

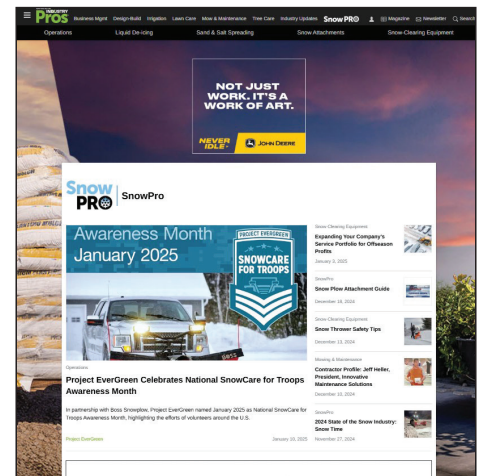
PROFILE OF MARKET SERVED

Deliver your marketing message to 60,000+ 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.

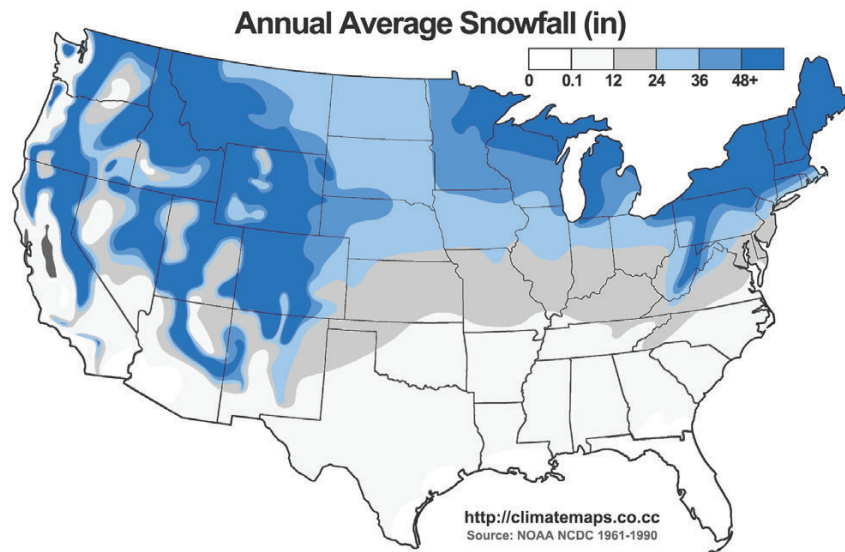
Feature your marketing message covering the latest equipment, accessories, tools and insights for the snow removal market in our exclusive SnowPRO newsletter and marketing partner information.



Audience Profile	Frequency	SnowPRO Distribution
Newsletter		
SnowPRO	On Demand	25,186
Direct ENTENT		
SnowPRO	On Demand	30,107



SNOWPRO TARGET AUDIENCE



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

NEWSLETTER DISTRIBUTION

SnowPRO Newsletter	Classification by Title					
	Total	% of Total	Corporate Management	Operations Management	Project & Supervisory Personnel	Other Titled & Non-Titled Personnel
Business and Industry						
Landscape Contractors	7,847	40.0%	6,194	1,037	267	349
Power Equipment Dealers	1,576	8.0%	976	282	161	157
Commercial Construction Contractors	5,301	27.0%	3,707	597	637	360
Pavement Maintenance Contractors	2,840	14.5%	2,137	221	434	48
Concrete Contractors	1,695	8.6%	1,308	55	252	80
Asphalt Contractors	365	1.9%	206	43	94	22
Subtotal	19,624	77.9%	14,528	2,235	1,845	1,016
Others Allied to the Field	5,562	22.1%	1,125	215	16	4,206
Total Circulation	25,186	100.0%	15,653	2,450	1,861	5,222
Percent	100.0%		74.0%	11.4%	9.4%	5.2%

Source: Publisher's Own Data

DIRECT ENTENT

SnowPRO Email Marketing	Classification by Title					
	Total	% of Total	Corporate Management	Operations Management	Project & Supervisory Personnel	Other Titled & Non-Titled Personnel
Business and Industry						
Landscape Contractors	8,888	36.1%	7,175	1,281	291	141
Power Equipment Dealers	1,834	7.4%	1,156	328	181	169
Commercial Construction Contractors	6,085	24.7%	4,284	692	714	395
Pavement Maintenance Contractors	3,582	14.5%	2,729	267	533	53
Concrete Contractors	3,861	15.7%	1,537	68	282	1,974
Asphalt Contractors	404	1.6%	221	47	110	26
Subtotal	24,654	81.9%	17,102	2,683	2,111	2,758
Others Allied to the Field	5,453	18.1%	1,307	247	110	3,789
Total Circulation	30,107	100.0%	18,409	2,930	2,221	6,547
Percent	100.0%		69.4%	10.9%	8.6%	11.2%

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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