

2025



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: 2025	Frequency	Qualified Distribution
Green Industry Pros Newsletters		
The Pro Report	Weekly	28,575
DIRECT ENTENT		
Email Marketing		36,500
Social Media		
Facebook*		14,216
LinkedIn Followers		1,203
Instagram Followers		2,510
Twitter/X Followers		9,204
YouTube Subscribers		1,130

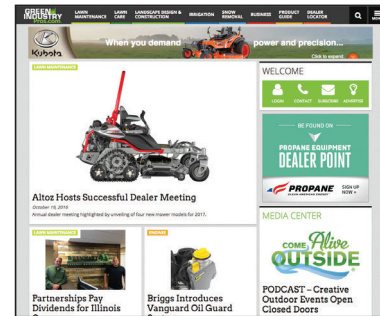


Sources: Facebook, LinkedIn, Twitter/X, Instagram, YouTube

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

WEBSITE METRICS

GreenIndustryPros.com			
	Active Users	Pageviews	Avg Engagement Time
July 2024	26,042	91,479	0:00:19
August 2024	26,589	88,098	0:00:20
September 2024	22,281	72,953	0:00:27
October 2024	25,088	77,809	0:00:32
November 2024	20,762	63,375	0:00:25
December 2024	16,701	55,116	0:00:23
January 2025	24,384	69,877	0:00:31
February 2025	22,598	70,090	0:00:26
March 2025	27,455	87,131	0:00:22
April 2025	27,095	83,422	0:00:31
May 2025	23,680	61,064	0:00:27
June 2025	23,452	51,422	0:00:21
Average	23,844	72,653	0:00:25



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.

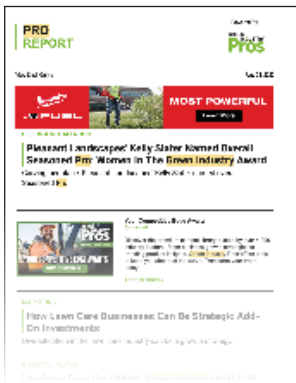
Average Engagement Time:

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.

2025 TOTAL AUDIENCE PROFILE / Green Industry Pros

The Pro Report	Classification by Title					
	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	14,406	50.4%	11,491	2,351	434	130
Chemical Lawn Care Company	226	0.8%	192	33	-	1
Ground Maintenance Facilities	1,581	5.5%	1,291	201	37	52
Landscape Architect/Design Build	550	1.9%	472	59	-	19
SnowPRO Contractor	2,203	7.7%	1,665	440	73	25
Power Equipment Dealer	7,178	25.1%	2,099	294	4,685	100
Other Industry Related Business	2,431	8.5%	753	80	1	1,597
Total Circulation	28,575	100%	17,963	3,458	5,230	1,924
Percent	100%		62.9%	12.1%	18.3%	6.7%



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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
Landscape Contractor	18,627	51.0%	14,906	3,045	500	176
Chemical Lawn Care Company	280	0.8%	236	43	-	1
Ground Maintenance Facilities	2,259	6.2%	1,816	341	41	61
Landscape Architect/Design Build	819	2.2%	688	109	-	22
SnowPRO Contractor	8,582	23.5%	2,403	331	5,730	118
Power Equipment Dealer	2,994	8.2%	2,262	623	82	27
Other Business Industry	2,939	8.1%	838	103	2	1,996
Total Circulation	36,500	100%	23,149	4,595	6,355	2,401
Percent	100%		63.4%	12.6%	17.4%	6.6%

Landscape Contractor Services	Total
Mowing or Lawn Maintenance	7,887
Irrigation	4,123
Design Build & Construction	2,728
Tree Care	3,283
Snow or Ice Removal	3,234
Landscape Installation/Hardscaping	4,867
Weed, Disease or Insect Control or Fertilizer Applications	3,133
Residential	2,302
Commerical	2,677
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

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