

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.

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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.

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Moose River Media
374 Emerson Falls Road
St. Johnsbury, VT 05819
Tel. No.: 800-422-7147
Fax No.: 802-748-1866
www.mrpllc.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 _____	231
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	350
Digital _____	-
All Other _____	277
TOTAL	858

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	30,055	100.0	30,055	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	30,055	100.0	30,055	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD	
2011 Issue	Total Qualified
July/August _____	30,055
*September/October _____	30,055
November/December _____	30,055

*See Additional Data

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2011		
This issue is equal to 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 _____	29,055	96.7
Others allied to the field including Landscape & Lawn Care Professionals _____	1,000	3.3
TOTAL QUALIFIED CIRCULATION	30,055	100.0
PERCENT	100.0	

Job Title	TOTAL QUALIFIED	PERCENT OF TOTAL
Owner/Partner, President, CFO, CEO, COO, Vice President _____	24,369	81.1
Director, Manager, Superintendent _____	2,801	9.3
Other _____	2,885	9.6
TOTAL QUALIFIED CIRCULATION	30,055	100.0
PERCENT	100.0	

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2011

Since this is the first Circulation Statement following 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 NOVEMBER/DECEMBER 2011

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine _____	245		Kentucky _____	483	
New Hampshire _____	307		Tennessee _____	343	
Vermont _____	165		Alabama _____	43	
Massachusetts _____	1,025		Mississippi _____	18	
Rhode Island _____	174		EAST SO. CENTRAL	887	3.0
Connecticut _____	738		Arkansas _____	85	
NEW ENGLAND	2,654	8.8	Louisiana _____	14	
New York _____	2,113		Oklahoma _____	244	
New Jersey _____	1,032		Texas _____	200	
Pennsylvania _____	2,009		WEST SO. CENTRAL	543	1.8
MIDDLE ATLANTIC	5,154	17.2	Montana _____	157	
Ohio _____	2,238		Idaho _____	178	
Indiana _____	1,161		Wyoming _____	69	
Illinois _____	1,926		Colorado _____	606	
Michigan _____	1,684		New Mexico _____	63	
Wisconsin _____	1,110		Arizona _____	31	
EAST NO. CENTRAL	8,119	27.0	Utah _____	237	
Minnesota _____	957		Nevada _____	100	
Iowa _____	637		MOUNTAIN	1,441	4.8
Missouri _____	878		Alaska _____	29	
North Dakota _____	128		Washington _____	345	
South Dakota _____	111		Oregon _____	178	
Nebraska _____	418		California _____	331	
Kansas _____	457		Hawaii _____	2	
WEST NO. CENTRAL	3,586	11.9	PACIFIC	885	2.9
Delaware _____	214		UNITED STATES	26,988	89.8
Maryland _____	947		U.S. Territories _____	-	
Washington, DC _____	29		Canada _____	3,064	
Virginia _____	1,087		Mexico _____	-	
West Virginia _____	166		Other International _____	3	
North Carolina _____	902		APO/FPO _____	-	
South Carolina _____	129		TOTAL QUALIFIED CIRCULATION	30,055	100.0
Georgia _____	152				
Florida _____	93				
SOUTH ATLANTIC	3,719	12.4			

ADDITIONAL DATA**PARAGRAPH 2 - LATE MAILING OF ISSUE:**

7,643 copies or 24.8% of the September/October issue were mailed on November 2, 2011.
 11,235 copies or 36.5% of the September/October issue were mailed on November 3, 2011.
 3,066 copies or 10.0% of the September/October issue were mailed on November 4, 2011.

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Leslie Boomer, Publisher

Sue Ravenscraft, VP of Publishing Operations

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

IMPORTANT NOTE:

This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed November 30, 2011

State Vermont

City St. Johnsbury

Received by BPA Worldwide November 30, 2011

Type PJ

ID Number S483POD1