

## B2B Media

### Publisher's Statement

6 months ended June 30, 2023

Subject to Audit

### Field Served:

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.



<b>TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION</b>		<b>11,099</b>
<b>AVERAGE QUALIFIED NONPAID CIRCULATION</b>		
Qualified Nonpaid Individual - Print		4,790
Qualified Nonpaid Individual - Digital		3,872
Qualified Nonpaid Individual - Print & Digital (Unduplicated)		2,116
<b>Total Qualified Nonpaid Individual</b>		<b>10,778</b>
Qualified Nonpaid Multicopy Same Addressee - Print		321
<b>Total Average Qualified Nonpaid Circulation</b>		<b>11,099</b>

<b>AVERAGE NONQUALIFIED CIRCULATION</b>		
Nonqualified Allocated for Shows & Conventions - Print		340
<b>Total Nonqualified Allocated for Shows &amp; Conventions</b>		<b>340</b>
Nonqualified Miscellaneous, Including Staff Copies - Print		787
<b>Total Nonqualified Miscellaneous, Including Staff Copies</b>		<b>787</b>
<b>Total Average Nonqualified Circulation</b>		<b>1,127</b>

<b>CIRCULATION BY ISSUES</b>				
Issue	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Qualified Nonpaid - Print & Digital (Unduplicated)	Total Qualified Nonpaid
Jan/Feb	5,138	3,907	2,094	11,139
Mar/Apr	5,033	3,877	2,196	11,106
May/June	5,162	3,831	2,058	11,051

**BUSINESS/OCCUPATIONAL ANALYSIS**

Classification by Business & Industry		Total	%	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Qualified Nonpaid - Print & Digital (Unduplicated)	Total Qualified Nonpaid	Owners, President, Executives, General Managers, Directors	Managers/ Supervisors	Recycling Coordinators/ Buyers	Other
1.	Demolition Contractor	2,423	21.9	923	654	846	2,423	2,043	361	5	14
2.	Construction & Demolition Materials Recycling/ Scrap Processors	3,752	34.0	1,694	1,056	1,002	3,752	2,941	721	70	20
3.	Construction/Road Construction	2,981	27.0	1,797	994	190	2,981	2,277	673	21	10
4.	Landfill/Waste Management Services Government/Private	1,181	10.7	592	577	12	1,181	805	338	33	5
5.	Aggregate Producer	107	1.0	39	67	1	107	78	25	3	1
6.	Consultant/Engineer	367	3.3	117	248	2	367	262	85	5	15
	Others Allied to the Field	240	2.2		235	5	240	124	66	7	43
	<b>Total Qualified Circulation</b>	<b>11,051</b>	<b>100.0</b>	<b>5,162</b>	<b>3,831</b>	<b>2,058</b>	<b>11,051</b>	<b>8,530</b>	<b>2,269</b>	<b>144</b>	<b>108</b>
	<b>Percent</b>	<b>100.0</b>		<b>46.7</b>	<b>34.7</b>	<b>18.6</b>	<b>100.0</b>	<b>77.2</b>	<b>20.5</b>	<b>1.3</b>	<b>1.0</b>

AGE OF SOURCE ANALYSIS								
Source	Print	Digital	Print & Digital (Unduplicated)	Qualified Within				
				1 Year	2 Years	3 Years	Total	Percent
<b>Total Direct Request From Recipient</b>	5,162	3,831	2,058	9,832	1,219		11,051	100.0
<b>Total Direct Request From Recipient's Company</b>								
<b>Total Communication Other Than Request</b>								
Association								
Business Directories								
Lists								
Acquired Circulation								
Other Sources								
<b>Total Qualified Subscriptions</b>	5,162	3,831	2,058	9,832	1,219		11,051	100.0
<b>Percent</b>	46.7	34.7	18.6	89.0	11.0		100.0	

MAILING ADDRESS ANALYSIS					
	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Qualified Nonpaid - Print & Digital (Unduplicated)	Total Qualified Nonpaid	Percent
Individual by Name and Title and/or Occupation	4,841	3,831	2,058	10,730	97.1
Individual by Name Only					
Title or Occupation Only					
Company Name Only					
Multicopy Same Addressee	321			321	2.9
<b>Total Qualified Subscriptions</b>	5,162	3,831	2,058	11,051	100.0
<b>Total Qualified Circulation</b>	5,162	3,831	2,058	11,051	100.0

<b>GEOGRAPHIC ANALYSIS</b>				
<b>State</b>	<b>Qualified Nonpaid - Print</b>	<b>Qualified Nonpaid - Digital</b>	<b>Qualified Nonpaid - Print &amp; Digital (Unduplicated)</b>	<b>Total Qualified Nonpaid</b>
Alabama	82	59	31	172
Arizona	68	45	20	133
Arkansas	55	35	16	106
California	357	266	194	817
Colorado	68	52	29	149
Connecticut	79	56	31	166
Delaware	15	9	4	28
District of Columbia	6	6	3	15
Florida	239	209	130	578
Georgia	158	109	65	332
Idaho	42	23	10	75
Illinois	174	133	99	406
Indiana	129	91	52	272
Iowa	82	52	34	168
Kansas	70	45	19	134
Kentucky	98	62	30	190
Louisiana	81	49	27	157
Maine	54	22	10	86
Maryland	84	98	34	216
Massachusetts	124	103	54	281
Michigan	153	110	73	336
Minnesota	133	94	45	272
Mississippi	54	34	17	105
Missouri	140	78	43	261
Montana	26	17	12	55
Nebraska	42	22	17	81
Nevada	24	19	8	51
New Hampshire	43	31	21	95
New Jersey	137	116	79	332
New Mexico	32	20	9	61
New York	302	188	98	588
North Carolina	162	120	70	352
North Dakota	18	19	10	47
Ohio	401	223	127	751
Oklahoma	71	39	19	129
Oregon	52	36	9	97
Pennsylvania	272	168	116	556
Rhode Island	13	12	9	34
South Carolina	97	69	28	194
South Dakota	29	14	2	45
Tennessee	130	77	42	249
Texas	287	251	134	672
Utah	31	25	15	71
Vermont	20	5	2	27
Virginia	113	80	59	252
Washington	77	55	22	154
West Virginia	42	20	14	76
Wisconsin	134	69	44	247
Wyoming	21	16	4	41
<b>TOTAL 48 CONTERMINOUS STATES</b>	<b>5,121</b>	<b>3,551</b>	<b>2,040</b>	<b>10,712</b>
Alaska	19	2	5	26
Hawaii	21	17	9	47
<b>TOTAL ALASKA &amp; HAWAII</b>	<b>40</b>	<b>19</b>	<b>14</b>	<b>73</b>
Single Copy Sales				
U.S. Unclassified				
<b>TOTAL UNITED STATES</b>	<b>5,161</b>	<b>3,570</b>	<b>2,054</b>	<b>10,785</b>
Poss. & Other Areas	1	2	2	5
<b>U.S. &amp; POSS., etc.</b>	<b>5,162</b>	<b>3,572</b>	<b>2,056</b>	<b>10,790</b>
Canada		94	1	95
International		165	1	166
Military or Civilian Personnel Overseas				
<b>Total International</b>		<b>259</b>	<b>2</b>	<b>261</b>
E-mail Address Only				
Other Unclassified				
<b>GRAND TOTAL</b>	<b>5,162</b>	<b>3,831</b>	<b>2,058</b>	<b>11,051</b>

## NOTES

**Definition of Recipient Qualification:**

Owners, executives, general managers, directors, managers, supervisors, recycling coordinators, buyers, 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/Occupational Analysis; Age of Source Analysis; Mailing Address Analysis; and Geographic Analysis is from an analysis of the May/Jun issue.

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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.

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