

CONSOLIDATED MEDIA REPORT B2B Media

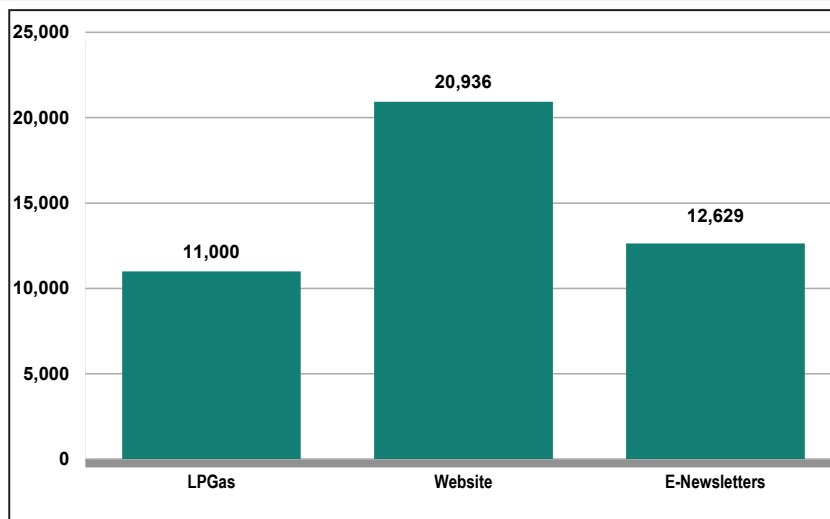
6 months ended June 30, 2025

[Learn more about this media property at auditedmedia.com](https://auditedmedia.com)

LPGas

TOTAL AVERAGE GROSS CONTACTS

44,565

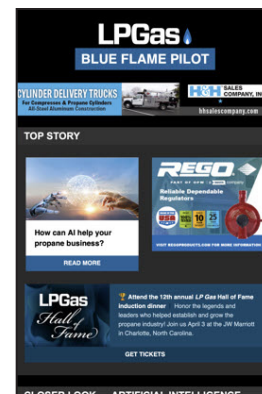
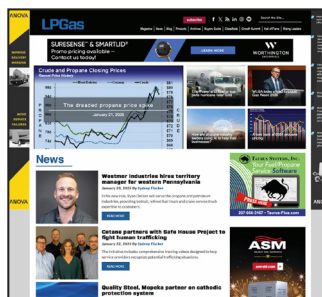
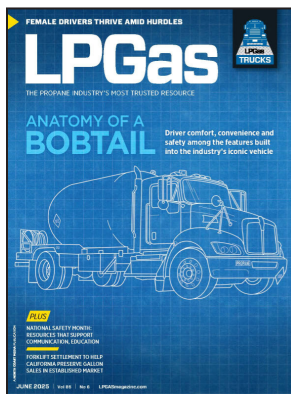


EXECUTIVE SUMMARY

Channels	Contacts	Period
LPGas		6 months ended June 30, 2025
Total Qualified Circulation	11,000	
Website Activity		6 months ended June 30, 2025
Page Views	36,831	
Sessions/Visits	27,693	
Users/Visitors	20,936	
E-Newsletters		6 months ended June 30, 2025
Total Average Net Distribution Per Issue	12,629	
Social Media		As of June 30, 2025
Facebook Followers	4,200	
LinkedIn Followers	9,162	
X Followers	4,729	
Instagram Followers	1,781	
YouTube Subscribers	510	

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.



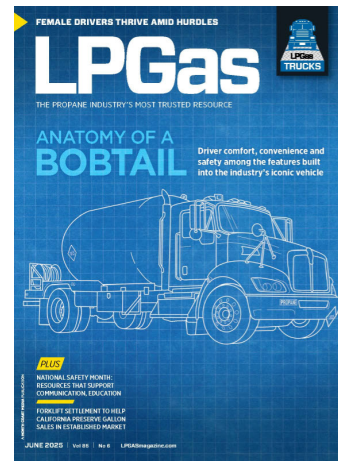
LPGas

6 months ended June 30, 2025

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, Advertiser/ 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		9,779
Qualified Nonpaid Individual - Digital		3,109
Total Qualified Nonpaid Individual		11,000
Total Average Qualified Nonpaid Circulation		11,000

AVERAGE NONQUALIFIED CIRCULATION		
Nonqualified Allocated for Shows & Conventions - Print		250
Total Nonqualified Allocated for Shows & Conventions		250
Nonqualified Miscellaneous, Including Staff Copies - Print		291
Nonqualified Miscellaneous, Including Staff Copies - Digital		306
Total Nonqualified Miscellaneous, Including Staff Copies		512
Total Average Nonqualified Circulation		762

CIRCULATION BY ISSUES			
Issue	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Total Qualified Nonpaid
Jan	9,794	3,077	11,000
Feb	9,795	3,083	11,000
Mar	9,779	3,116	11,000
Apr	9,772	3,117	11,000
May	9,768	3,130	11,000
Jun	9,766	3,132	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	8,475	77.0	7,855	1,991	3,794	3,132	1,549
2.	Supplier of Propane to Retail Dealers	1,062	9.7	930	342	633	309	120
3.	Independent Transport Fleet Operator	145	1.3	108	68	87	39	19
4.	Distributor of Propane Equipment/Parts/Appliances	301	2.7	224	150	126	122	53
5.	Manufacturer of Propane Equipment/Parts/Appliances	301	2.7	202	173	125	107	69
6.	Service Provider	395	3.6	265	230	234	80	81
7.	Government Offices, Libraries, Schools, Advertiser/Agency, Other Allied to the Field	321	2.9	184	176	115	76	130
Total Qualified Circulation		11,000	100.0	9,768	3,130	5,114	3,865	2,021

MAILING ADDRESS ANALYSIS				
	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Total Qualified Nonpaid	Percent
Individual by Name and Title and/or Occupation	9,109	3,127	10,339	94.0
Individual by Name Only	653	3	655	6.0
Title or Occupation Only	2		2	0.0
Company Name Only	4		4	0.0
Multicopy Same Addressee				
Total Qualified Subscriptions	9,768	3,130	11,000	100.0
Total Qualified Circulation	9,768	3,130	11,000	100.0

GEOGRAPHIC ANALYSIS			
State	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Total Qualified Nonpaid
Alabama	160	39	175
Arizona	84	34	94
Arkansas	105	25	114
California	365	143	422
Colorado	145	53	167
Connecticut	190	68	208
Delaware	39	15	43
District of Columbia	3	11	13
Florida	385	108	431
Georgia	344	72	368
Idaho	70	20	80
Illinois	317	95	356
Indiana	252	53	270
Iowa	277	71	297
Kansas	226	57	249
Kentucky	161	35	172
Louisiana	69	19	75
Maine	144	51	157
Maryland	144	54	173
Massachusetts	198	85	226
Michigan	396	105	435
Minnesota	350	102	388
Mississippi	180	37	194
Missouri	352	76	379
Montana	92	35	103
Nebraska	176	33	184
Nevada	43	6	43
New Hampshire	117	53	134
New Jersey	97	31	114
New Mexico	89	30	95
New York	363	133	420
North Carolina	505	151	555
North Dakota	169	33	180
Ohio	340	109	387
Oklahoma	181	47	190
Oregon	70	22	77
Pennsylvania	451	153	506
Rhode Island	41	15	44
South Carolina	159	48	171
South Dakota	136	26	138
Tennessee	258	64	284
Texas	614	257	709
Utah	43	23	48
Vermont	69	18	77
Virginia	237	81	273
Washington	110	46	133
West Virginia	57	13	62
Wisconsin	268	69	295
Wyoming	32	9	36
TOTAL 48 CONTERMINOUS STATES	9,673	2,933	10,744
Alaska	32	14	35
Hawaii	17	7	20
TOTAL ALASKA & HAWAII	49	21	55
Single Copy Sales			
U.S. Unclassified			
TOTAL UNITED STATES	9,722	2,954	10,799
Poss. & Other Areas	11	10	17
U.S. & POSS., etc.	9,733	2,964	10,816
Canada	32	55	71
International	3	111	113
Military or Civilian Personnel Overseas			
Total International	35	166	184
E-mail Address Only			
Other Unclassified			
GRAND TOTAL	9,768	3,130	11,000

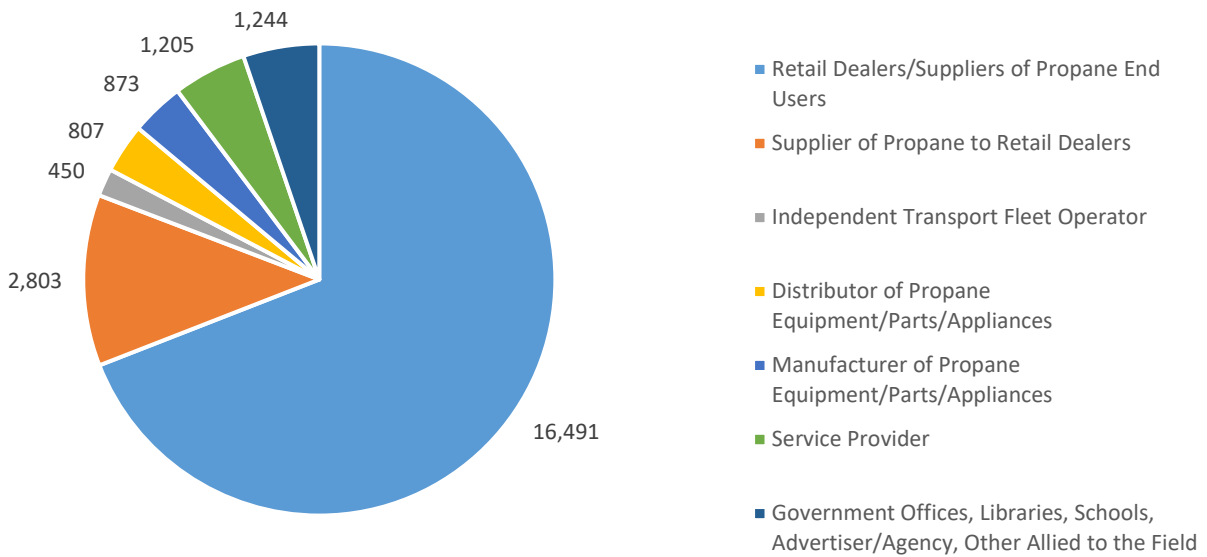
INTEGRATED AUDIENCE ENGAGEMENT

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	9,718	8,468	4,132	3,891	16,491
2.	Supplier of Propane to Retail Dealers	1,406	1,067	852	884	2,803
3.	Independent Transport Fleet Operator	236	143	137	170	450
4.	Distributor of Propane Equipment/Parts/Appliances	381	306	214	287	807
5.	Manufacturer of Propane Equipment/Parts/Appliances	444	302	246	325	873
6.	Service Provider	600	397	348	460	1,205
7.	Government Offices, Libraries, Schools, Advertiser/Agency, Other Allied to the Field	735	317	381	546	1,244
Total Qualified Circulation		13,520	11,000	6,310	6,563	23,873
Percent			46.1	26.4	27.5	100.0

*This is an analysis of the 13,520 unique recipients of the LP Gas Network brand of products as of June 30, 2025. 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



CHANNEL PROFILES			
WEBSITE ACTIVITY - www.lpgasmagazine.com			
2025	Page Views	Sessions/Visits	Users/Visitors
January	39,572	29,851	23,427
February	43,097	30,046	22,229
March	39,032	30,558	22,998
April	32,123	24,281	18,174
May	34,923	26,621	19,639
June	32,239	24,803	19,147

E-NEWSLETTERS - Trader's Corner			
2025	# of Issues	Average Net Distribution Per Issue	Total Net Distribution
January	4	6,305	25,221
February	4	6,272	25,088
March	5	6,222	31,108
April	4	6,233	24,931
May	4	6,216	24,864
June	5	6,139	30,697

E-NEWSLETTERS - Blue Flame Pilot			
2025	# of Issues	Average Net Distribution Per Issue	Total Net Distribution
January	1	6,482	6,482
February	1	6,312	6,312
March	1	6,346	6,346
April	1	6,357	6,357
May	1	6,475	6,475
June	1	6,442	6,442

SOCIAL MEDIA	
Channel	As of June 30, 2025
Facebook Followers	4,200
LinkedIn Followers	9,162
X Followers	4,729
Instagram Followers	1,781
YouTube Subscribers	510

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%.

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

Allocated for Shows and Conventions

Represents copies delivered to the following Trade Shows:

Trade Show	Location	Show Dates	Issues	Copies Delivered
NPGA 2025 Winter Board of Directors Meeting	Clearwater Beach, FL	2/3/25-2/5/25	Jan	50
PERC Council Meeting	Charlotte, NC	4/3/2025	Mar	25
NPGA SE Propane Expo	Charlotte, NC	4/4/25-4/6/25	Mar	750
Western Propane Trade Show & Convention	Reno, NV	5/12/25-5/16/25	May	250
Eastern Energy Expo	Atlantic City, NJ	5/18/25-5/21/25	May	50
NPGA Annual Meeting/Propane Days	Washington, DC	6/8/25-6/10/25	May	150
RCC Customer Seminar	San Antonio, TX	6/16/25-6/19/25	May	200
PERC Council Meeting	Birmingham, MI	7/15/25-7/16/25	Jun	25

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.

NOTES (CONTINUED)

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 Class: PETROLEUM, OIL & NATURAL GAS
Parent Company: North Coast Media LLC		Published by: North Coast Media LLC 1360 9th Street, Tenth Floor Cleveland, OH 44114 T: (216) 706-3750 www.lpgasmagazine.com
ANTOINETTE SANCHEZ-PERKINS Senior Audience Development Manager	BRIAN KANABA Brand Manager	