

For Period of July - December 2024



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: July - December 2024	Frequency	Qualified Distribution
Green Industry Pros		
Print Version - Nov/Dec 2024 Issue	6	47,135
Digital Version - Nov/Dec 2024 Issue	6	10,871
Newsletters		
The Pro Report	Weekly	29,955
DIRECT ENTENT		
Email Marketing		38,574
Social Media		
Facebook*		14,091
LinkedIn Followers		970
Instagram Followers		2,237
Twitter/X Followers		9,236
YouTube Subscribers		1,100

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

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



WEBSITE METRICS

GreenIndustryPros.com				
	Sessions	Users	Pageviews	Avg Engagement Time
July 2024	73,465	26,042	91,479	0:00:19
August 2024	67,035	26,589	88,098	0:00:20
September 2024	48,758	22,281	72,953	0:00:27
October 2024	48,653	25,088	77,809	0:00:32
November 2024	44,036	20,762	63,375	0:00:25
December 2024	40,073	16,701	55,116	0:00:23
Average	53,670	22,911	74,805	0:00:24

July - December 2024 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.

Sessions:

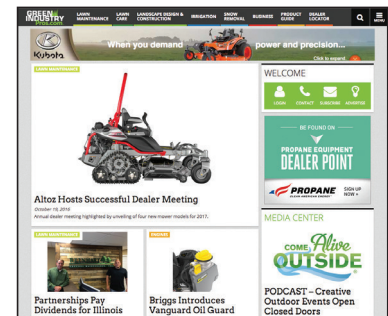
A single continuous set of activity attributable to a cookie browser resulting in one or more pulled text and/or graphics downloads from a site. A period of 30 minutes of inactivity will terminate the session.

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.

JULY - DECEMBER 2024 TOTAL AUDIENCE PROFILE / Green Industry Pros

Green Industry Pros November/December 2024 Print & Digital Issue	Classification by Title						
					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
Business and Industry	Total	% of Total	Print	Digital			
Landscape Contractor	42,972	74.1%	35,223	7,749	37,863	5,104	5
Chemical Lawn Care Company	1,144	2.0%	762	382	930	214	-
Ground Maintenance Facilities	8,648	14.9%	7,333	1,315	7,675	973	-
Landscape Architect/Design Build	1,894	3.3%	1,329	565	1,713	181	-
Power Equipment Dealer	3,348	5.8%	2,488	860	2,614	734	-
Total Qualified Circulation	58,006	100.0%	47,135	10,871	50,795	7,206	5
Percent	100.0%		81.3%	18.7%	87.6%	12.4%	0.0%

Source: Publishers Own Data

Business and Industry	Number of Employees					
	Total	1 - 4	5 - 9	10 - 19	20+	No Answer
Landscape Contractor	42,972	14,009	7,711	4,487	5,187	11,578
Chemical Lawn Care Company	1,144	322	189	167	158	308
Ground Maintenance Facilities	8,648	4,357	1,188	725	758	1,620
Landscape Architect/Design Build	1,894	616	283	207	229	559
Power Equipment Dealer	3,348	677	356	226	239	1,850
Total Qualified Circulation	58,006	19,981	9,727	5,812	6,571	15,915

Sales Volume	Total
Less Than \$250,000	24,001
\$250,000 - \$499,999	1,297
\$500,000 - \$999,999	7,119
\$1 Million - \$2,499,999	5,412
\$2.5 Million - \$4,999,999	2,394
\$5 Million & Over	2,031
No Response	15,752
Total Qualified Circulation	58,006



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JULY - DECEMBER 2024 TOTAL AUDIENCE PROFILE / Green Industry Pros

Green Industry Pros November/December 2024 Issue				
Landscape Contractor Services	Total	Percent	Print Edition	Digital Edition
Mowing or Lawn Maintenance	23,417	40.4%	18,629	4,788
Irrigation	14,977	25.8%	12,025	2,952
Design Build & Construction	9,600	16.6%	6,126	3,474
Tree Care	11,875	20.5%	10,013	1,862
Snow or Ice Removal	9,902	17.1%	8,537	1,365
Landscape Installation/Hardscaping	16,509	28.5%	14,260	2,249
Weed, Disease or Insect Control or Fertilizer Applications	11,202	19.3%	9,615	1,587
Residential	8,681	15.0%	5,573	3,108
Commerical	9,232	15.9%	5,769	3,463
Total Respondents (out of 37,837)	58,006	68.7%	47,135	10,871

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

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	15,428	51.5%	12,279	2,464	506	179
Chemical Lawn Care Company	249	0.8%	209	39	-	1
Ground Maintenance Facilities	1,417	4.7%	1,142	202	40	33
Landscape Architect/Design Build	437	1.5%	349	46	-	42
SnowPRO Contractor	7,108	23.7%	1,382	145	5,555	26
Power Equipment Dealer	2,577	8.6%	1,944	512	84	37
Other Industry Related Business	2,739	9.1%	1,440	172	-	1,127
Total Circulation	29,955	100%	18,745	3,580	6,185	1,445
Percent	100%		62.6%	12.0%	20.6%	4.8%

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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	20,244	52.5%	16,216	3,234	566	228
Chemical Lawn Care Company	314	0.8%	265	48	-	1
Ground Maintenance Facilities	2,118	5.5%	1,658	379	42	39
Landscape Architect/Design Build	721	1.9%	572	106	-	43
SnowPRO Contractor	8,336	21.6%	1,602	168	6,528	38
Power Equipment Dealer	3,495	9.1%	2,625	739	92	39
Other Business Industry	3,346	8.7%	1,667	215	-	1,464
Total Circulation	38,574	100%	24,605	4,889	7,228	1,852
Percent	100%		63.8%	12.7%	18.7%	4.8%

Landscape Contractor Services	Total
Mowing or Lawn Maintenance	7,384
Irrigation	4,669
Design Build & Construction	3,128
Tree Care	3,660
Snow or Ice Removal	3,539
Landscape Installation/Hardscaping	5,408
Weed, Disease or Insect Control or Fertilizer Applications	3,514
Residential	2,643
Commerical	3,083
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*.

Jason DeSarle, Brand Director

Total Audience Profile report provided by

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