

**BUSINESS PUBLICATION CIRCULATION STATEMENT  
FOR THE 6 MONTH PERIOD ENDED DECEMBER 2008**  
(Including Supplementary Data)

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 06484-6259  
Phone: +1 203.447.2800  
FAX: +1 203.447.2900  
[www.bpaww.com](http://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](http://www.bpaww.com) for the latest audit reports, membership information and publishing and advertising industry news.**



Randall-Reilly Publishing Co., LLC  
3200 Rice Mine Road NE  
Tuscaloosa, AL 35406  
Tel.: 800-633-5953  
Fax: 205-349-3765  
[www.totallandscapecare.net](http://www.totallandscapecare.net)

Official Publication of: None  
Established: 2006  
Issues Per. Year: 12

**FIELD SERVED**

TOTAL LANDSCAPE CARE serves the lawn design and landscape maintenance industry. This includes design and build landscape contractors, lawn maintenance contractors, grounds maintenance professionals, lawn irrigation contractors, lawn chemical application companies, ornamental tree and shrub services, residential plant nursery owners, turf seed growers, dealers, distributors, manufacturers and others allied to the field.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients include: owner, partner, president, corporate officer, director, manager, superintendent, arborist, foreman, specialist, agronomist, supervisor, forester, horticulturist, entomologist, serviceman, technician, company and library copies, and other titled and non-titled personnel.

**PURPOSE**

Included herein is an analysis of landscaping services performed by qualified recipients in Paragraph 3a.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	1,678
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	183
All Other _____	1,271
<b>TOTAL</b>	<b>3,132</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	74,433	100.0	74,433	100.0	-	-
Sponsored Individually Addressed __	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>74,433</b>	<b>100.0</b>	<b>74,433</b>	<b>100.0</b>	-	-

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2008 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2008 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
July _____	3,557	3,557			75,100	October _____	202	202			74,100
August _____	8,236	8,236			75,100	November _____	303	303			74,100
September _____	5,063	4,063			74,100	December _____	19	19			74,100
						<b>TOTAL</b>	<b>17,380</b>	<b>16,380</b>			

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2008**

QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
I. <b>TOTAL</b> - Personal direct request from the recipient: _____	<b>61,693</b>	<b>12,407</b>	-			<b>74,100</b>	<b>100.0</b>
a. Written _____	6,865	591	-			7,456	10.1
b. Telecommunication _____	41,279	8,994	-			50,273	67.8
c. Electronic _____	13,549	2,822	-			16,371	22.1
II. <b>TOTAL</b> - Request from recipient's company: _____	-	-	-			-	-
a. Written _____	-	-	-			-	-
b. Telecommunication _____	-	-	-			-	-
c. Electronic _____	-	-	-			-	-
III. <b>TOTAL</b> - Membership Benefit: _____	-	-	-			-	-
a. Individual _____	-	-	-			-	-
b. Organizational _____	-	-	-			-	-
IV. <b>TOTAL</b> - Communication from recipient or recipient's company (other than request): _____	-	-	-			-	-
a. Written _____	-	-	-			-	-
b. Telecommunication _____	-	-	-			-	-
c. Electronic _____	-	-	-			-	-
V. <b>TOTAL</b> - Sources other than above (listed alphabetically): _____	-	-	-			-	-
Association rosters and directories _____	-	-	-			-	-
Business directories _____	-	-	-			-	-
Independent field reports _____	-	-	-			-	-
Licensees - National, State or Local Government _____	-	-	-			-	-
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-			-	-
Other sources _____	-	-	-			-	-
VI. <b>TOTAL</b> - Single Copy Sales: _____	-	-	-			-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>61,693</b>	<b>12,407</b>	-			<b>74,100</b>	<b>100.0</b>
<b>PERCENT</b>	<b>83.3</b>	<b>16.7</b>	-			<b>100.0</b>	-

**3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2008**

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			74,100	100.0
Individuals by name only _____			-	-
Titles or functions only _____			-	-
Company names only _____			-	-
Multi-Copy Same Addressee copies _____			-	-
Single Copy Sales _____			-	-
<b>TOTAL QUALIFIED CIRCULATION</b>			<b>74,100</b>	<b>100.0</b>

**4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2008**

State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified	Percent
039-049 Maine _____	347		400-427 Kentucky _____	1,360	
030-038 New Hampshire _____	448		370-385 Tennessee _____	2,034	
050-059 Vermont _____	237		350-369 Alabama _____	1,501	
010-027 Massachusetts _____	1,492		386-397 Mississippi _____	793	
028-029 Rhode Island _____	250		<b>EAST SO. CENTRAL</b>	<b>5,688</b>	<b>7.7</b>
060-069 Connecticut _____	1,197		716-729 Arkansas _____	742	
<b>NEW ENGLAND</b>	<b>3,971</b>	<b>5.4</b>	700-714 Louisiana _____	1,086	
100-149 New York _____	3,544		730-749 Oklahoma _____	885	
070-089 New Jersey _____	1,966		750-799 Texas _____	4,400	
150-196 Pennsylvania _____	2,946		<b>WEST SO. CENTRAL</b>	<b>7,113</b>	<b>9.6</b>
<b>MIDDLE ATLANTIC</b>	<b>8,456</b>	<b>11.4</b>	590-599 Montana _____	332	
430-459 Ohio _____	3,035		832-838 Idaho _____	532	
460-479 Indiana _____	1,930		820-831 Wyoming _____	143	
600-629 Illinois _____	2,760		800-816 Colorado _____	1,312	
480-499 Michigan _____	3,073		870-884 New Mexico _____	329	
530-549 Wisconsin _____	1,963		850-865 Arizona _____	931	
<b>EAST NO. CENTRAL</b>	<b>12,761</b>	<b>17.2</b>	840-847 Utah _____	623	
550-567 Minnesota _____	1,697		889-898 Nevada _____	437	
500-528 Iowa _____	929		<b>MOUNTAIN</b>	<b>4,639</b>	<b>6.3</b>
630-658 Missouri _____	1,707		995-999 Alaska _____	109	
580-588 North Dakota _____	211		980-994 Washington _____	1,300	
570-577 South Dakota _____	221		970-979 Oregon _____	903	
680-693 Nebraska _____	705		900-961 California _____	4,575	
660-679 Kansas _____	816		967-968 Hawaii _____	216	
<b>WEST NO. CENTRAL</b>	<b>6,286</b>	<b>8.5</b>	<b>PACIFIC</b>	<b>7,103</b>	<b>9.6</b>
197-199 Delaware _____	266		<b>UNITED STATES</b>	<b>73,909</b>	<b>99.7</b>
206-219 Maryland _____	1,398		969 & 004-009 U.S. Territories _____	176	
200-205 Washington, DC _____	40		Canada _____	-	
220-246 Virginia _____	1,987		Mexico _____	-	
247-268 West Virginia _____	333		Other International _____	-	
270-289 North Carolina _____	3,196		APO/FPO _____	15	
290-299 South Carolina _____	1,495		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>74,100</b>	<b>100.0</b>
300-319 Georgia _____	3,098				
320-349 Florida _____	6,079				
<b>SOUTH ATLANTIC</b>	<b>17,892</b>	<b>24.1</b>			

9. FIVE CALENDAR YEAR ANALYSIS: AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS				
	Audited Data	Audited Data	Circulation Claim	Circulation Claim
			January - June 2008*	July - December 2008*
6-Month Period Ended:	<b>2006</b>	<b>2007</b>		
Total Audit Average Qualified: _____	75,000	75,125	75,100	74,433
Qualified Non-Paid: _____	75,000	75,125	75,100	74,433
Qualified Paid: _____	-	-	-	-
Post Expire Copies included in Paid Circulation: _____	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	**NC	**NC	**NC	**NC

**\*NOTE: 2008 data is unaudited. With each successive year, new data will be added until six 6-month periods are displayed.**

\*\*NC = None Claimed.

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

**11. ADDITIONAL DATA**

PARAGRAPHS 5 THROUGH 8 ARE NOT REQUIRED.

**QUESTIONNAIRE USED BY PUBLICATION TO ELICIT SUPPLEMENTARY DATA:**

**FREE PRODUCT INFORMATION** Write the appropriate reader service numbers in the boxes below for more information.

<p><b>FAST</b> Return this card and your requested information will be sent directly to you.</p>	<p><b>FASTER</b> Fax the card to (800) 571-7730 for product, reader, and subscription information.</p>	<p><b>FASTEST</b> Go to our website at <a href="http://tlc.hotims.com">http://tlc.hotims.com</a></p>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>

**FREE SUBSCRIPTION JANUARY 2008**

**1. What is your primary business at this location?**

A) Contractor or Services: \_\_\_\_\_  
 \_\_\_01 Landscape Contractor (full service) \_\_\_02 Chemical Lawn Care Company \_\_\_03 Lawn Maintenance Company  
 \_\_\_04 Ornamental Shrub & Tree Service \_\_\_05 Irrigation Contractor \_\_\_06 Landscape Architect  
 \_\_\_07 Other Contractor Services (please describe): \_\_\_\_\_

B) In-house Lawn Care Maintenance  
 \_\_\_08 In-house maintenance including educational facilities, health care facilities, government grounds, parks & military installations, condominium complexes, housing developments, private estates, commercial & industrial parks

C) Distributor/Manufacturer  
 \_\_\_09 Distributor \_\_\_10 Distributor \_\_\_11 Formulator \_\_\_12 Manufacturer

D) Others (list in the field)  
 \_\_\_13 Extension Agent (Federal, State, County, City, Regulatory Agency)  
 \_\_\_14 School, College, University  
 \_\_\_15 Trade Association  
 \_\_\_16 Other (please describe): \_\_\_\_\_

**2. Which of the following best describes your title? (check one only)**

\_\_\_01 Executive/Administrator - President, Owner, Partner, Director, General Manager, Chairman of the Board, Purchasing Agent  
 \_\_\_02 Manager/Supervisor - Architect, Architect, Landscape/Grounds Manager, Superintendent, Foreman, Supervisor  
 \_\_\_03 Government Official - Government Commissioner, Agent, Other Government Official  
 \_\_\_04 Specialist - Forester, Consultant, Agronomist, Pesticide Inspector, Researcher, Horticulturist, Certified Specialist  
 \_\_\_05 Other (please specify): \_\_\_\_\_

Please allow 4-6 weeks for delivery of first issue. Incomplete forms will not be processed. Publisher reserves the right to reject all non-qualified subscription requests. Free subscription offer good only in U.S.

**Please Print. Please answer all questions, sign and date the card. (Free subscription offer good in U.S. only)**

YES I want to receive/continue receiving Total Landscape Care FREE.  No.

Check if address change

\*Providing your fax number, e-mail address and signature on this form you are agreeing to receive from Total Landscape Care Co. issues in e-mail containing no subscription renewal notices or terms, subscription information or advertising that may be of interest to you. If you do not want to receive other business-related third party email offers please check here: \_\_\_\_\_

Signature (required) \_\_\_\_\_ Date \_\_\_\_\_  
 Name (first) \_\_\_\_\_ (last) \_\_\_\_\_ (title) \_\_\_\_\_  
 Title (required) \_\_\_\_\_  
 Company \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ ZIP/POST \_\_\_\_\_  
 Country \_\_\_\_\_  
 Telephone # ( ) \_\_\_\_\_ Fax # ( ) \_\_\_\_\_  
 E-mail \_\_\_\_\_

If you prefer to mail your request, simply fold in half with postal side appearing on outside, tape and mail.

SP104 EPRES March 31, 2008 08010

PUBLISHER'S AFFIDAVIT		
We hereby make oath and say that all data set forth in this statement are true.		
Dan Tidwell, VP/Group Publisher	Date signed	December 16, 2008
Tara Lightsey, Circulation Analyst	State	Alabama
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)	County	Tuscaloosa
<b>IMPORTANT NOTE:</b>	Received by BPA Worldwide	December 16, 2008
This unaudited circulation statement has been checked against the previous audit report.	Type	PSD
It will be included in the annual audit made by BPA Worldwide.	ID Number	T290S0D8

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2008 This issue is 0.5% or 400 copies below the average of the other 5 issues reported in Paragraph two.						
Business & Industry	TOTAL QUALIFIED	PERCENT OF TOTAL	Executive Administrator (Note 1)	Manager/Superintendent (Note 2)	Specialist (Note 3)	Government Officials and Other Titled & Non-Titled Personnel (Note 4)
Landscape Contractor (full service) _____	37,270	50.3	34,131	2,669	401	69
Chemical Lawn Care Company _____	2,015	2.7	1,509	444	51	11
Lawn Maintenance Company _____	12,946	17.5	11,728	955	212	51
Ornamental Shrub & Tree Service _____	4,391	5.9	3,982	278	118	13
Irrigation Contractor _____	1,216	1.6	1,071	107	34	4
Landscape Architect _____	4,049	5.5	3,044	616	355	34
Other Contract Services _____	2,427	3.3	1,903	317	148	59
In-house Maintenance _____	4,999	6.7	3,370	1,102	412	115
Dealer/Distributor _____	3,111	4.2	2,560	436	87	28
Formulator, Manufacturer, Extension Agent, School, Trade Association or Others Allied to the Field _____	1,676	2.3	1,005	382	201	88
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>74,100</b>	<b>100.0</b>	<b>64,303</b>	<b>7,306</b>	<b>2,019</b>	<b>472</b>
<b>PERCENT</b>	<b>100.0</b>	<b>-</b>	<b>86.8</b>	<b>9.9</b>	<b>2.7</b>	<b>0.6</b>

Note 1: President, Owner, Partner, Director, General Manager, Chairman of the Board, Purchasing Agent  
 Note 2: Arborist, Architect, Landscape/Grounds Manager, Superintendent, Foreman, Supervisor  
 Note 3: Forester, Consultant, Agronomist, Pilot, Instructor, Researcher, Horticulturist, Certified Specialist  
 Note 4: Government Commissioner, Agent, Other Officials and Personnel

SUPPLEMENTARY DATA FOR THE ISSUE OF NOVEMBER 2008 Below is an analysis of the 45,745 or 61.7% recipients who responded to the question: "What services does your business offer?" (See question #3 on the back of this report.) Since any one respondent may have checked more than one response, the totals for each of these (i.e.: products and services) should not be added together as the total may exceed the total circulation. These data are presented for statistical and marketing purposes.																												
Supplementary Data	Total Respondents	Percent Of Total	Landscape Design	Seeding or Sodding	Turf & Ornamental Installation	Bedding Plants & Color Installation	Irrigation Installation	Landscape Lighting	Hardscape Installation	Water Features	Landscape Renovation	Turf Fertilization	Turf Aeration	Mowing	Tree & Ornamental Care	Tree & Stump Removal	Irrigation Maintenance	Erosion Control	Turf Disease Control	Turf Insect Control	Turf Weed Control	Tree & Ornamental Pesticide Application	Hydroseeding	Snow Removal	Interior Landscape Services	Structural Pest Control	Holiday Lighting	Other
Landscape Contractor (full service) _____	20,828	28.1	16,127	16,832	15,717	16,422	12,223	13,335	14,556	12,889	15,276	12,957	12,377	14,041	12,992	10,911	10,823	10,958	7,862	7,990	8,731	7,026	5,255	7,292	3,200	2,099	3,624	364
Chemical Lawn Care Company _____	1,043	1.4	237	466	361	286	181	172	175	144	329	706	585	415	499	227	224	208	758	779	802	609	112	191	44	128	59	11
Lawn Maintenance Company _____	8,065	10.9	3,168	4,637	3,453	4,160	1,990	2,276	2,148	1,829	4,604	4,866	4,392	6,967	4,334	3,190	2,846	2,403	2,627	2,777	3,395	1,995	754	2,348	608	465	892	101
Ornamental Shrub & Tree Service _____	2,850	3.8	803	716	718	779	399	448	476	446	705	553	479	590	2,163	2,080	427	472	346	361	377	650	125	321	145	107	192	45
Irrigation Contractor _____	708	1.0	221	259	199	209	557	271	207	264	169	145	127	146	127	126	459	180	78	78	83	59	84	113	27	14	59	13
Landscape Architect _____	3,361	4.5	3,017	852	795	1,047	639	1,009	829	919	860	413	346	497	619	378	382	464	286	295	334	290	221	205	473	131	374	43
Other Contract Service _____	2,155	2.9	876	598	398	566	385	544	493	486	524	293	216	446	403	376	243	327	181	207	256	221	145	272	243	76	224	512
In-House Maintenance _____	4,065	5.5	2,154	1,944	1,585	1,986	1,287	1,497	1,308	1,335	2,072	1,658	1,422	2,328	1,858	1,357	1,380	1,263	1,090	1,156	1,342	988	535	939	733	470	765	227
Dealer/Distributor _____	1,340	1.8	630	534	442	548	359	416	376	418	403	315	255	357	367	249	244	264	269	287	317	234	154	185	157	76	142	213
Formulator, Manufacturer, Extension Agent, School, Trade Association, Other _____	1,330	1.8	681	454	362	468	302	406	342	365	447	323	264	442	379	271	267	257	269	277	330	256	195	205	274	149	233	199
<b>Total Respondents</b>	<b>45,745</b>	<b>61.7</b>	<b>27,914</b>	<b>27,292</b>	<b>24,030</b>	<b>26,471</b>	<b>18,322</b>	<b>20,374</b>	<b>20,910</b>	<b>19,095</b>	<b>25,389</b>	<b>22,229</b>	<b>20,463</b>	<b>26,229</b>	<b>23,741</b>	<b>19,165</b>	<b>17,295</b>	<b>16,796</b>	<b>13,766</b>	<b>14,207</b>	<b>15,967</b>	<b>12,328</b>	<b>7,580</b>	<b>12,071</b>	<b>5,904</b>	<b>3,715</b>	<b>6,564</b>	<b>1,728</b>