

July - December 2024

PROFILE OF MARKET SERVED

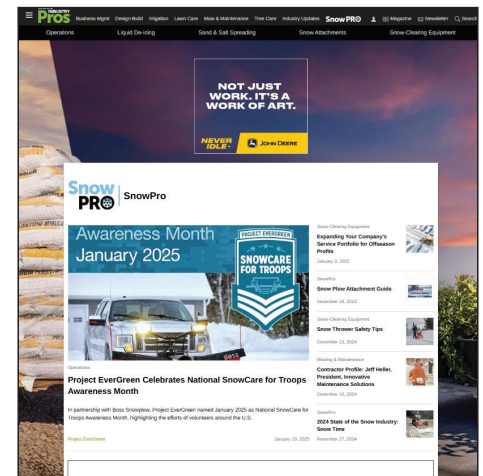
Deliver your marketing message to 181,500+ subscribers through exclusive SnowPRO marketing opportunities that gets distributed across the United States, as well as to our Canadian subscribers. Reach the largest audience of snow removal contractors available at precisely when they are making purchasing decisions for the upcoming snow season.

Feature your marketing message covering the latest equipment, accessories, tools and insights for the snow removal market in our exclusive SnowPRO sections in both PRINT and DIGITAL magazine editions of *Green Industry Pros*, *Equipment Today*, *Pavement Maintenance & Reconstruction*, *Concrete Contractor* and *Asphalt Contractors*.

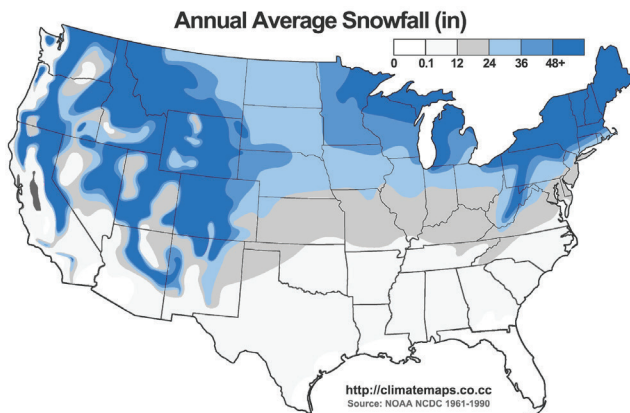


Audience Profile	SnowPRO Delivered to Snow States		SnowPRO Distribution by Publication
Publications	Print	Digital	
Green Industry Pros	47,135	10,871	31.9%
Equipment Today	50,335	19,674	38.6%
Pavement Maintenance & Reconstruction	14,174	4,339	10.2%
Concrete Contractor	15,800	9,240	13.8%
Asphalt Contractor	7,406	2,602	5.5%
SnowPRO			
SnowPRO Feature Total Distribution	134,850	46,726	100%

Audience Profile	Frequency	SnowPRO Distribution
Newsletter		
SnowPRO	On Demand	28,847
Direct ENTENT		
SnowPRO	On Demand	34,637



SNOWPRO TARGET AUDIENCE



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

NEWSLETTER DISTRIBUTION

SnowPRO Newsletter	Classification by Title					
Business and Industry	Total	% of Total	Corporate Management	Operations Management	Project & Supervisory Personnel	Other Titled & Non-Titled Personnel
Landscape Contractors	9,349	38.5%	7,278	1,302	345	424
Power Equipment Dealers	1,938	8.0%	1,302	355	209	72
Commercial Construction Contractors	7,478	30.8%	5,109	1,040	1,236	93
Pavement Maintenance Contractors	3,029	12.5%	2,395	212	403	19
Concrete Contractors	2,098	8.6%	1,711	121	208	58
Asphalt Contractors	399	1.6%	238	47	100	14
Subtotal	24,291	84.2%	18,033	3,077	2,501	680
Others Allied to the Field	4,556	15.8%	1,146	218	111	3,081
Total Circulation	28,847	100.0%	19,179	3,295	2,612	3,761
Percent	100.0%		74.2%	12.7%	10.3%	2.8%

Source: Publisher's Own Data

DIRECT ENTENT

SnowPRO Email Marketing	Classification by Title					
Business and Industry	Total	% of Total	Corporate Management	Operations Management	Project & Supervisory Personnel	Other Titled & Non-Titled Personnel
Landscape Contractors	11,799	40.2%	9,349	1,611	364	475
Power Equipment Dealers	2,267	7.7%	1,533	420	235	79
Commercial Construction Contractors	8,606	29.3%	5,918	1,208	1,380	100
Pavement Maintenance Contractors	3,815	13.0%	2,993	279	524	19
Concrete Contractors	2,426	8.3%	1,986	143	232	65
Asphalt Contractors	427	1.5%	255	51	106	15
Subtotal	29,340	84.7%	22,034	3,712	2,841	753
Others Allied to the Field	5,297	15.3%	1,337	268	123	3,569
Total Circulation	34,637	100.0%	23,371	3,980	2,964	4,322
Percent	100.0%		75.1%	12.7%	9.7%	2.6%

Source: Publisher's Own Data

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

Jason DeSarle, Brand Director

Total Audience Profile report provided by

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