

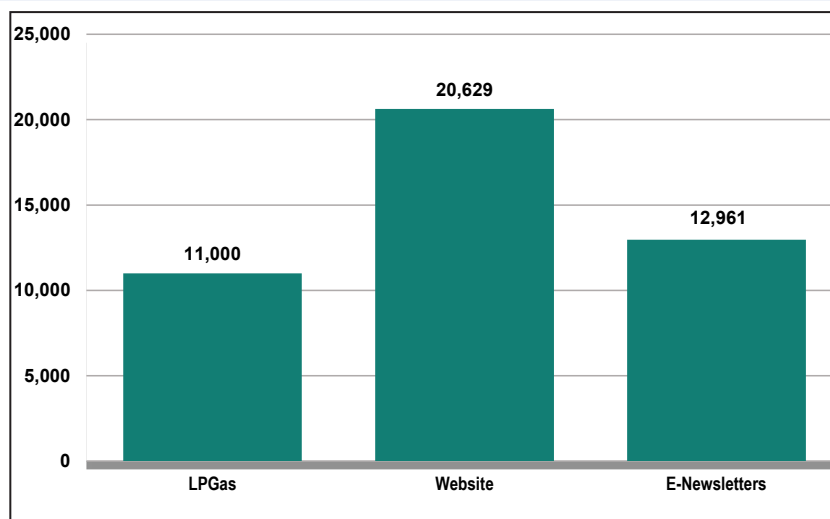
**CONSOLIDATED
MEDIA REPORT
B2B Media**

6 months ended December 31, 2024

LPGas

TOTAL AVERAGE GROSS CONTACTS

44,590

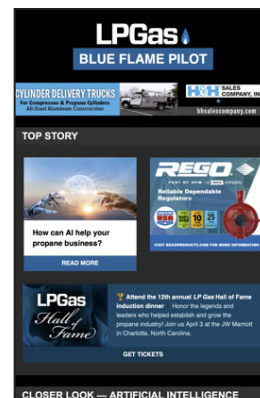
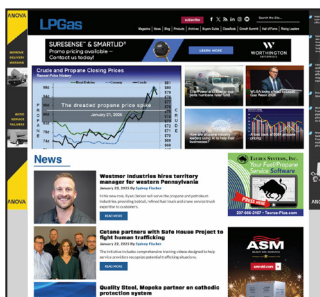


EXECUTIVE SUMMARY

Channels	Contacts	Period
LPGas		6 months ended December 31, 2024
Total Qualified Circulation	11,000	
Website Activity		6 months ended December 31, 2024
Page Views	33,718	
Sessions/Visits	26,518	
Users/Visitors	20,629	
E-Newsletters		6 months ended December 31, 2024
Total Average Net Distribution Per Issue	12,961	
Social Media		As of December 31, 2024
Facebook Followers	4,000	
LinkedIn Followers	8,630	
X Followers	4,617	
Instagram Followers	1,712	
YouTube Subscribers	479	

Website Activity = Avg Monthly

Gross data are contained in this Consolidated Media Report. There was no attempt made to eliminate any duplication that may exist.



6 months ended December 31, 2024
Subject to Audit

Field Served:

LP Gas serves companies related to Retail Dealers/Suppliers of Propane to End Users; Supplier of Propane to Retail Dealers; Independent Transport Fleet Operator; Distributor of Propane Equipment/ Parts/ Appliances; Manufacturer of Propane Equipment/Parts/Appliances; Service Providers; Government Offices, Libraries, Schools, Advertisr/ Agency and Others Allied to the Field.



All totals in this report represent aggregate unique recipients, not the sum of print and digital circulation.

TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION		11,000
AVERAGE QUALIFIED NONPAID CIRCULATION		
Qualified Nonpaid Individual - Print		9,695
Qualified Nonpaid Individual - Digital		3,299
Total Qualified Nonpaid Individual		11,000
Total Average Qualified Nonpaid Circulation		11,000

AVERAGE NONQUALIFIED CIRCULATION	
Nonqualified Allocated for Shows & Conventions - Print	88
Total Nonqualified Allocated for Shows & Conventions	88
Nonqualified Miscellaneous, Including Staff Copies - Print	357
Nonqualified Miscellaneous, Including Staff Copies - Digital	308
Total Nonqualified Miscellaneous, Including Staff Copies	574
Total Average Nonqualified Circulation	662

CIRCULATION BY ISSUES				
Issue		Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Total Qualified Nonpaid
	Jul	9,670	3,437	11,000
	Aug	9,665	3,442	11,000
	Sep	9,663	3,388	11,000
	Oct	9,661	3,371	11,000
	Nov	9,728	3,077	11,000
	Dec	9,785	3,077	11,000

BUSINESS ANALYSIS								
Classification by Business & Industry		Total	%	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Corporate/ Executive: Owner, Partner, Vice President	Management: Area/ Regional Manager, Sales Manager	Operations: Supervisor, Safety Officer, Engineer, Other
1.	Retail Dealers/Suppliers of Propane End Users	8,523	77.5	7,876	1,987	3,793	3,199	1,531
2.	Supplier of Propane to Retail Dealers	1,060	9.6	924	340	632	311	117
3.	Independent Transport Fleet Operator	136	1.2	100	64	79	39	18
4.	Distributor of Propane Equipment/Parts/Appliances	282	2.6	206	138	110	123	49
5.	Manufacturer of Propane Equipment/Parts/Appliances	283	2.6	188	155	113	107	63
6.	Service Provider	381	3.5	243	215	221	84	76
7.	Government Offices, Libraries, Schools, Advertiser/Agency, Other Allied to the Field	335	3.0	191	178	124	85	126
Total Qualified Circulation		11,000	100.0	9,728	3,077	5,072	3,948	1,980

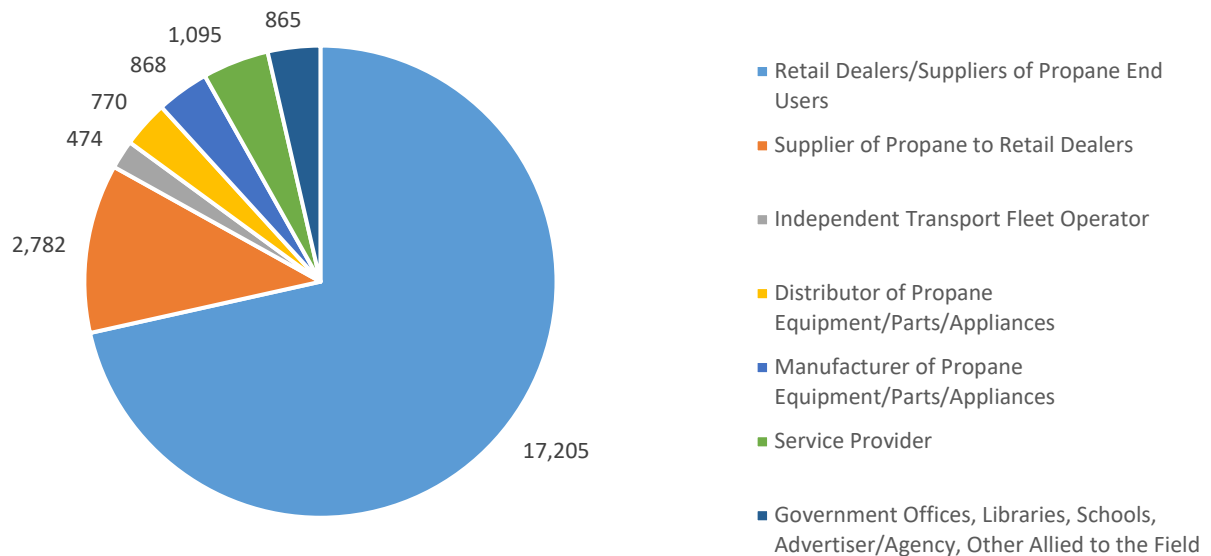
INTEGRATED AUDIENCE ENGAGEMENT

Classification by Business & Industry		Total Unduplicated*	LP Gas Magazine	Trader's Corner Enewsletter	Blue Flame Pilot Enewsletter	Total Recipients
1.	Retail Dealers/Suppliers of Propane End Users	9,998	8,500	4,353	4,352	17,205
2.	Supplier of Propane to Retail Dealers	1,476	1,065	841	876	2,782
3.	Independent Transport Fleet Operator	259	142	162	170	474
4.	Distributor of Propane Equipment/Parts/Appliances	371	286	215	269	770
5.	Manufacturer of Propane Equipment/Parts/Appliances	449	287	263	318	868
6.	Service Provider	636	391	345	359	1,095
7.	Government Offices, Libraries, Schools, Advertiser/Agency, Other Allied to the Field	720	329	252	284	865
Total Qualified Circulation		13,909	11,000	6,431	6,628	24,059
Percent			45.7	26.7	27.5	100.0

*This is an analysis of the 13,909 unique recipients of the LP Gas Network brand of products as of December 31, 2024. Recipients were asked the question "What is your primary business at this location?" during the subscription process for the magazine and newsletters. The Total Duplicated is the sum of the number of recipients of all products associated with the LP Gas Network brand. The Total Unduplicated is the number of unique recipients of LP Gas Network products.

Instances in which the total number of E-Newsletter recipients reported in the Integrated Audience Engagement table exceeds the Average Net Distribution Per Issue in the E-Newsletter Channel Profile table are attributable to two or more unique E-Newsletter recipients utilizing the same email address.

Total Recipients



SOURCE ANALYSIS				
Source	Print	Digital	Total	Percent
Total Direct Request From Recipient	7,501	3,072	8,770	79.7
Total Direct Request From Recipient's Company	72	5	75	0.7
Total Communication Other Than Request				
Membership Benefit				
Business Directories				
Lists	2,155		2,155	19.6
Acquired Circulation				
Other Sources				
Total Qualified Subscriptions	9,728	3,077	11,000	100.0
Percent	88.4	28.0	100.0	
Single Copy Sales				
Total Qualified Circulation			11,000	

881 copies or 8% of Total Qualified Circulation is >24 months.

MAILING ADDRESS ANALYSIS				
	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Total Qualified Nonpaid	Percent
Individual by Name and Title and/or Occupation	9,045	3,075	10,316	93.8
Individual by Name Only	674	2	675	6.1
Title or Occupation Only	5		5	0.1
Company Name Only	4		4	0.0
Multicopy Same Addressee				
Total Qualified Subscriptions	9,728	3,077	11,000	100.0
Total Qualified Circulation	9,728	3,077	11,000	100.0

GEOGRAPHIC ANALYSIS			
State	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Total Qualified Nonpaid
Alabama	162	39	179
Arizona	82	32	94
Arkansas	91	25	101
California	368	141	423
Colorado	146	52	165
Connecticut	183	70	205
Delaware	4	10	13
District of Columbia	38	16	43
Florida	377	105	425
Georgia	347	71	373
Idaho	71	20	81
Illinois	310	95	355
Indiana	255	55	274
Iowa	276	70	298
Kansas	228	61	253
Kentucky	161	33	173
Louisiana	69	19	74
Maine	146	50	162
Maryland	143	55	171
Massachusetts	192	85	225
Michigan	401	98	444
Minnesota	352	93	387
Mississippi	183	36	196
Missouri	351	76	380
Montana	88	36	101
Nebraska	171	32	181
Nevada	43	5	43
New Hampshire	114	51	131
New Jersey	97	30	111
New Mexico	85	36	95
New York	362	131	421
North Carolina	510	145	562
North Dakota	172	36	184
Ohio	341	108	389
Oklahoma	180	46	190
Oregon	71	23	79
Pennsylvania	448	148	508
Rhode Island	39	16	43
South Carolina	162	45	174
South Dakota	136	26	140
Tennessee	262	60	285
Texas	597	245	697
Utah	43	24	48
Vermont	70	19	77
Virginia	237	82	276
Washington	111	47	134
West Virginia	59	14	63
Wisconsin	267	72	294
Wyoming	35	8	38
TOTAL 48 CONTERMINOUS STATES	9,636	2,892	10,758
Alaska	32	14	35
Hawaii	17	7	20
TOTAL ALASKA & HAWAII	49	21	55
Single Copy Sales			
U.S. Unclassified			
TOTAL UNITED STATES	9,685	2,913	10,813
Poss. & Other Areas	10	9	16
U.S. & POSS., etc.	9,695	2,922	10,829
Canada	31	57	72
International	2	98	99
Military or Civilian Personnel Overseas			
Total International	33	155	171
E-mail Address Only			
Other Unclassified			
GRAND TOTAL	9,728	3,077	11,000

CHANNEL PROFILES			
WEBSITE ACTIVITY - www.lpgasmagazine.com			
2024	Page Views	Sessions/Visits	Users/Visitors
July	36,827	29,057	23,151
August	37,340	29,740	23,533
September	33,421	25,567	20,582
October	32,671	26,044	19,459
November	31,695	25,469	18,890
December	30,351	23,228	18,160

E-NEWSLETTERS - Trader's Corner			
2024	# of Issues	Average Net Distribution Per Issue	Total Net Distribution
July	5	6,504	32,521
August	4	6,476	25,902
September	5	6,429	32,143
October	4	6,421	25,683
November	4	6,413	25,653
December	5	6,349	31,745

E-NEWSLETTERS - Blue Flame Pilot			
2024	# of Issues	Average Net Distribution Per Issue	Total Net Distribution
July	1	6,565	6,565
August	1	6,560	6,560
September	1	6,491	6,491
October	1	6,534	6,534
November	1	6,542	6,542
December	1	6,490	6,490

SOCIAL MEDIA	
Channel	As of December 31, 2024
Facebook Followers	4,000
LinkedIn Followers	8,630
X Followers	4,617
Instagram Followers	1,712
YouTube Subscribers	479

NOTES

Definition of Recipient Qualification:

Owners, Partners, Vice Presidents, Area/Regional Managers, Sales Managers, Supervisors, Safety Officers, Engineers and other Titled and Non-Titled Personnel.

Rounding %: Due to rounding, percentages may not always add up to 100%.

Lists: Represent copies served to subscribers obtained from National Propane Gas Association.

Analyzed Issue: The information in Business Analysis; Source Analysis; Mailing Address Analysis; and Geographic Analysis is from an analysis of the Nov issue.

Total Average Gross Contacts Include: Qualified Circulation, Users/Visitors, and Average Newsletter Net Distribution per issue.

Website Data Source: Google Analytics.

Data Center Traffic: Effective with April 2024 data, filters have been applied to exclude suspected general data center traffic from Google data collected by AAM. Data center traffic comprises sources known with high confidence as non-human and originating from a data center.

Website Domains: Domains included in website traffic: www.lpgasmagazine.com.

Users/Visitors: The number of unique User/Visitor IDs, logging activity on a website or app, for the defined measurement period.

Page Views: The total number of web pages or app screens, viewed by all Users/Visitors, for the defined measurement period.

Sessions/Visits: The number of sessions logged, across all Users/Visitors on a website or app, for the defined measurement period. 30 minutes of inactivity, or specific user behavior, will end a session.

E-Newsletters Data Source: Omeda.

E-Newsletters Net Distribution: The newsletters from a given mailing that reached the subscriber's email delivery server with a positive status code, net of any internal or test addresses. Calculated by subtracting undelivered messages from sent messages.

Social Media: Social media is comprised of likes, followers, subscribers and members who may not be actively engaged with the brand. These metrics do not equal an individual person.

Cross Media Miscellaneous: E-Newsletter Total Average Net Distribution Per Issue Calculation: Total Average Net Distribution Per Issue shown in the Executive Summary represents the sum of all e-Newsletters reported during this period.

We certify that to the best of our knowledge all data set forth in this Publisher's Statement are true and report circulation in accordance with Alliance for Audited Media's Bylaws and Rules.

Frequency: Monthly

Format: Standard

Established: 1941

AAM Member Since: 2024

Member #: 06-3025-3

SRDS: 111

Parent Company: North Coast Media LLC

ANTOINETTE SANCHEZ-PERKINS
Senior Audience Development Manager

BRIAN KANABA
Publisher

Published by:
North Coast Media LLC
1360 9th Street, Tenth Floor
Cleveland, OH 44114
T: (216) 706-3750
www.lpgasmagazine.com