

**BUSINESS PUBLICATION CIRCULATION STATEMENT  
FOR THE 6 MONTH PERIOD ENDED JUNE 2011**

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 comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Worldwide, BPA audits 2,600+ media properties—including over 1,500 B-to-B publications, more than 350 consumer magazines, 150 newspapers, 550+ web sites, 40 events, email newsletters, databases, wireless and other advertiser-supported media—as well as 2,700 advertiser and agency members.

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Official Publication of: None  
Established: 1995  
Issues Per Year: 12



**FIELD SERVED**

GARDEN CENTER magazine serves the retail horticultural industry including independent retailers of nursery, garden, gift & home décor products, other retailers and other paid subscriptions.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients are owners, presidents, vice presidents, general managers, store and branch managers, purchasing managers, buyers, sales representatives, marketing managers, yard managers and other titled and non-titled personnel.

**AVERAGE NON-QUALIFIED CIRCULATION**

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	381
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	496
Digital _____	-
All Other _____	220
<b>TOTAL</b>	<b>1,097</b>

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD**

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	20,930	100.0	20,914	99.9	16	0.1
Sponsored Individually Addressed ___	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>20,930</b>	<b>100.0</b>	<b>20,914</b>	<b>99.9</b>	<b>16</b>	<b>0.1</b>

**2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD**

2011 Issue	Number Removed	Number Added	Total Qualified
January _____	35	-	20,965
February _____	80	60	20,945
March _____	89	2	20,858
April _____	54	2	20,806
May _____	23	216	20,999
June _____	9	13	21,008
<b>TOTAL</b>	<b>290</b>	<b>293</b>	

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011**  
**This issue is 0.4% or 83 copies above the average of the other 5 issues reported in Paragraph two.**

BUSINESS/INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
Independent Retailer of Nursery, Garden, Gift & Home Decor Products and other retailers _____	19,754	94.1
Not Reporting and Other Paid Circulation _____	1,245	5.9
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>20,999</b>	<b>100.0</b>

CLASSIFICATION BY TITLE	TOTAL QUALIFIED	PERCENT OF TOTAL
Owners and Presidents _____	14,687	69.9
Vice Presidents and General Managers _____	1,347	6.4
Managers _____	3,746	17.8
Purchasing Managers and Buyers _____	753	3.6
Sales Representatives and Marketing Managers _____	84	0.4
Yard Managers _____	96	0.5
Other Titled and Non-Titled Personnel and Other Paid Circulation _____	286	1.4
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>20,999</b>	<b>100.0</b>

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011					
QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request: _____	13,918	4,053	-	17,971	85.6
II. Request from recipient's company: _____	-	-	-	-	-
III. Membership Benefit: _____	-	-	-	-	-
IV. *Communication from recipient or recipient's company (other than request): _____	970	-	-	970	4.6
V. <b>TOTAL</b> - Sources other than above (listed alphabetically): _____	2,058	-	-	2,058	9.8
Association rosters and directories _____	-	-	-	-	-
*Business directories _____	2,058	-	-	2,058	9.8
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-
Other sources _____	-	-	-	-	-
VI. Single Copy Sales: _____	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>16,946</b>	<b>4,053</b>	<b>-</b>	<b>20,999</b>	<b>100.0</b>
<b>PERCENT</b>	<b>80.7</b>	<b>19.3</b>	<b>-</b>	<b>100.0</b>	

\*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011		
MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function _____	20,999	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>20,999</b>	<b>100.0</b>

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011					
State	Total Qualified	Percent	State	Total Qualified	Percent
Maine _____	249		Kentucky _____	343	
New Hampshire _____	227		Tennessee _____	412	
Vermont _____	112		Alabama _____	309	
Massachusetts _____	650		Mississippi _____	191	
Rhode Island _____	112		<b>EAST SO. CENTRAL</b>	<b>1,255</b>	<b>6.0</b>
Connecticut _____	419		Arkansas _____	174	
<b>NEW ENGLAND</b>	<b>1,769</b>	<b>8.4</b>	Louisiana _____	249	
New York _____	1,221		Oklahoma _____	197	
New Jersey _____	796		Texas _____	880	
Pennsylvania _____	1,440		<b>WEST SO. CENTRAL</b>	<b>1,500</b>	<b>7.1</b>
<b>MIDDLE ATLANTIC</b>	<b>3,457</b>	<b>16.5</b>	Montana _____	95	
Ohio _____	1,004		Idaho _____	139	
Indiana _____	494		Wyoming _____	30	
Illinois _____	817		Colorado _____	282	
Michigan _____	724		New Mexico _____	70	
Wisconsin _____	714		Arizona _____	130	
<b>EAST NO. CENTRAL</b>	<b>3,753</b>	<b>17.9</b>	Utah _____	107	
Minnesota _____	515		Nevada _____	71	
Iowa _____	335		<b>MOUNTAIN</b>	<b>924</b>	<b>4.4</b>
Missouri _____	444		Alaska _____	32	
North Dakota _____	87		Washington _____	371	
South Dakota _____	64		Oregon _____	357	
Nebraska _____	186		California _____	992	
Kansas _____	249		Hawaii _____	81	
<b>WEST NO. CENTRAL</b>	<b>1,880</b>	<b>9.0</b>	<b>PACIFIC</b>	<b>1,833</b>	<b>8.7</b>
Delaware _____	89		<b>UNITED STATES</b>	<b>20,743</b>	<b>98.8</b>
Maryland _____	399		U.S. Territories _____	46	
Washington, DC _____	9		Canada _____	209	
Virginia _____	623		Mexico _____	-	
West Virginia _____	134		Other International _____	1	
North Carolina _____	939		AP0/FPO _____	-	
South Carolina _____	433		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>20,999</b>	<b>100.0</b>
Georgia _____	647				
Florida _____	1,099				
<b>SOUTH ATLANTIC</b>	<b>4,372</b>	<b>20.8</b>			

<b>AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS</b>						
6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	July - December 2008	January - June 2009	July - December 2009	January - June 2010	July - December 2010	January - June 2011*
Total Audit Average Qualified: _____	17,106	20,851	20,104	20,148	21,032	20,930
Qualified Non-Paid: ____	17,058	20,820	20,040	20,099	21,004	20,914
Qualified Paid: _____	48	31	64	49	28	16
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: January - June 2011 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

\*\*NC = None Claimed.

**ADDITIONAL DATA**

**PARAGRAPH 3b:**

Communication from Recipient or Recipients' Company (other than requested): includes 1 source of circulation for a quantity of 970 copies or 4.6%, including garden centers obtained from sister publication Nursery Management.

Business directories include 1 source of circulation for a quantity of 2,058 copies or 9.8%, including InfoUSA.

<b>PUBLISHER'S AFFIDAVIT</b>		
We hereby make oath and say that all data set forth in this statement are true.	Date signed	July 29, 2011
Melody Berendt, Director, Circulation	State	Ohio
Yale Youngblood, Publisher	County	Summit
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)	Received by BPA Worldwide	July 29, 2011
<b>IMPORTANT NOTE:</b>	Type	PD
This unaudited circulation statement has been checked against the previous audit report.	ID Number	G086P0J1
It will be included in the annual audit made by BPA Worldwide.		