measurement of unique users. Please see CVC Rules & Regulations for further information.

SESSIONS: The total number of sessions, expressed as a monthly average, to a publication’s website regardless of unique status, as expressed above.

PERCENT NEW USERS: The percentage of users that have visited the publication’s website for the first time through the course of the month and are considered unique and are differentiated from multiple returning users.

PAGE VIEWS: The transmittal of a full page contained within the website to the user’s browser.

PAGES PER VISIT: The average number of page views per session, expressed as a monthly average.

AVG. TIME SPENT: The average amount of time spent on a website during a single visit, expressed in hours, minutes and seconds.

BOUNCE RATE: Bounce rate reports the percentage of visits that view only one page before exiting a site. This number is presented as a monthly average.

6B. Audited Online/Digital Edition Reporting

	Monthly Audit Period Average
Digital Edition Subscribers	7,359
Unique Digital Edition Users (Web)	20,966
Digital Edition Page Views (Web)	50,786
Unique Digital Edition Users (Mobile)	4,019
Digital Edition Page Views (Mobile)	6,067

Explanatory – Digital Edition

PARAGRAPH SIX (B)

DIGITAL EDITION: Subscribers to a digital edition version of the publication. Subscriptions, unless expressed here, may be part of a print subscription package or a stand-alone digital subscription. Please see CVC Rules & Regulations for further information.

UNIQUE DIGITAL EDITION USERS (WEB): Unique users to a digital edition publication where the user registers or where the user is identified or marked by a cookie, IP address, or other ID that is attached to the browser with the defined cycle. A unique user counts once within the timescale. A user can make multiple visits. Limitations apply to the measurement of unique visitors. Please see CVC Rules & Regulations for further information.

DIGITAL EDITION PAGE VIEWS (WEB): Requests for files whose types are defined as pages; transmittals of full pages contained within the digital edition publication to the user’s browser. Several page views are expected to be logged per Visit/Session.

UNIQUE DIGITAL EDITION USERS (MOBILE): Unique users to a digital edition publication, through a mobile device where the user registers or where the user is identified or marked by a cookie, IP address, or other ID, that is attached to the browser with the defined cycle. A unique user counts once within the timescale. A user can make multiple visits. Limitations apply to the measurement of unique visitors. Please see CVC Rules & Regulations for further information.

DIGITAL EDITION PAGE VIEWS (MOBILE): Requests for files whose types are defined as pages; transmittals of full pages contained within the digital edition publication to the user’s browser. Several page views are expected to be logged per Visit/Session.

6C. Text Media - Not Reported



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6D. Social Media

Social Media Source	Media Usage
Facebook - www.facebook.com/treecareindustryassociation	6,794 Likes
Twitter - @voiceoftreecare	5,149 Followers
LinkedIn - www.linkedin.com/tree-care-industry-association	1,153 Connections
Google+ Circles: plus.google.com/+TciaOrg	344 Followers
Flickr Views:	164,943 Views

Explanatory – Social Media

PARAGRAPH SIX (D)

FACEBOOK LIKES: The average number of likes as expressed by followers of the Facebook page. Information sourced at regular intervals from the publications page on Facebook.com or third party measurement sources.

TWITTER FOLLOWERS: The average number of followers as expressed by members of the Twitter community. Information sourced at regular intervals from the publications page on Twitter.com or third party measurement sources.

6E. Email Media

Media Type	Database Recipients
Subscriber Email Database	10,154
Non-Subscriber Email Opt-In Database	Not Applicable

Explanatory – Email Media, E-Newsletters & E-Blasts

PARAGRAPH SIX (E)

SUBSCRIBER EMAIL DATABASE: Subscribers of the publication who have provided email contact information to receive newsletters, special content, special offers, coupons or redemption codes for use within a specified period of time.

NON-SUBSCRIBER EMAIL OPT-IN DATABASE: Subscribers who have provided email contact data to receive newsletters, special content, special offers, coupons or redemption codes for use within a specified period of time, and are sourced through third party efforts such as trade shows, opt-in email newsletters or surveys.

6F. Video & Podcast Media

Media Type	Database Recipients / Views
YouTube Channel View	24,722

Explanatory – Video & Podcast Media

PARAGRAPH SIX (F)

RSS FEED: Feeds from videos, audio, news headlines or blogs and accessed by viewers who have visited the publications website.

7. Average Print Circulation History

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/16-12/31/16	CVC	24,819	24,806	-	-
01/01/15-12/31/15	CVC	24,845	24,537	24,672	25,303

8. Distribution by State (June 2016 Edition) Monthly

STATE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
AL	Assorted	Assorted	AL	0	0	294	0	294
AR	Assorted	Assorted	AR	0	0	183	0	183
AZ	Assorted	Assorted	AZ	0	0	165	0	165
CA	Assorted	Assorted	CA	0	0	1,649	0	1,649
CO	Assorted	Assorted	CO	0	0	315	0	315
CT	Assorted	Assorted	CT	0	0	876	0	876
DC	Assorted	Assorted	DC	0	0	91	0	91
DE	Assorted	Assorted	DE	0	0	122	0	122
FL	Assorted	Assorted	FL	0	0	1,109	0	1,109
GA	Assorted	Assorted	GA	0	0	687	0	687

8. Distribution by State (June 2016 Edition) Monthly (continued)

STATE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
HI	Assorted	Assorted	HI	0	0	64	0	64
IA	Assorted	Assorted	IA	0	0	348	0	348
ID	Assorted	Assorted	ID	0	0	114	0	114
IL	Assorted	Assorted	IL	0	0	987	0	987
IN	Assorted	Assorted	IN	0	0	556	0	556
KS	Assorted	Assorted	KS	0	0	253	0	253
KY	Assorted	Assorted	KY	0	0	229	0	229
LA	Assorted	Assorted	LA	0	0	224	0	224
MA	Assorted	Assorted	MA	0	0	1,225	0	1,225
MD	Assorted	Assorted	MD	0	0	504	0	504
ME	Assorted	Assorted	ME	0	0	254	0	254
MI	Assorted	Assorted	MI	0	0	1,064	0	1,064
MO	Assorted	Assorted	MO	0	0	496	0	496
MS	Assorted	Assorted	MS	0	0	137	0	137
MT	Assorted	Assorted	MT	0	0	715	0	715
NC	Assorted	Assorted	NC	0	0	1,106	0	1,106
ND	Assorted	Assorted	ND	0	0	62	0	62
NE	Assorted	Assorted	NE	0	0	188	0	188
NH	Assorted	Assorted	NH	0	0	288	90	378
NJ	Assorted	Assorted	NJ	0	0	1,033	0	1,033
NM	Assorted	Assorted	NM	0	0	61	0	61
NV	Assorted	Assorted	NV	0	0	53	0	53
NY	Assorted	Assorted	NY	0	0	1,536	1	1,537
OH	Assorted	Assorted	OH	0	0	1,159	0	1,159
OK	Assorted	Assorted	OK	0	0	183	0	183
OR	Assorted	Assorted	OR	0	0	250	0	250
PA	Assorted	Assorted	PA	0	0	1,496	0	1,496
RI	Assorted	Assorted	RI	0	0	131	0	131
SC	Assorted	Assorted	SC	0	0	447	0	447
SD	Assorted	Assorted	SD	0	0	98	0	98
TN	Assorted	Assorted	TN	0	0	404	0	404
TX	Assorted	Assorted	TX	0	0	761	0	761
UT	Assorted	Assorted	UT	0	0	101	0	101
VA	Assorted	Assorted	VA	0	0	803	0	803
VT	Assorted	Assorted	VT	0	0	363	0	363
WA	Assorted	Assorted	WA	0	0	385	0	385
WI	Assorted	Assorted	WI	0	0	727	0	727
WV	Assorted	Assorted	WV	0	0	118	0	118
WY	Assorted	Assorted	WY	0	0	42	0	42
Misc.	Assorted	Assorted	-	0	0	166	0	166
TOTAL				0	0	24,622	91	24,713

9. Distribution by County (June 2016 Edition) Monthly

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Tree Care Industry Magazine is nationally distributed. The publisher is not required to submit distribution by county.							

10. Verification of Distribution – Mail and Carrier Delivery Distribution

Tree Care Industry Magazine reported an average mail distribution of 24,148 during the audit period. Mail distribution is verified through the review of mail statements and/or additional publisher support documents. Tree Care Industry Magazine did not report carrier delivery distribution during the audit period. Carrier delivery is verified through the review of carrier statements and/or additional publisher support documents.

11. Verification of Distribution – Controlled Bulk / Demand Distribution / Single Copy

Controlled Bulk / Demand Distribution / Single Copy

Tree Care Industry Magazine did not report significant controlled bulk / demand distribution, or single copy distribution during the audit cycle. Distribution locations received an average 632 copies per edition during the audit cycle.

12. Paid Reporting Analysis

CARRIER DELIVERY	Basic Rates: N/A
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	0
MAIL	Basic Rates: \$40.00 (additional copies) / 1-Year
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	195
Over 75% of basic rate	0
Over 50% of basic rate	0
Over 25% of basic rate	0
1%-24% of basic rate	0
Less than 1% of basic rate*	0
SPONSORED	Basic Rates: N/A
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	0
SINGLE COPY	COVER PRICE: N/A
	AVERAGE WHOLESAL RATE: N/A

Optional Publisher Reporting – Subscriber Business Title Reporting – June 2016 edition

TITLE	AVERAGE PRINT	% OF TOTAL
Presidents, Vice-Presidents, Managers & Directors	20,016	83.4%
Superintendents & Supervisors	955	4.0%
Arborists, Landscapers & Grounds Managers	1,143	4.8%
Foresters, Consultants & instructors	472	2.0%
Government Official	78	0.3%
Purchasing Agents	23	0.1%
Other	1,313	5.5%
TOTALS	24,000	100.0%

Optional Publisher Reporting – Subscriber Industry Type Reporting – June 2016 edition

INDUSTRY	AVERAGE PRINT	% OF TOTAL
Tree Service	18,791	78.3%
Manufacturer & Distributor	553	2.3%
Government Agency	705	2.9%
Advertising Agency	14	0.1%
Extension Service	39	0.2%
Hospital, Golf Course, Office & Apartments	305	1.3%
Consulting Firm	476	2.0%
Utility	289	1.2%
School or University	229	1.0%
Landscape Contractor	2,072	8.6%
Other	504	2.1%
Other Paid	23	0.1%
TOTALS	24,000	100.0%

13. Council Audit Statement

Circulation Verification Council (CVC) reviewed the printing, distribution, circulation, technology, and general business records of this publication for the purpose of compiling this information. The review was completed using Council audit procedures considered necessary under the circumstances of the audit in compliance with CVC Rules and Regulations. In our opinion, this report fairly and accurately represents the publication's printing, distribution, circulation, and technology reporting, if applicable, for the period indicated. The publication has sworn that the information presented for this audit reporting is accurate and supplied CVC with general business records substantiating the information under audit review. This report is released subject to the provisions of the CVC Rules & Regulations which are hereby incorporated by reference. CVC Rules & Regulations may be amended from time to time without notice at the sole discretion of CVC. In no event shall CVC be liable for indirect, incidental, consequential, special, or punitive damages, or damages for lost profits, lost income, or lost savings arising by negligence, intended conduct, breach of contract, or otherwise. CVC reports and data are released for the sole use of advertising purchase evaluations and any use for valuations or determination of value is strictly prohibited. CVC reports may not be used for USPS requestor or other permit qualifications. This report is subject to copyright laws and may only be reproduced by the publisher.



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The current status of this report expires September 30, 2017.

If this report is presented after September 30, 2017, please call the toll-free number listed below.