#1 REACH

47,988

UNIQUE LM SUBSCRIBERS

PURCHASE FERTILIZERS, CHEMICALS AND OTHER LAWN CARE PRODUCTS AND/OR PERFORM LAWN CARE SERVICES.

LM is the only media brand auditing lawn care products purchased and services performed.

Source: Subscriber number is the unduplicated number from LM’s March 2019 Verified Audit Circulation Report.

#1 COVERAGE

JANUARY

Ad Close 12/5
Materials Due 12/12

COVER STORY: LM Growth Summit (product updates from partners)
spreader-sprayers; franchising; grubs; trucks, vans, accessories

FEBRUARY

Ad Close 1/15
Materials Due 1/23

Crabgrass/goosegrass; billbugs; tanks/nozzles/hoses/reels; controlled-release/enhanced-efficiency fertilizers; GPS tracking + scheduling

MARCH

Ad Close 2/12
Materials Due 2/20

Aerators; nusedge; dollar spot; fertilizer combos; tree and shrub care

APRIL

Ad Close 3/12
Materials Due 3/19

COVER STORY: Turf + Ornamental Trends and Technology
walk-behind spreaders; brown patch/large patch; clover, ground ivy, wild violet; biologicals/organics; enhanced-efficiency/controlled-release fertilizers

MAY

Ad Close 4/15
Materials Due 4/22

Tough weeds (purslane, knotweed, foxtail, plantain, spurge, doveweed); Poa annua; summer patch; working with distributors; GPS tracking + scheduling

JUNE

Ad Close 5/13
Materials Due 5/20

COVER STORY: LM150
nusedge; spreader-sprayers; controlled-release/enhanced-efficiency fertilizers; sod webworms; dallisgrass
### July
- Ad Close 6/9
- Materials Due 6/16
- Crabgrass/goosegrass; pythium blight; fire ants; plant growth regulators; trucks, vans, accessories

### August
- Ad Close 7/16
- Materials Due 7/23
- Poa annua; grubs; fertilizer combinations; biologicals/organics, tree and shrub care; holiday lighting

### September
- Ad Close 8/12
- Materials Due 8/19
- **Cover Story:** GIE+EXPO Preshow Issue
  - Aeratorss; walk-behind spreaders; snow mold; apparel

### October
- Ad Close 9/10
- Materials Due 9/17
- **Cover Story:** GIE+EXPO Show Issue
  - Early Order Program Guide; chinch bugs; dollar spot; humates; tanks/nozzles/hoses/reels; plant growth regulators

### November
- Ad Close 10/15
- Materials Due 10/22
- Spreaders, sprayers; controlled-release/enhanced-efficiency fertilizers; business software/apps; tough weeds (purslane, knot wood, foxtail, plantain, spurge, doveweed); biologicals/organics

### December
- Ad Close 11/12
- Materials Due 11/19
- **Cover Story:** Industry Pulse
  - Dallisgrass; sod webworms; fertilizer combinations; financial services; biochars

### Coverage by T+O Product Type

<table>
<thead>
<tr>
<th>Category</th>
<th>Months of Coverage</th>
</tr>
</thead>
<tbody>
<tr>
<td>AERATORS</td>
<td>Mar, Sep</td>
</tr>
<tr>
<td>BIOLOGICALS, ORGANICS</td>
<td>Apr, Aug, Nov</td>
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<tr>
<td>FERTILIZERS</td>
<td>Feb, Mar, Apr, Jun, Aug, Oct, Nov, Dec</td>
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<tr>
<td>FUNGICIDES</td>
<td>Mar, Apr, May, Jul, Sep, Oct</td>
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<tr>
<td>HERBICIDES</td>
<td>Feb, Mar, Apr, May, Jun, Jul, Aug, Nov, Dec</td>
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<tr>
<td>INSECTICIDES</td>
<td>Jan, Feb, Jun, Jul, Aug, Oct, Dec</td>
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<tr>
<td>PLANT GROWTH REGULATORS</td>
<td>Jul, Oct</td>
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<tr>
<td>SOFTWARE, APPS (BUSINESS, SCHEDULING, TRACKING, ETC.)</td>
<td>Feb, May, Nov</td>
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<tr>
<td>SPREADERS, SPRayers</td>
<td>Jan, Jun, Nov</td>
</tr>
<tr>
<td>TANKS, NOZZLES, HOSES, REELS</td>
<td>Feb, Oct</td>
</tr>
<tr>
<td>TREE AND SHRUB CARE</td>
<td>Mar, Aug</td>
</tr>
<tr>
<td>TRUCKS, TRAILERS, VANS, ACCESSORIES</td>
<td>Jan, Jul</td>
</tr>
<tr>
<td>WALK-BEHIND SPREADERS</td>
<td>Apr, Sep</td>
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</tbody>
</table>
52,416

UNIQUE LM SUBSCRIBERS

PURCHASE MOWERS, HANDHELD EQUIPMENT AND OTHER MAINTENANCE PRODUCTS AND/OR PERFORM MOWING AND MAINTENANCE-RELATED SERVICES.

LM is the only media brand auditing mower & other maintenance products purchased and services performed.

Source: Subscriber number is the unduplicated number from LM’s March 2019 Verified Audit Circulation Report.

#1 COVERAGE

JANUARY
Ad Close 12/5
Materials Due 12/12
Zero-turn mowers; mower maintenance; working with dealers; blowers (handheld, backpack, walk-behind)

FEBRUARY
Ad Close 1/15
Materials Due 1/23
COVER STORY: Mower trends and technology
spring cleanups; ride-on, stand-on, walk-behind and robotic mowers; utility vehicles; power/engines; business software + apps

MARCH
Ad Close 2/12
Materials Due 2/20
Trucks, vans, accessories; mulch; string trimmers; mower maintenance; zero-turn mowers

APRIL
Ad Close 3/12
Materials Due 3/19
Ride-on, stand-on, walk-behind and robotic mowers; apparel; franchising; chainsaws

MAY
Ad Close 4/15
Materials Due 4/22
Zero-turn mowers; trucks, vans, accessories; power/engines; mower maintenance; snow removal

JUNE
Ad Close 5/13
Materials Due 5/20
COVER STORY: LM150
ride-on, walk-behind, stand-on and robotic mowers; business software + apps; insurance
2020 MEDIAL PLANNER

MOWING + MAINTENANCE

JULY

- Ad Close 6/9
- Materials Due 6/16
- Zero-turn mowers; financial services; blowers (handheld, backpack, walk-behind); mower maintenance; snow removal

AUGUST

- Ad Close 7/16
- Materials Due 7/23
- Fall cleanups; ride-on, stand-on, walk-behind and robotic mowers; utility vehicles; string trimmers; snow removal

SEPTEMBER

- Ad Close 8/12
- Materials Due 8/19
- COVER STORY: GIE+EXPO
- PRESHOW ISSUE
- trucks, vans, accessories; business software + apps; zero-turn mowers; mower maintenance; mulch

OCTOBER

- Ad Close 9/10
- Materials Due 9/17
- COVER STORY: GIE+EXPO
- SHOW ISSUE
- ride-on, stand-on, walk-behind and robotic mowers; holiday lighting; power/engines; GPS tracking + scheduling

NOVEMBER

- Ad Close 10/15
- Materials Due 10/22
- Zero-turn mowers; mower maintenance; chainsaws; snow removal

DECEMBER

- Ad Close 11/12
- Materials Due 11/19
- COVER STORY: INDUSTRY PULSE
- battery-powered equipment guide;
- legal services; business software + apps; power/engines; ride-on, stand-on, walk-behind and robotic mowers; snow removal

COVERAGE BY MOWING + MAINTENANCE

PRODUCT TYPE

- RIDE-ON, ROBOTIC, STAND-ON, WALK-BEHIND MOWERS
  - Feb, Apr, Jun, Aug, Oct, Dec
- ZERO-TURN MOWERS
  - Jan, Mar, May, Jul, Sep, Nov
- CLEANUPS
  - Feb, Aug
- BLOWERS, CHAINSAWS, STRING TRIMMERS
  - Jan, Mar, Apr, Jul, Aug, Nov
- BLADES, OIL, PARTS, TIRES
  - Jan, Mar, May, Jul, Sep, Nov
- MULCH
  - Mar, Sep
- POWER + ENGINEs: BATTERY, GAS, PROPANE
  - Feb, May, Oct, Dec
- SOFTWARE, APPs (BUSINESS, SCHEDULING, TRACKING, ETC.)
  - Feb, Sep, Oct
- SNOW REMOVAL
  - May, Aug, Nov, Dec
- TRUCKS, TRAILERS, VANS, ACCESSORIES
  - Mar, May
- UTILITY VEHICLES
  - Feb, Aug
2020 MEDIA PLANNER

#1 REACH

48,558

UNIQUE LM SUBSCRIBERS

PURCHASE LANDSCAPE/DESIGN AND INSTALLATION PRODUCTS AND EQUIPMENT AND/OR PERFORM RELATED SERVICES.

LM is the only media brand auditing landscape/design build and installation products purchased and services performed.

Source: Subscriber number is the unduplicated number from LM’s March 2019 Verified Audit Circulation Report.

#1 COVERAGE

JANUARY

Ad Close 12/5
Materials Due 12/12

Brick; business software + apps; financial services; attachments; handheld equipment, saws, blades; landscape and hardscape edging; skid-steers

FEBRUARY

Ad Close 1/15
Materials Due 1/23

Tile; design software; working with dealers; track loaders; trenchers, augers, drills; trucks, vans, accessories

MARCH

Ad Close 2/12
Materials Due 2/20

Cover story: DBI trends and technology
stone + aggregates; compact excavators; water features/fountains; hand tools; landscape lighting

APRIL

Ad Close 3/12
Materials Due 3/19

Solid stone/pavers; compact tractors; design software; landscape and hardscape edging

MAY

Ad Close 4/15
Materials Due 4/22

Con-Expo Coverage; design trends; ponds and pond aerators; utility vehicles; handheld equipment, saws, blades; attachments

JUNE

Ad Close 5/13
Materials Due 5/20

COVER STORY: LM 150
brick; design software; tires and tracks; legal services; trenchers, augers, drills

VERIFIED

AUDIT CIRCULATION

LANDSCAPEMANAGEMENT.NET | 2020 MEDIA PLANNER
JULY
Ad Close 6/9
Materials Due 6/16
- Tile;
- skid-steers;
- franchising;
- hand tools;
- apparel;
- landscape lighting

AUGUST
Ad Close 7/16
Materials Due 7/23
- Stone + aggregates;
- track loaders;
- design software;
- GPS tracking + scheduling;
- landscape and hardscape edging

SEPTEMBER
Ad Close 8/12
Materials Due 8/19
**COVER STORY:**
**GIE+EXPO Preshow Issue**
- solid stone/pavers;
- water features/fountains;
- attachments;
- compact excavators;
- hand tools

OCTOBER
Ad Close 9/10
Materials Due 9/17
**COVER STORY:**
**GIE+EXPO Show Issue**
- design trends;
- compact tractors;
- design software;
- trenchers, augers, drills;
- insurance

NOVEMBER
Ad Close 10/15
Materials Due 10/22
- Stone + aggregates;
- ponds, pond aerators;
- tires and tracks;
- handheld equipment,
- saws, blades;
- trucks, vans, accessories

DECEMBER
Ad Close 11/12
Materials Due 11/19
**COVER STORY:**
**Industry Pulse**
- design software;
- landscape lighting;
- attachments;
- utility vehicles;
- hand tools

**COVERAGE BY DB+I PRODUCT TYPE**

**INSTALLATION EQUIPMENT**
- Compact Excavators
- Compact Tractors • Skid-Steers
- Track Loaders
  - Jan, Feb, Mar, Apr, Jul, Aug,
    Sep, Oct,
- **BLADES, HANDHELD EQUIPMENT, HAND TOOLS, SAWS**
  - Jan, Mar, May, Jul, Sep, Nov, Dec
- **EDGING**
  - Jan, Apr, Aug
- **FOUNTAINS + WATER FEATURES, PONDS + POND AERATORS**
  - Mar, May, Sep, Nov
- **HARDSCAPES**
  - Jan, Feb, Mar, Apr, Jun, Jul,
    Aug, Sep, Nov
- **LIGHTING**
  - Mar, Jul, Dec
- **SOFTWARE, APPS (BUSINESS, DESIGN, SCHEDULING, TRACKING, ETC.)**
  - Jan, Feb, Apr, Jun, Aug, Oct, Dec
- **TIRES + TRACKS**
  - Jun, Nov
- **TRENCHERS, AUGERS, DRILLS**
  - Feb, Jun, Oct
- **TRUCKS, TRAILERS, VANS, ACCESSORIES**
  - Feb, Nov
- **UTILITY VEHICLES**
  - May, Dec
<table>
<thead>
<tr>
<th>Month</th>
<th>Ad Close Date</th>
<th>Materials Due Date</th>
<th>Topics</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>12/5</td>
<td>12/12</td>
<td>Water management; rotors</td>
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<tr>
<td>February</td>
<td>2/12</td>
<td>2/20</td>
<td>Software/apps; nozzles and heads; design software</td>
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<td>March</td>
<td>3/12</td>
<td>3/19</td>
<td>Drip irrigation; controllers; trucks, vans, accessories</td>
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<tr>
<td>April</td>
<td>4/15</td>
<td>4/22</td>
<td>Water reels; working with distributors; water management</td>
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<tr>
<td>May</td>
<td>5/13</td>
<td>5/20</td>
<td>Nozzles and heads; sensors</td>
</tr>
<tr>
<td>June</td>
<td>6/9</td>
<td>6/16</td>
<td>Business software + apps; trenchers; controllers; valves and pumps</td>
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<tr>
<td>July</td>
<td>6/16</td>
<td>8/19</td>
<td>Cover Story: GIE+EXPO Preshow Issue</td>
</tr>
<tr>
<td>August</td>
<td>7/16</td>
<td>7/23</td>
<td>Cover Story: GIE+EXPO Show Issue</td>
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<td>September</td>
<td>8/12</td>
<td>8/19</td>
<td>Cover Story: GIE+EXPO Preshow Issue</td>
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<td>October</td>
<td>9/10</td>
<td>9/17</td>
<td>Cover Story: GIE+EXPO Show Issue</td>
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<td>November</td>
<td>10/15</td>
<td>10/22</td>
<td>Cover Story: Irrigation trends and technology</td>
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<td>December</td>
<td>11/12</td>
<td>11/19</td>
<td>Cover Story: Industry Pulse</td>
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