

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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**CONSTRUCTION & DEMOLITION RECYCLING** is a B2B brand intended for individuals with broad based interests in the C&D materials recycling industry. The brand content and editorial scope of the publication includes news and industry coverage, in-depth technical articles, industry round-up and special features. The content of every issue is also available to subscribers globally via the online digital version.

**MAGAZINE CHANNEL FORMAT – PRINT AND DIGITAL ISSUES**

**CONSTRUCTION & DEMOLITION RECYCLING** is produced in print and digital formats. The editorial for the print copy is the same for all recipients. The digital format is written and designed for the digital reading experience, accessed by a computer, mobile phone, or tablet.

**FIELD SERVED**

**CONSTRUCTION & DEMOLITION RECYCLING** serves primary businesses including demolition contracting, construction & demolition materials recycling/scrap processing, construction/road construction, landfill/waste management services, aggregate production, consulting/engineering and others allied to the field.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients are owners, executives, general managers, directors, managers, supervisors, recycling coordinators, buyers, and other titled and non-titled personnel.

## CHANNELS

**CONSTRUCTION &  
DEMOLITION RECYCLING  
PRINT AND DIGITAL  
MAGAZINE**



## EXECUTIVE SUMMARY

Below are the average contacts per occurrence, including frequency per period reported.

	Non-Paid	Paid	Average
<b>CONSTRUCTION &amp; DEMOLITION RECYCLING PRINT AND DIGITAL MAGAZINE</b> Unique Total* (3 issues in the period)	11,102	-	11,102
a. Print	7,235	-	7,235
b. Digital	5,727	-	5,727

(See Paragraph 3b for Source)

\*Unique Total represents unique recipients, not the sum of Print and Digital

**AVERAGE NON-QUALIFIED CIRCULATION**

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	564
Allocated for Trade Shows and Conventions	347
All Other	269
<b>TOTAL</b>	<b>1,180</b>

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD**

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	10,780	97.1	10,780	97.1	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	322	2.9	322	2.9	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>11,102</b>	<b>100.0</b>	<b>11,102</b>	<b>100.0</b>	-	-

**2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD**

2022 Issue	Print	Digital	Unique Total Qualified*
January/February	7,236	5,655	11,088
March/April	7,235	5,827	11,119
May/June	7,236	5,699	11,100

\*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2022**  
 This issue is -% or 4 copies below the average of the other 2 issues reported in Paragraph 2.

Business and Industry	Unique Total Qualified*	Percent of Total	Print	Digital	Owners/ Executives/ General Managers/ Directors (Note 1)	Managers/ Supervisors	Recycling Coordinators/ Buyers	Other (Note 2)
Demolition Contractor	2,728	24.6	1,778	1,435	2,281	415	17	15
Construction & Demolition Materials Recycling/Scrap Processors	3,764	33.9	2,730	1,813	3,111	593	50	10
Construction/Road Construction	2,742	24.7	1,980	1,208	1,938	758	27	19
Landfill/Waste Management Services Government/Private	1,219	11.0	580	722	904	286	19	10
Aggregate Producer	93	0.8	43	53	70	17	4	2
Consultant/Engineer	333	3.0	113	253	226	82	10	15
Other	221	2.0	12	215	121	60	7	33
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>11,100</b>	<b>100.0</b>	<b>7,236</b>	<b>5,699</b>	<b>8,651</b>	<b>2,211</b>	<b>134</b>	<b>104</b>
<b>PERCENT</b>	<b>100.0</b>		<b>65.2</b>	<b>51.3</b>	<b>77.9</b>	<b>19.9</b>	<b>1.2</b>	<b>1.0</b>

\*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

Note 1: Includes titles of owner, president, executive, general manager and director.

Note 2: Includes other miscellaneous titled/non-titled personnel.

### 3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2022

Qualification Source	Qualified Within			Print	Digital	Unique Total Qualified*	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	9,881	1,219	-	7,236	5,699	11,100	100.0
II. Request from recipient's company:	-	-	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication (other than request):	-	-	-	-	-	-	-
V. <b>TOTAL</b> – Sources other than above (listed alphabetically):	-	-	-	-	-	-	-
Association rosters and directories	-	-	-	-	-	-	-
Business directories	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
Other sources	-	-	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-	-	-
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>9,881</b>	<b>1,219</b>	<b>-</b>	<b>7,236</b>	<b>5,699</b>	<b>11,100</b>	<b>100.0</b>
<b>PERCENT</b>	<b>89.0</b>	<b>11.0</b>	<b>-</b>	<b>65.2</b>	<b>51.3</b>	<b>100.0</b>	

\*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

### 3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2022

Mailing Address	Print	Digital	Unique Total Qualified*	Percent
Individuals by name and title and/or function	6,914	5,699	10,778	97.1
Individuals by name only	-	-	-	-
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	322	-	322	2.9
Single Copy Sales	-	-	-	-
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>7,236</b>	<b>5,699</b>	<b>11,100</b>	<b>100.0</b>

\*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

### AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	July – December 2019	January – June 2020	July – December 2020	January – June 2021	July – December 2021*	January – June 2022*
Unique Total Audit Average Qualified***:	11,002	11,055	11,086	11,098	11,121	11,102
Unique Qualified Non-Paid Total***:	11,002	11,055	11,086	11,098	11,121	11,102
Print:	7,204	7,214	7,213	7,254	7,237	7,235
Digital:	6,209	6,403	5,728	5,925	5,660	5,727
Unique Qualified Paid Total***:	-	-	-	-	-	-
Print:	-	-	-	-	-	-
Digital:	-	-	-	-	-	-
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	**NC	**NC	**NC	**NC	**NC	**NC

\*NOTE: July 2021 – June 2022 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

\*\*NC = None Claimed.

\*\*\*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

