


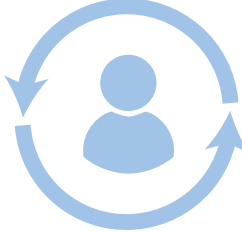
MISSION STATEMENT

Storm Water Solutions provides high quality editorial content covering the latest storm water and erosion control industry developments.

ESTABLISHED: 2005 | ISSUES PER YEAR: 8

ESTORMWATER.COM

Channels

<p>STORMWATER SOLUTIONS MAGAZINE</p>  <p>4 issues in the period 62,831 average circulation</p>	<p>STORMWATER SOLUTIONS NEWSLETTERS</p>  <p>6 products served 45,544 unique audience served</p>	<p>STORMWATER SOLUTIONS WEBSITE</p>  <p>16,619 average monthly audience of users</p>	<p>STORMWATER SOLUTIONS RETARGETING PIXEL</p>  <p>67,452 active audience users in past 180 days</p>	<p>STORMWATER SOLUTIONS SOCIAL MEDIA</p>  <p>3 social media channels served 5,531 cumulative audience served</p>	<p>STORMWATER SOLUTIONS WEBINARS</p>  <p>12 webinars hosted 5,095 cumulative audience served</p>
---	---	--	---	--	--

Executive Summary

BELOW ARE THE AVERAGE CONTACTS PER OCCURRENCE, INCLUDING FREQUENCY PER PERIOD REPORTED.

	Print	Digital	Total Audience
STORMWATER SOLUTIONS MAGAZINE (4 issues in the period)	36,000	26,831	62,831
STORMWATER SOLUTIONS NEWSLETTERS Unique Audience of Subscribers (6 newsletter products served)			45,544
STORMWATER SOLUTIONS WEBSITE Average Monthly Audience of Users in 6-month period (with 154,197 total pageviews)			16,619
STORMWATER SOLUTIONS WEBSITE RETARGETING PIXEL Active Audience of Users in past 180 days			67,452
STORMWATER SOLUTIONS SOCIAL MEDIA Cumulative Audience of Followers or Members (3 social media channels served)			5,531
STORMWATER SOLUTIONS WEBINARS Cumulative Audience of Registrants (12 webinars hosted in the period)			5,095

Magazine Channel

FIELD SERVED — SWS/Storm Water Solutions serves the fields of public systems, engineering, consulting, contracting, private/investor systems, industrial systems and other allied to the industry.

DEFINITION OF RECIPIENT QUALIFICATION — Qualified recipients include individuals who have the job functions of government administration, corporate management, operations, engineering, technical and marketing & sales areas.

AVERAGE QUALIFIED CIRCULATION FOR THE PERIOD

Qualified Circulation	Total Qualified	
	Copies	Percent
Individual	62,831	100.0%
TOTAL QUALIFIED CIRCULATION	62,831	100.0%

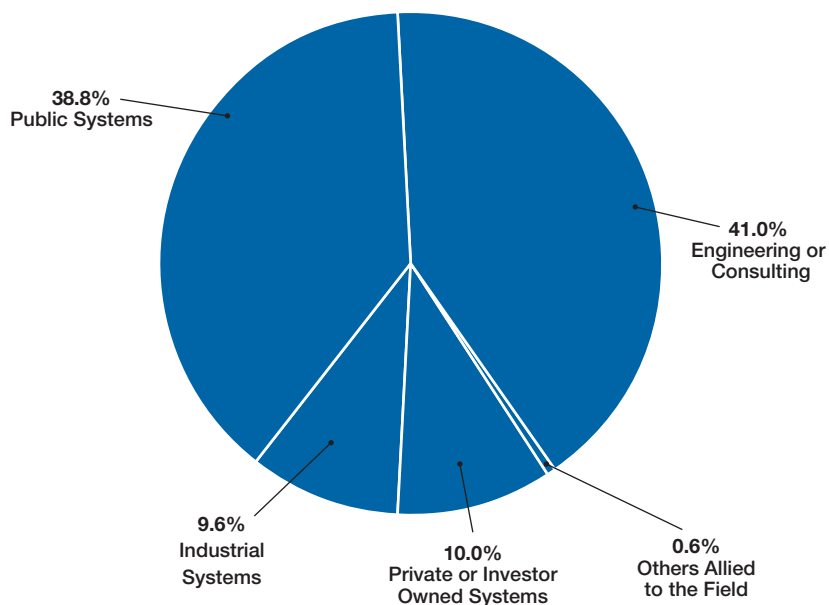
QUALIFIED CIRCULATION BY ISSUES FOR THE PERIOD

2021 Issue	Print	Digital	Total Qualified
July/August	36,000	27,000	63,000
September	36,000	27,000	63,000
October	36,000	27,000	63,000
November/December	36,000	26,325	62,325

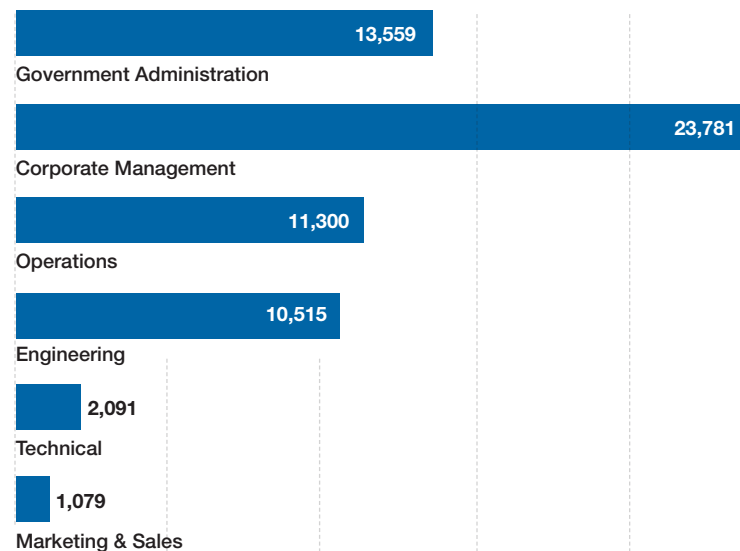
BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2021

Business and Industry	Total Qualified	Percent of Total	Print Edition	Digital Edition	Recipients who buy, specify, or approve for purchase Water/Erosion Control and/or Related Products	Government Administration	Corporate Management	Operations	Engineering	Technical	Marketing & Sales
Public Systems	24,154	38.8%	14,896	9,258	24,154	12,685	2,224	5,192	3,254	733	66
Private or Investor Owned Systems	6,213	10.0%	3,929	2,284	6,213	138	3,634	1,443	716	271	11
Engineering or Consulting	25,543	41.0%	15,651	9,892	25,543	459	14,876	3,364	5,715	616	513
Industrial Systems	6,015	9.6%	1,420	4,595	6,015	159	2,909	1,251	795	447	454
Others Allied to the Field	400	0.6%	104	296	400	118	138	50	35	24	35
TOTAL QUALIFIED	62,325	100.0%	36,000	26,325	62,325	13,559	23,781	11,300	10,515	2,091	1,079

BUSINESSES AND INDUSTRIES SERVED



JOB FUNCTIONS OF QUALIFIED INDIVIDUALS



Magazine Channel

GEOGRAPHICAL BREAKOUT FOR ISSUE OF NOVEMBER/DECEMBER 2021

State	Print Edition	Digital Edition	Total Qualified
Maine	436	173	609
New Hampshire	366	139	505
Vermont	261	88	349
Massachusetts	1,049	472	1,521
Rhode Island	167	79	246
Connecticut	644	269	913
New England	2,923	1,220	4,143
New York	2,576	1,105	3,681
New Jersey	1,145	633	1,778
Pennsylvania	2,587	1,282	3,869
Middle Atlantic	6,308	3,020	9,328
Ohio	2,077	985	3,062
Indiana	1,047	552	1,599
Illinois	1,795	1,221	3,016
Michigan	1,332	651	1,983
Wisconsin	1,330	601	1,931
East North Central	7,581	4,010	11,591
Minnesota	1,210	588	1,798
Iowa	1,051	370	1,421
Missouri	656	737	1,393
North Dakota	311	165	476
South Dakota	320	169	489
Nebraska	303	274	577

State	Print Edition	Digital Edition	Total Qualified
Kansas	436	448	884
West North Central	4,287	2,751	7,038
Delaware	130	58	188
Maryland	685	353	1,038
DC - Washington DC	40	35	75
Virginia	1,033	556	1,589
West Virginia	378	177	555
North Carolina	1,274	750	2,024
South Carolina	575	312	887
Georgia	1,194	663	1,857
Florida	2,056	1,223	3,279
South Atlantic	7,365	4,127	11,492
Kentucky	684	340	1,024
Tennessee	926	456	1,382
Alabama	783	294	1,077
Mississippi	616	195	811
East South Central	3,009	1,285	4,294
Arkansas	233	331	564
Louisiana	342	483	825
Oklahoma	199	429	628
Texas	1,250	2,194	3,444
West South Central	2,024	3,437	5,461
Montana	307	171	478

State	Print Edition	Digital Edition	Total Qualified
Idaho	207	253	460
Wyoming	114	142	256
Colorado	454	693	1,147
New Mexico	129	249	378
Arizona	271	460	731
Utah	207	344	551
Nevada	138	170	308
Mountain	1,827	2,482	4,309
Alaska	0	116	116
Washington	1	738	739
Oregon	0	510	510
California	652	2,487	3,139
Hawaii	0	97	97
Pacific	653	3,948	4,601
Total USA 50 States	35,977	26,280	62,257
US Territories	23	35	58
Canada	0	10	10
Mexico	0	0	0
Other International		—	—
APO/FPO		0	0
Territories/Foreign		—	—
TOTAL QUALIFIED	36,000	26,325	62,325

Newsletter Channel

NEWSLETTER PRODUCTS SERVED DURING THE 6-MONTH PERIOD*

Product	Average Qualified Subscribers
Storm Water Solutions eNews	22,550
SWS Commercial/Industrial eNews	24,802
SWS Product Spotlight	27,074
SWS Storefront Alert	26,557

Product	Average Qualified Subscribers
SWS Case Alert	27,313
SWS Video Alert	26,983
TOTAL UNIQUE AUDIENCE	45,544

*Note: Effective late December 2021, all newsletters now have an engagement filter applied and only include individuals who have opened emails in the previous 12 months. As newsletter subscribers are acquired, Storm Water Solutions takes the additional step of validating these subscribers by Fresh Address to ensure they meet the highest level of deliverability expectations.

Website Channel

ESTORMWATER.COM

2021	Pageviews	Sessions	Users
July	26,991	19,917	17,859
August	25,526	17,629	15,652
September	29,660	22,381	20,277
October	25,517	18,779	16,917
November	23,490	16,639	14,808
December	23,013	16,003	14,202
TOTAL	154,197	111,348	99,715

July-December 2021 data was provided by Google Analytics.

GLOSSARY

Pageviews: A Pageview is recorded each time a page implanted with the JavaScript code (tag) is displayed in a browser window. This will occur whether the page is served directly from the web server, from a proxy or from a browser's cache.

Sessions: A single continuous set of activity attributable to a cookie browser resulting in one or more pulled text and/or graphics downloads from a site. A period of 30 minutes of activity will terminate the session.

Users: An identified and unduplicated Cookie Browser that accesses internet content or advertising during a measurement period.

USAGE BY TYPE OF DEVICE

Device Type	Sessions	Percent
Desktop	79,649	71.5%
Mobile	30,276	27.2%
Tablet	1,423	1.3%
TOTAL	111,348	100.0%

TOP 10 PAGES VIEWED FOR 6-MONTH PERIOD

Page	Pageviews
1. Drainage French Drains and their Downfall	12,307
2. estormwater.com/Home Page	8,317
3. Panama City Beach caused Tannins	2,764
4. Webinars	2,197
5. estormwater.com/products	2,026
6. estormwater.com/flooding-farm	1,767
7. estormwater.com/Topical	1,542
8. GIS Takes Lead Role - Watershed Management	1,206
9. CT Storms Multiply Extreme Flooding	1,136
10. estormwater.com/contact-us	995

Social Media Channel

STORMWATER SOLUTIONS SOCIAL MEDIA

FACEBOOK FOLLOWERS
facebook.com/stormwatersolutionsmagazine
Ending Balance December 2021
2,193

TWITTER FOLLOWERS
twitter.com/estormwaternews
Ending Balance December 2021
2,943

LINKEDIN MEMBERS
linkedin.com/company/storm-water-solutions-media/
Ending Balance December 2021
395

INDUSTRY-LEADING MEDIA PARTNERS



Webinars Channel

STORMWATER SOLUTIONS SPONSORED WEBINARS

Date	Webinar	Webinar Registrants	Webinar Attendees
7/22/2021	2021 SWS Webinar Fest Series: Compliance	376	150
8/24/2021	From Grey to Green: Green Stormwater Infrastructure Complexities, Implementation and Myth-busters	392	215
8/26/2021	Exploring Sediment Control During Inclement Weather Events	1,056	609
9/14/2021	Optimizing Water Resources with Intelligent Reuse	457	218
9/23/2021	Tracking Bacteria in Storm Water Runoff During Dry & Wet Weather	871	536
10/12/2021	Part 2: Optimizing Reuse in Centralized Water Systems	282	137
11/3/2021	Reducing Trash In Our Waterways; Regulatory Challenges & Trash Control BMP's	150	66
11/9/2021	Optimizing Water Resources with Intelligent Reuse	338	170
11/3/2021	Reducing Trash In Our Waterways; Regulatory Challenges & Trash Control BMP's	161	66
11/11/2021	When Impervious Surface Mapping met Machine Learning	287	155
12/14/2021	Requires Action: Repairs and Rehabilitation Fundamentals	199	118
12/16/2021	Native Seeding: Common Sense Use in Restoration, Revegetation and Erosion Control	526	314
TOTAL WEBINAR PARTICIPANTS		5,095	2,754

PUBLISHER'S AFFIDAVIT

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

Ryan Hanson, Senior Vice President & Group Publisher
Bonnie Tow, Vice President of Operations and Marketing

Date Signed: February 15, 2022
State: Illinois • County: Cook