

2026



PROFILE OF MARKET SERVED

Green Industry Pros serves corporate management and supervisory personnel employed with contractors performing some combination of mowing landscape maintenance, irrigation, design builds, hardscaping, weed/insect control and/or fertilizer applications. Chemical lawn care companies and ground maintenance facilities are also served.

Audience Profile for Period: 2026	Frequency	Qualified Distribution
Green Industry Pros		
Newsletters		
The Pro Report	Weekly	26,137
DIRECT ENTENT		
Email Marketing		32,438
Social Media		
Facebook*		14,216
LinkedIn Followers		1,268
Instagram Followers		2,586
Twitter/X Followers		9,082
YouTube Subscribers		1,150

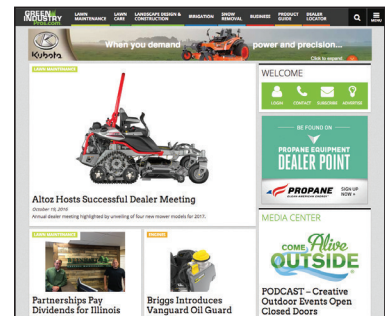
Sources: Facebook, LinkedIn, Twitter/X, Instagram, YouTube

*Facebook Page Likes & Followers are combined to make up a Facebook Community

WEBSITE METRICS

GreenIndustryPros.com			
	Active Users	Pageviews	Avg Engagement Time
July 2025	45,826	60,136	0:00:19
August 2025	49,597	60,639	0:00:15
September 2025	37,791	48,405	0:00:17
October 2025	48,930	60,557	0:00:15
November 2025	45,387	53,912	0:00:14
December 2025	110,233	118,949	0:00:06
January 2026	108,824	116,387	0:00:05
February 2026	103,577	111,309	0:00:06
March 2026	92,225	103,867	0:00:08
April 2026	43,160	56,560	0:00:15
May 2026	52,740	60,635	0:00:11
June 2026	67,287	71,834	0:00:07
Average	67,131	76,933	0:00:12

July 2025 - June 2026 data was provided by Google Analytics using the GA4 platform.



WEBSITE GLOSSARY

Pageviews:

A Pageview is recorded each time a page implanted with the JavaScript code (tag) is displayed in a browser window. This will occur whether the page is served directly from the web server, from a proxy, or from the browser's cache.

Users:

An identified and unduplicated cookie browser that accesses internet content or advertising during a measurement period.

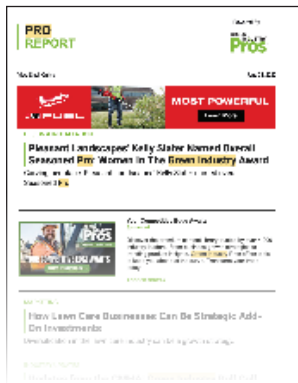
Average Engagement Time:

Measures when a user is engaging with the website, not just that the website is open on a tab in a browser. A really important differentiation: in GA4, session duration doesn't take into account whether or not you're engaging within a website.

Unless otherwise noted, all data reported is publisher's own data.

2026 TOTAL AUDIENCE PROFILE / Green Industry Pros

The Pro Report	Classification by Title					
Business and Industry	Total	% of Total	Corporate Management: Includes President, Owner, Partner, General Manager, Vice President, Purchasing Agent & Other Management Personnel	Supervisory Personnel: Includes Superintendent, Groundskeeper, Foreman, Supervisor, Landscape/Grounds Manager & Other Supervisory Personnel	SnowPRO Contractor	Other Titled & Non-Titled Personnel
Landscape Contractor	11,741	44.9%	9,265	1,999	361	116
Chemical Lawn Care Company	184	0.7%	158	25	1	-
Ground Maintenance Facilities	1,371	5.2%	1,103	192	29	47
Landscape Architect/Design Build	519	2.0%	438	60	-	21
SnowPRO Contractor	5,734	21.9%	1,638	241	3,775	80
Power Equipment Dealer	1,780	6.8%	1,344	359	55	22
Other Industry Related Business	4,808	18.4%	628	76	1	4,103
Total Circulation	26,137	100%	14,574	2,952	4,222	4,389
Percent	100%		55.8%	11.3%	16.2%	16.8%



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DIRECT ENTENT

Green Industry Pros Email Marketing	Classification by Title					
Business and Industry	Total	% of Total	Corporate Management: Includes President, Owner, Partner, General Manager, Vice President, Purchasing Agent & Other Management Personnel	Supervisory Personnel: Includes Superintendent, Groundskeeper, Foreman, Supervisor, Landscape/ Grounds Manager & Other Supervisory Personnel	SnowPRO Contractor	Other Titled & Non-Titled Personnel
Landscape Contractor	14,926	46.0%	11,858	2,511	413	144
Chemical Lawn Care Company	218	0.7%	181	34	1	2
Ground Maintenance Facilities	1,830	5.6%	1,455	288	36	51
Landscape Architect/Design Build	712	2.2%	584	101	-	27
SnowPRO Contractor	6,895	21.3%	1,890	265	4,645	95
Power Equipment Dealer	2,371	7.3%	1,785	498	64	24
Other Business Industry	5,486	16.9%	661	84	2	4,739
Total Circulation	32,438	100%	18,414	3,781	5,161	5,082
Percent	100%		56.8%	11.7%	15.9%	15.7%

Landscape Contractor Services	Total
Mowing or Lawn Maintenance	7,782
Irrigation	3,171
Design Build & Construction	2,108
Tree Care	2,512
Snow or Ice Removal	2,552
Landscape Installation/Hardscaping	3,803
Weed, Disease or Insect Control or Fertilizer Applications	2,448
Residential	1,815
Commerical	2,105
By State/Zip Code	Available

Many landscape contractors perform more than one service. Additional demographics available.

The data reflected within this report is provided in good faith as an accurate representation of the audience served for *Green Industry Pros*.

Sean Dunphy, Brand Director

Total Audience Profile report provided by

IRONMARKETS formerly known as *AC Business Media*
201 N. Main Street, Ste 350
Fort Atkinson WI 53538
800.538.5544 ■ WWW.IRON.MARKETS

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