

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment, which must be made by the user of the report.

100 Beard Sawmill Road, Sixth Floor  
Shelton, CT USA 06484-6150  
Phone: +1 203.447.2800  
Fax: +1 203.447.2900  
[www.bpaww.com](http://www.bpaww.com)

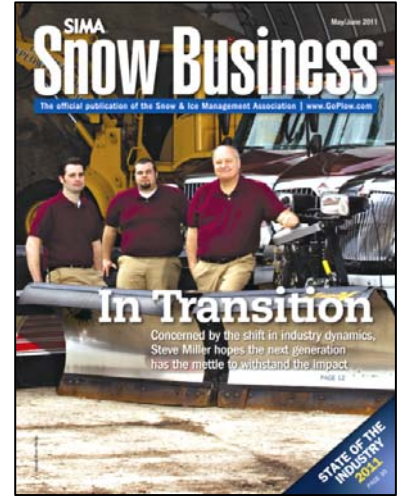
A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Worldwide, BPA audits 2,600+ media properties—including over 1,500 B-to-B publications, more than 350 consumer magazines, 150 newspapers, 550+ web sites, 40 events, email newsletters, databases, wireless and other advertiser-supported media—as well as 2,700 advertiser and agency members.

**Visit [www.bpaww.com](http://www.bpaww.com) for the latest audit reports, membership information and publishing and advertising industry news.**

# SIMA Snow Business®

Moose River Media  
374 Emerson Falls Road  
St. Johnsbury, VT 05819  
Tel. No.: 802-748-8908  
Fax No.: 802-748-1866  
[www.MooseRiverMedia.com](http://www.MooseRiverMedia.com)

Official Publication of: Snow & Ice Management Association  
Established: 1999  
Issues Per Year: 6



**FIELD SERVED**

Snow Business magazine serves the following types of business; Snow and Ice Removal, Landscape and Lawn Professionals involved with Snow and Ice Removal, Others involved in Snow and Ice Removal and Others Allied to the Field.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients are: Owners, Partners, Presidents, CFO, CEO, COO, Vice Presidents, Directors, Managers, Superintendents, and other titled and not titled personnel within the field served.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	197
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	500
Digital _____	-
All Other _____	314
<b>TOTAL</b>	<b>1,011</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	30,035	100.0	30,035	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>30,035</b>	<b>100.0</b>	<b>30,035</b>	<b>100.0</b>	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD	
2011 Issue	Total Qualified
January/February _____	30,025
March/April _____	30,025
May/June _____	30,055

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2011		
This issue is 0.1% or 30 copies above the average of the other 2 issues reported in Paragraph two.		
Business & Industry	TOTAL QUALIFIED	PERCENT OF TOTAL
Snow and Ice Removal, Landscape & Lawn Care Professional involved in Snow & Ice Removal, Other Businesses involved with Snow & Ice Removal and Snow and Ice Management Association Members _____	27,608	91.9
Others allied to the field including Landscape & Lawn Care Professionals _____	2,447	8.1
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>30,055</b>	<b>100.0</b>
<b>PERCENT</b>	<b>100.0</b>	

Title Function	TOTAL QUALIFIED	PERCENT OF TOTAL
Owner/Partner, President, CFO, CEO, COO, Vice President _____	24,720	82.2
Director, Manager, Superintendent _____	2,069	6.9
Other _____	3,266	10.9
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>30,055</b>	<b>100.0</b>
<b>PERCENT</b>	<b>100.0</b>	

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2011**

Since this is an Initial Audit Report, figures for this paragraph are not required. In lieu thereof, the publisher makes the following statement concerning the source of names on the qualified list:

Direct request: Telecommunication  
 Direct request: Electronic  
 Request from recipient's company: Telecommunication  
 Request from recipient's company: Electronic  
 Communication from recipient or recipient's company (other than request): Written  
 Communication from recipient or recipient's company (other than request): Telecommunication  
 Communication from recipient or recipient's company (other than request): Electronic  
 Association rosters and directories  
 Business directories

**4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2011**

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine _____	335		Kentucky _____	469	
New Hampshire _____	417		Tennessee _____	331	
Vermont _____	211		Alabama _____	41	
Massachusetts _____	1,281		Mississippi _____	16	
Rhode Island _____	183		<b>EAST SO. CENTRAL</b>	<b>857</b>	<b>2.9</b>
Connecticut _____	1,015		Arkansas _____	83	
<b>NEW ENGLAND</b>	<b>3,442</b>	<b>11.5</b>	Louisiana _____	13	
New York _____	2,046		Oklahoma _____	238	
New Jersey _____	1,286		Texas _____	192	
Pennsylvania _____	1,972		<b>WEST SO. CENTRAL</b>	<b>526</b>	<b>1.8</b>
<b>MIDDLE ATLANTIC</b>	<b>5,304</b>	<b>17.6</b>	Montana _____	151	
Ohio _____	2,150		Idaho _____	173	
Indiana _____	1,128		Wyoming _____	70	
Illinois _____	1,760		Colorado _____	582	
Michigan _____	1,597		New Mexico _____	61	
Wisconsin _____	1,047		Arizona _____	29	
<b>EAST NO. CENTRAL</b>	<b>7,682</b>	<b>25.6</b>	Utah _____	234	
Minnesota _____	900		Nevada _____	95	
Iowa _____	622		<b>MOUNTAIN</b>	<b>1,395</b>	<b>4.6</b>
Missouri _____	844		Alaska _____	24	
North Dakota _____	119		Washington _____	336	
South Dakota _____	110		Oregon _____	170	
Nebraska _____	405		California _____	314	
Kansas _____	447		Hawaii _____	1	
<b>WEST NO. CENTRAL</b>	<b>3,447</b>	<b>11.5</b>	<b>PACIFIC</b>	<b>845</b>	<b>2.8</b>
Delaware _____	202		<b>UNITED STATES</b>	<b>27,050</b>	<b>90.1</b>
Maryland _____	887		U.S. Territories _____	-	
Washington, DC _____	29		Canada _____	3,005	
Virginia _____	1,045		Mexico _____	-	
West Virginia _____	159		Other International _____	-	
North Carolina _____	874		APO/FPO _____	-	
South Carolina _____	126		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>30,055</b>	<b>100.0</b>
Georgia _____	144				
Florida _____	86				
<b>SOUTH ATLANTIC</b>	<b>3,552</b>	<b>11.8</b>			

**ADDITIONAL DATA**

We have audited this Initial Audit Report of SNOW BUSINESS MAGAZINE. Circulation Statements are the responsibility of the Company's management. Our responsibility is to express an opinion on the data reported based on our audit.

We conducted our audit in accordance with generally accepted audit standards. In our opinion, this audit presents fairly, in all material respects, the circulation claims of SNOW BUSINESS MAGAZINE for the period reported.

BPA Worldwide

Shelton, CT

July 1, 2011

TYPE: A

ID Number: S483IOJ1