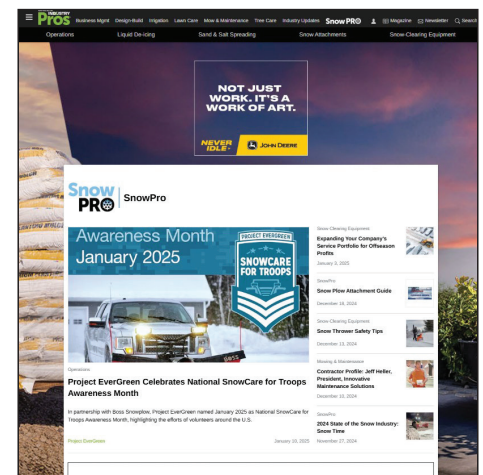


PROFILE OF MARKET SERVED

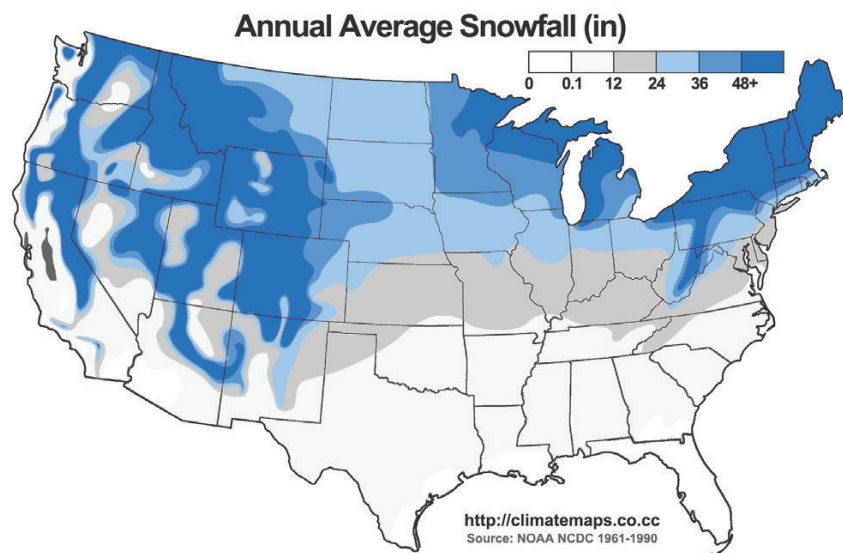
Deliver your marketing message to 30,000+ subscribers through exclusive SnowPRO marketing opportunities that gets distributed across the United States, as well as to our Canadian subscribers. Reach the largest audience of snow removal contractors available at precisely when they are making purchasing 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 newsletter and marketing partner information.

Audience Profile	Frequency	SnowPRO Distribution
Newsletter		
SnowPRO	On Demand	23,860
Direct ENTENT		
SnowPRO	On Demand	27,616



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	6,312	34.2%	4,935	942	230	205
Power Equipment Dealers	1,354	7.3%	875	261	163	55
Commercial Construction Contractors	5,636	30.5%	3,996	663	725	252
Pavement Maintenance Contractors	3,016	16.3%	2,256	241	493	26
Concrete Contractors	1,694	9.2%	1,297	44	308	45
Asphalt Contractors	459	2.5%	272	45	130	12
Subtotal	18,471	77.4%	13,631	2,196	2,049	595
Others Allied to the Field	5,389	22.6%	1,125	215	16	4,033
Total Circulation	23,860	100.0%	14,756	2,411	2,065	4,628
Percent	100.0%		73.8%	11.9%	11.1%	3.2%

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	7,816	36.0%	6,218	1,108	254	236
Power Equipment Dealers	1,584	7.3%	986	292	175	131
Commercial Construction Contractors	6,073	28.0%	4,460	727	782	104
Pavement Maintenance Contractors	3,683	17.0%	2,696	281	585	121
Concrete Contractors	1,959	9.0%	1,452	54	338	115
Asphalt Contractors	593	2.7%	287	51	141	114
Subtotal	21,708	78.6%	16,099	2,513	2,275	821
Others Allied to the Field	5,908	21.4%	1,205	387	168	4,148
Total Circulation	27,616	100.0%	17,304	2,900	2,443	4,969
Percent	100.0%		74.2%	11.6%	10.5%	3.8%

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.

Sean Dunphy, Brand Director

Total Audience Profile report provided by

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