

LPGas

Established 1941
Issues Per Year: 12
Issues This Report: 12



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PUBLICATION DESCRIPTION

The mission of **LP GAS** magazine is to deliver timely and impactful content, both in print and digitally, that informs and connects propane industry businesses. From news, features and in-depth analysis of a trending topic in a changing industry to the sharing of best practices for business management, safe and legal operations, and marketing, **LP Gas** uses multiple media platforms to bring readers the information they need for knowledge and success. With business-to-business publishing at its core, **LP Gas** also celebrates the industry's rich history through the **LP Gas** Hall of Fame and provides an avenue for stakeholders to establish partnerships through the **LP Gas** Growth Summit.

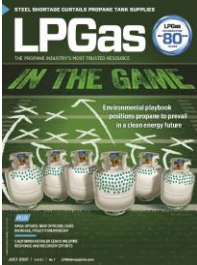



FIELD SERVED/DEFINITION OF RECIPIENT QUALIFICATION

LP GAS serves companies related to Retail/Dealers/Suppliers of Propane to End Users; Independent Transport Fleet Operators and Propane-fueled Fleet Operators or Conversion Equipment Suppliers/Installers; Wholesale Distributors/Suppliers of Propane to Retailer/Dealers; Fuel Producers/Refiners; Suppliers of Propane Appliances and Suppliers of Propane Equipment/Parts; Government Offices, Libraries, Schools and Associations; Service Providers and Other Service Types and Others Allied to the Field.

Qualified recipients are: Employees of distributors and dealers of liquefied petroleum gas and appliances and the employees of dealers, installers or fleet owners of LP gas motor fuel equipment. Also qualified are the following personnel including: Corporate/Executives; Owner/Partner; General Manager/Department Head; Supervisor/Superintendent; Buyer/Purchasing Agent; Safety Officer; Engineer; Other Titled and Non-Titled Personnel.



AUDIENCE REACH: OCTOBER 1, 2020 – SEPTEMBER 30, 2021

   			
Magazine	E-Newsletter	Website	Social Media
12 Issues per year Average Monthly Qualified Unduplicated Magazine Distribution: 11,518 Qualified Print: 10,242 Qualified Digital: 4,307	Average E-Newsletter Recipients: 15,516 Blue Flame Pilot: 7,952 Trader's Corner: 7,564	www.lpgasmagazine.com Total Users: 190,643 Total Page Views: 369,908 Average Monthly Users: 15,887 Average Monthly Page Views: 30,826	Facebook Lifetime Likes: 3,060 Twitter Followers: 3,650 LinkedIn Followers: 3,645 Instagram Followers: 1,273

Average audience reach calculated by combining average total monthly qualified unduplicated magazine distribution, total average newsletter recipients, total average monthly users, total Facebook lifetime likes, and total Twitter Followers. Average total qualified unduplicated calculated by dividing the total qualified print, digital, and print and digital distribution for the period Oct. 1, 2020 – Sep. 30, 2021 by 12 months. Average monthly e-Newsletter recipients calculated by combining the 12 month averages of two newsletters for the period Oct. 1, 2020 – Sep. 30, 2021 (includes duplicate recipients). Average monthly users calculated by dividing the total users (for the period Oct. 1, 2020 – Sep. 30, 2021) by 12 months. Average monthly page views calculated by dividing the total page views for the period Oct. 1, 2020 – Sep. 30, 2021 by 12 months. Facebook Lifetime Likes as of Sep. 30, 2021. Total Twitter Followers as of Sep. 30, 2021.

Please see the following pages for Annual Audit Report: Integrated Audience Engagement, Recipient Classification, Subscription Source, Recency of Renewal, Business/Industry and Job Title Classification, Geographical Distribution, Digital Activity Report, Web Activity, Newsletter Activity, Social Media Activity, Explanation, Qualified Circulation by Issue, and Audit of Internal Records and Affidavit.

INTEGRATED AUDIENCE ENGAGEMENT BY INFORMATION PRODUCT

INFORMATION PRODUCT	Reach
LP Gas Magazine	11,517
Trader's Corner	8,893
Blue Flame Pilot	8,996
TOTAL DUPLICATED REACH	29,406

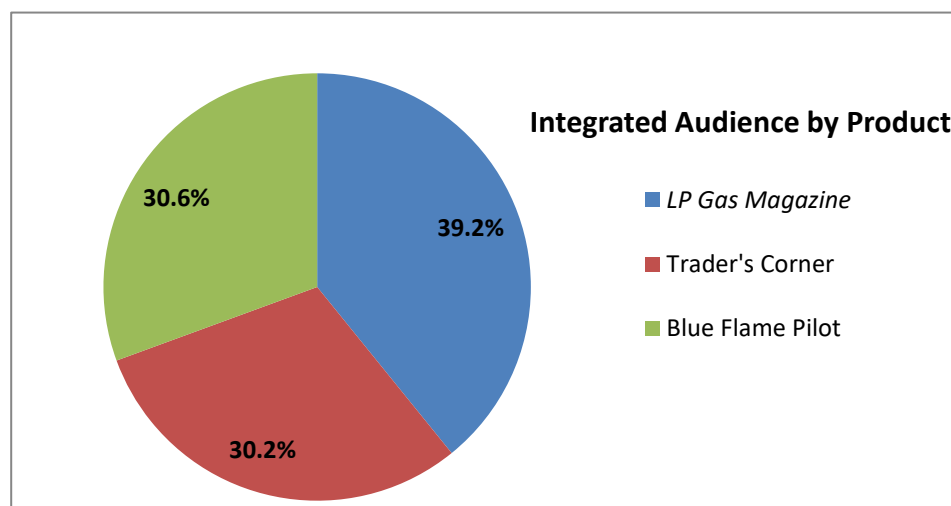
DEFINITION OF INTEGRATED AUDIENCE: The audience database analyzed within this audit report consists of individuals who receive content associated with the LP Gas brand in one or more of three information products, including the magazine and e-newsletters. Above are the gross numbers of individuals for each information product (analyzed September 29, 2021). Since any one individual may receive more than one product, the sum is the Total Duplicated Reach. Please see the Integrated Audience Engagement for additional details.

INTEGRATED AUDIENCE ENGAGEMENT

Business Type	Total Unduplicated Reach	LP Gas Magazine	Trader's Corner	Blue Flame Pilot	Total Reach
A. Retail Dealers/Suppliers of Propane to End Users	10,102	8,496	6,164	5,941	20,601
B. Supplier of Propane to Retail Dealers	2,310	1,739	1,147	1,083	3,969
C. Independent Transport Fleet Operator	318	149	213	229	591
D. Distributor of Propane Equipment/Parts/Appliances	315	227	193	237	657
E. Manufacturer of Propane Equipment/Parts/Appliances	492	264	305	363	932
F. Service Provider and Other Service Types	675	365	439	514	1,318
G. Government Offices, Libraries, Schools and Association	281	165	176	218	559
H. Other Allied to Field	401	62	199	351	612
Total Number of Respondents	14,894	11,467	8,836	8,936	29,239
Non-Respondents	107	50	57	60	167
TOTAL AUDIENCE	15,001	11,517	8,893	8,996	29,406

This is an analysis of the 15,001 unique audience members of the LP Gas brand of products as of September 29, 2021. Recipients were asked the question "What is your primary business at this location?" during the subscription process for the magazine and newsletters. The Total Unduplicated Reach is the number of unique recipients of LP Gas products. The Total Duplicated Reach is the sum of the number of recipients of all products associated with the LP Gas brand. The Total Unduplicated Reach is the number of unique recipients of LP Gas products.

The method used for identifying duplicate records was by selecting a match rule comprised of a set of match criteria, wherein the match rule is selected based on a category associated with the record, and wherein the set of match criteria identifies one or more attributes of the record and one or more match operators for matching the record and determining, based on the match rule, whether the record matches any records. Name, address, phone number and email were the four match criteria used to determine potential duplicate records in the database.



RECIPIENT CLASSIFICATION

RECIPIENT	Non-Paid Print	Paid Print	Non-Paid Digital	Total Qualified Unduplicated*	Percent
Individual by Name and Title and/or Company	10,040	147	3,296	11,458	99.7%
Individual by Name Only	9	5	1	15	0.1%
Title Only	22	-	-	22	0.2%
Company Name Only	2	3	-	5	-
TOTAL QUALIFIED CIRCULATION	10,073	155	3,297	11,500	100.0%

Analysis conducted on the September 2021 issue.

* Combined print and digital may not equal total qualified unduplicated. Percentages rounded to the nearest tenth.

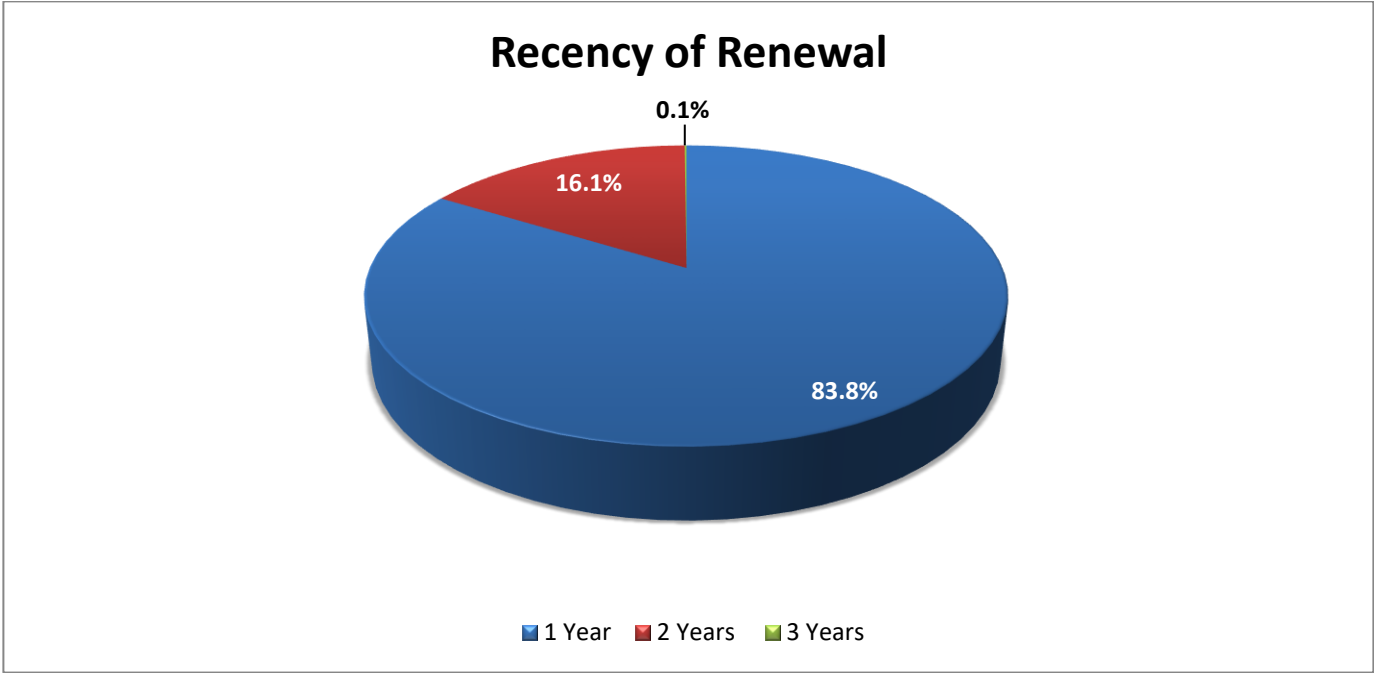
SUBSCRIPTION SOURCE AND REGENCY OF RENEWAL

RECIPIENT	Non-Paid Print	Paid Print	Non-Paid Digital	Renewed, Requested, or Updated Within			Total Qualified Unduplicated*	Percent
				1 Year	2 Years	3 Years**		
Direct Request from the Recipient	6,867	155	2,769	6,394	1,819	13	8,226	71.6%
Request from Recipient's Company	61	-	1	31	30	-	61	0.5%
Association/Group/Directory Lists	3,145	-	527	3,213	-	-	3,213	27.9%
TOTAL QUALIFIED CIRCULATION	10,073	155	3,297	9,638	1,849	13	11,500	100.0%

Analysis conducted on the September 2021 issue.

* Combined print and digital may not equal total qualified unduplicated.

** Includes paid subscriptions



BUSINESS/INDUSTRY AND JOB TITLE CLASSIFICATION

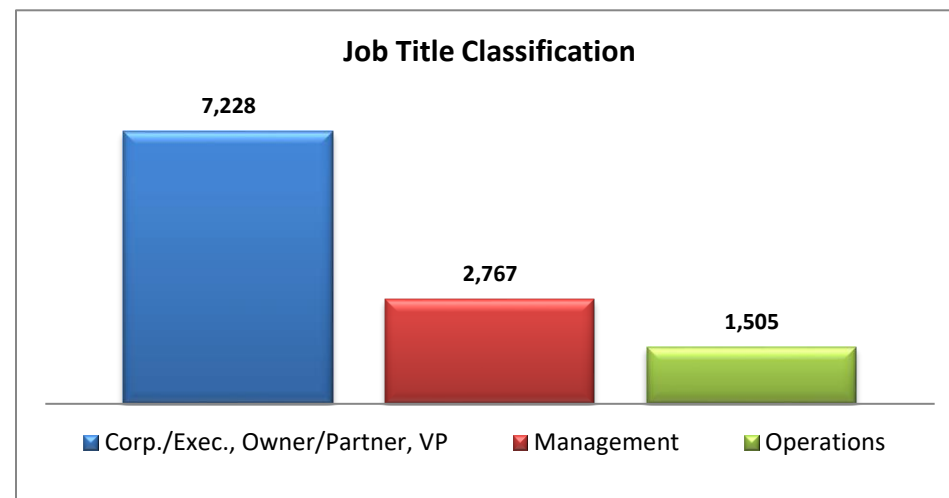
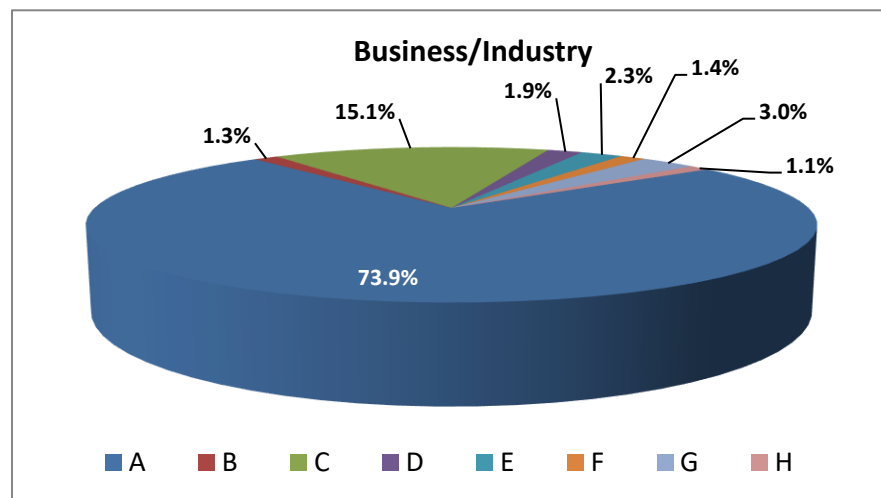
Business Description	Non-Paid Print	Paid Print	Non-Paid Digital	Total Qualified Unduplicated*	Percent	Corporate/ Executive, Owner/ Partner, VP	Management (Note 1)	Operations (Note 2)	Total Qualified Unduplicated*
A. Retail Dealers/Suppliers of Propane to End Users	7,753	103	2,253	8,498	73.9%	5,349	2,051	1,098	8,498
B. Independent Transport Fleet Operators	97	2	65	144	1.3%	69	52	23	144
C. Suppliers of Propane to Retail Dealers	1,563	9	295	1,735	15.1%	1,302	311	122	1,735
Subtotal A-C	9,413	114	2,613	10,377	90.2%	6,720	2,414	1,243	10,377
D. Distributor of Propane Equipment/Parts/ Appliances	158	3	107	223	1.9%	91	101	31	223
E. Manufacturer of Propane Equipment/Parts/ Appliances	164	5	156	261	2.3%	118	101	42	261
F. Government Offices, Libraries, Schools and Associations	64	4	117	163	1.4%	70	53	40	163
G. Service Providers and Other Service Types	198	5	205	349	3.0%	193	83	73	349
H. Others Allied to the Field (including paid)	76	24	99	127	1.1%	36	15	76	127
Subtotal D-H	660	41	684	1,123	9.8%	508	353	262	1,123
Total Qualified Circulation	10,073	155	3,297	11,500	100.0%	7,228	2,767	1,505	11,500

Analysis conducted on the September 2021 issue

* Combined print and digital may not equal total qualified.

Note 1: Management includes area/regional, sales, and service managers.

Note 2: Operations includes supervisor, safety, officer, engineer, and fleet operators.



U.S. GEOGRAPHICAL DISTRIBUTION

REGION	Non-Paid Print	Paid Print	Non-Paid Digital	Total Qualified Unduplicated*	Percent	REGION	Non-Paid Print	Paid Print	Non-Paid Digital	Total Qualified Unduplicated*	Percent
Maine	149	2	51	170	1.5%	Kentucky	159	1	50	175	1.5%
New Hampshire	107	-	54	132	1.1%	Tennessee	202	2	67	230	2.0%
Vermont	81	1	21	85	0.7%	Alabama	144	2	52	157	1.4%
Massachusetts	218	4	94	260	2.3%	Mississippi	174	2	40	185	1.6%
Rhode Island	40	1	9	43	0.4%	E. S. Central	679	7	209	747	6.5%
Connecticut	173	5	68	200	1.7%	Arkansas	99	-	26	104	0.9%
New England	768	13	297	890	7.7%	Louisiana	77	1	13	84	0.7%
New York	386	9	144	458	4.0%	Oklahoma	205	8	48	230	2.0%
New Jersey	125	3	41	147	1.3%	Texas	755	5	245	872	7.6%
Pennsylvania	441	15	153	516	4.5%	W. S. Central	1,136	14	332	1,290	11.2%
Mid Atlantic	952	27	338	1,121	9.7%	Montana	89	1	33	103	0.9%
Delaware	38	-	15	44	0.4%	Idaho	68	-	30	79	0.7%
Maryland	150	-	56	176	1.5%	Wyoming	44	2	16	51	0.4%
D.C.	4	-	6	8	0.1%	Colorado	185	2	56	205	1.9%
Virginia	244	4	89	281	2.4%	New Mexico	108	2	31	119	1.0%
West Virginia	65	-	19	74	0.6%	Arizona	92	1	30	103	0.9%
North Carolina	511	4	181	574	5.0%	Utah	56		20	63	0.5%
South Carolina	165	2	54	184	1.6%	Nevada	43	2	16	48	0.4%
Georgia	302	4	79	328	2.9%	Mountain	685	10	232	771	6.8%
Florida	341	7	122	394	3.4%	Alaska	39	1	6	45	0.4%
S. Atlantic	1,820	21	621	2,063	17.9%	Washington	131	2	54	146	1.3%
Ohio	328	7	99	368	3.2%	Oregon	97	-	35	107	0.9%
Indiana	228	4	81	268	2.3%	California	488	6	169	547	4.9%
Illinois	320	6	90	366	3.2%	Hawaii	26	1	9	30	0.3%
Michigan	363	2	120	401	3.5%	Pacific	781	10	273	875	7.7%
Wisconsin	268	8	69	299	2.6%	U.S. Territories	6	-	8	10	0.1%
E. N. Central	1,507	27	459	1,702	14.8%	U.S. Total	10,062	148	3,185	11,372	98.9%
Minnesota	339	7	109	391	3.4%	Canada	10	3	53	64	0.6%
Iowa	305	1	70	329	2.9%	Foreign	1	4	59	64	0.6%
Missouri	342	4	93	381	3.3%	Foreign Total	11	7	112	128	1.1%
North Dakota	170	3	28	180	1.6%						
South Dakota	130	-	29	138	1.2%						
Nebraska	184	3	38	198	1.7%						
Kansas	258	1	49	286	2.5%						
W. N. Central	1,728	19	416	1,903	16.5%	Total Qualified	10,073	155	3,297	11,500	100.0%

Analysis conducted on the September 2021 issue.

* Combined print and digital may not equal total qualified unduplicated.

DIGITAL ACTIVITY REPORT

OCTOBER 1, 2020 – SEPTEMBER 30, 2021

AVERAGE E-NEWSLETTER DELIVERY: OCTOBER 1, 2020 – SEPTEMBER 30, 2021

E-NEWSLETTER	Issues Per Year	Issues This Report	Average Sent	Average Net Delivery
Blue Flame Pilot	12	12	7,952	7,836
Trader's Corner	52	52	7,564	7,470

E-NEWSLETTER DELIVERY BY ISSUE

BLUE FLAME PILOT: OCTOBER 1, 2020 – SEPTEMBER 30, 2021

ISSUE DATE	Sent	Net Delivered
October 2020	7,930	7,868
November 2020	7,920	7,842
December 2020	7,980	7,868
January 2021	7,956	7,864
February 2021	8,148	7,940
March 2021	8,120	7,858
April 2021	8,018	7,865
May 2021	7,986	7,910
June 2021	8,008	7,908
July 2021	7,936	7,848
August 2021	7,725	7,643
September 2021	7,697	7,621
Average	7,952	7,836

Information obtained by a review of publisher's Omeda reports for the period October 1, 2020 – September 30, 2021.

Definitions – Net Delivered: Calculated by subtracting undelivered messages from sent messages. Monthly Average: Calculated by dividing total Sent/Net Delivered by the number of newsletters delivered during a single month. Average: Calculated by combining Monthly Averages for the audit period and dividing by 12.

DIGITAL ACTIVITY REPORT

OCTOBER 1, 2020 – SEPTEMBER 30, 2021

TRADER'S CORNER: OCTOBER 1, 2020 – SEPTEMBER 30, 2021

ISSUE DATE	Sent	Net Delivered	ISSUE DATE	Sent	Net Delivered
10/05/20	7,491	7,445	04/05/21	7,563	7,470
10/12/20	7,485	7,430	04/12/21	7,545	7,432
10/19/20	7,472	7,418	04/19/21	7,538	7,432
10/26/20	7,462	7,413	04/26/21	7,518	7,403
October Average	7,478	7,427	April Average	7,541	7,434
11/02/20	7,459	7,391	05/03/21	7,513	7,406
11/09/20	7,450	7,409	05/10/21	7,502	7,435
11/16/20	7,445	7,397	05/17/21	7,494	7,425
11/23/20	7,445	7,389	05/24/21	7,476	7,430
11/30/20	7,435	7,384	May Average	7,496	7,424
November Average	7,447	7,394	06/01/21	7,485	7,451
12/07/20	7,498	7,423	06/07/21	7,494	7,459
12/14/20	7,493	7,406	06/14/21	7,586	7,512
12/21/20	7,477	7,398	06/21/21	7,680	7,602
12/28/20	7,466	7,398	06/28/21	7,723	7,623
December Average	7,484	7,406	June Average	7,594	7,529
01/04/21	7,478	7,411	07/06/21	7,719	7,604
01/11/21	7,470	7,259	07/12/21	7,708	7,587
01/18/21	7,463	7,397	07/19/21	7,702	7,607
01/25/21	7,458	7,368	07/26/21	7,702	7,617
January Average	7,467	7,359	July Average	7,708	7,604
02/01/21	7,801	7,568	08/02/21	7,636	7,534
02/08/21	7,695	7,529	08/09/21	7,614	7,512
02/15/21	7,699	7,521	08/16/21	7,600	7,524
02/22/21	7,694	7,526	08/23/21	7,589	7,527
February Average	7,722	7,536	08/30/21	7,579	7,503
03/01/21	7,686	7,530	August Average	7,604	7,520
03/08/21	7,683	7,486	09/07/21	7,570	7,499
03/15/21	7,670	7,497	09/13/21	7,560	7,492
03/22/21	7,653	7,494	09/20/21	7,551	7,495
03/29/21	7,592	7,491	09/27/21	7,538	7,482
March Average	7,657	7,500	September Average	7,555	7,492
			AVERAGE	7,564	7,470

Information obtained by a review of publisher's Omeda reports for the period October 1, 2020 – September 30, 2021.

Definitions – Net Delivered: Calculated by subtracting undelivered messages from sent messages. Monthly Average: Calculated by dividing total Sent/Net Delivered by the number of newsletters delivered during a single month. Average: Calculated by combining Monthly Averages for the audit period and dividing by 12.

**FACEBOOK ACTIVITY – LP GAS MAGAZINE****VISITOR ACTIVITY**

Total Lifetime Likes	3,060
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Information for Facebook activity was obtained by a review of publisher's Facebook likes on September 30, 2021.
 The review was done independently. In Verified's opinion, the Facebook activity is fairly stated in this report.
 Definitions: Lifetime Likes – The total number of Likes a Facebook Page received, as of the end of a specified date range.

**TWITTER ACTIVITY – @LPGAS_MAG****ACTIVITY**

Tweets	4,441
Followers	3,650

Information for Twitter activity was obtained by a review of publisher's Twitter handle (@LPGas_Mag) as of September 30, 2021.
 The review was done independently. In Verified's opinion, the Twitter activity is fairly stated in this report.
 Definitions: Tweets – A message posted via Twitter containing 140 characters or fewer.
 Follower – A follower is another Twitter user who has opted in to receive Tweets from the publisher's Twitter account.

**LINKEDIN ACTIVITY: LP GAS MAGAZINE****FOLLOWERS**

Followers	3,645
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Information for LinkedIn activity was obtained by a review of publisher's LinkedIn handle (@lp-gas) as of September 30, 2021.
 The review was done independently. In Verified's opinion, the LinkedIn activity is fairly stated in this report.

**INSTAGRAM ACTIVITY: @LPGASMAGAZINE****ACTIVITY**

Followers	1,273
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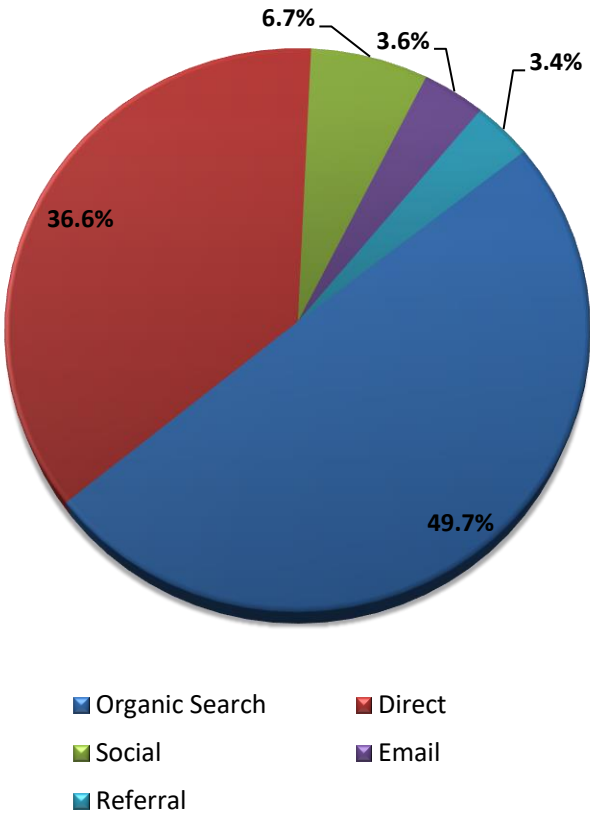
Information for Instagram activity was obtained by a review of publisher's Instagram handle (lpgasmagazine) as of September 30, 2021.
 The review was done independently. In Verified's opinion, the Instagram activity is fairly stated in this report.

WEB VISITOR ACTIVITY – www.lpgasmagazine.com

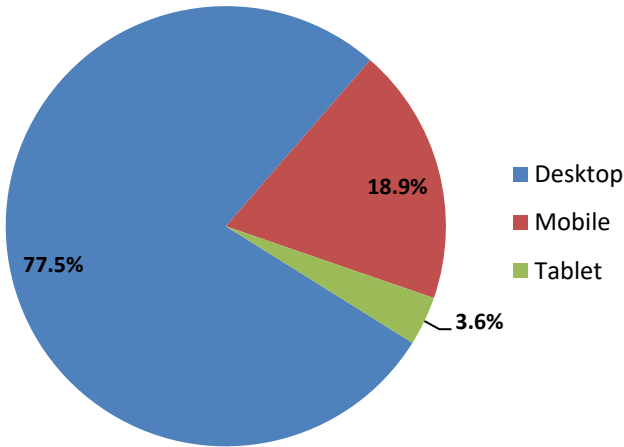
VISITOR ACTIVITY Oct 2020 – Sept 2021	
Total Sessions	254,051
Total Users	190,643
Total Page Views	369,908
Average Pages per Session	1.46
Average Session Duration	00:01:09

Information for web visitor activity was obtained by a review of publisher's Google Analytics for the period October 1, 2020 – September 30, 2021. The review was done independently. In Verified's opinion, the web visitor activity is fairly stated in this report.

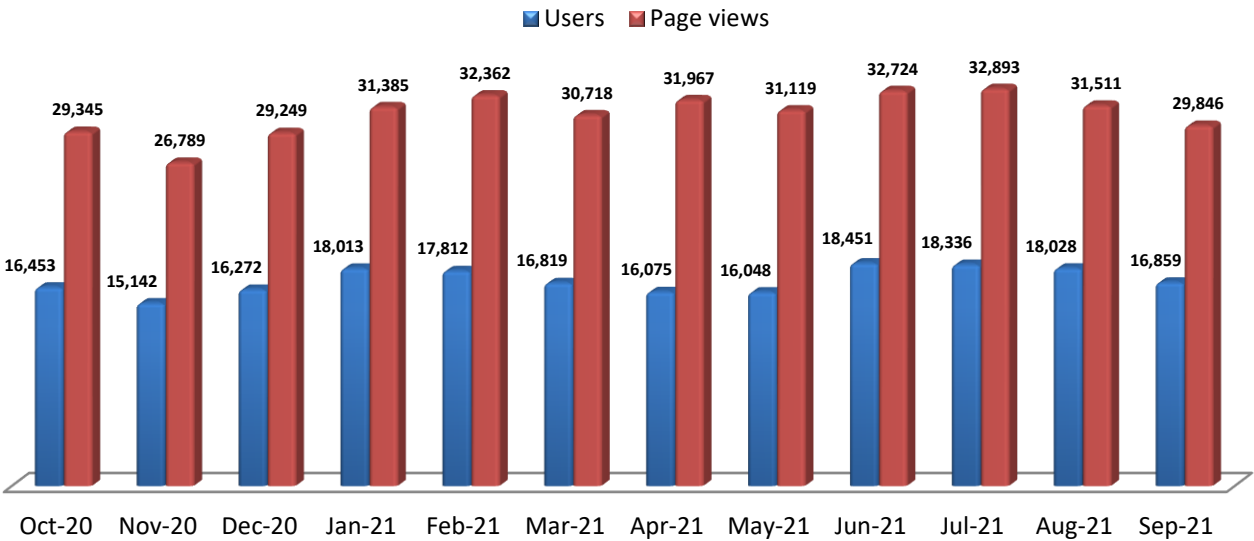
Traffic Source



Visitor Device



LP Gas Monthly Web Traffic



QUALIFIED CIRCULATION BY ISSUE

ISSUE	Non-Paid Print Only	Paid Print Only	Non-Paid Print & Digital Unduplicated	Paid Print & Digital Unduplicated	Non-Paid Digital Only	Paid Digital Only	Total Qualified
October 2020	9,852	168	403	-	1,245	-	11,668
November 2020	6,328	168	3,767	-	1,245	-	11,508
December 2020	6,355	167	3,740	-	1,246	-	11,508
January 2021	6,431	168	3,643	-	1,260	-	11,502
February 2021	6,431	163	3,608	-	1,293	-	11,495
March 2021	6,451	167	3,576	-	1,305	-	11,499
April 2021	6,506	165	3,540	-	1,292	-	11,503
May 2021	6,513	163	3,490	-	1,320	-	11,486
June 2021	6,532	160	3,489	-	1,309	-	11,490
July 2021	6,976	160	3,032	-	1,325	-	11,493
August 2021	8,138	158	2,060	-	1,200	-	11,556
September 2021	8,048	155	2,025	-	1,272	-	11,500
6 Month Average	6,975	167	3,123	-	1,266	-	11,531
12 Month Average	7,047	164	3,031	-	1,276	-	11,518

EXPLANATION

Publisher is not required to submit data for all paragraphs/tables. Qualified recipients of the digital edition are notified via email when the digital version is available. Digital Qualified Individual Subscriptions have opted-in to receive the digital edition. Digital Activity Report features data that has not been audited.

Trade Show/Special Event Distribution Locations:

Trade Show/Event	Date(s) Attended	City, State	Number of Copies
Western Propane Trade Show	08/11/21 - 08/13/21	Reno, NV	300
LP Gas Summit	09/15/21 - 09/17/21	Kissimmee, FL	100
2021 NPGA Southeastern Convention & International Propane Expo	10/18/21 - 10/20/21	Atlanta, GA	750
TOTAL			1,150

Audit of Records and Affidavit

Verified has conducted an audit of printing, distribution, and financial records, as well other data to substantiate circulation data submitted to Verified. This audit followed guidelines prepared in conformity with generally accepted circulation auditing procedures involving records covering all distribution methods utilized for qualified circulation during the period(s) covered by the reports. The results of this audit warrant the issuance of this audit report as a true and accurate statement of the qualified circulation of the client publication.

Verified Audit Circulation swears that to the best of its knowledge, all statements contained in this report are true and accurate.