

B2B Media

Publisher's Statement

6 months ended June 30, 2023

Subject to Audit

Field Served:

Recycling Today serves the commercial/industrial scrap processing and recycling industry. Included are scrap dealers/processors, material recovery/recycling facilities, brokers, importers/exporters of scrap metals (ferrous and non-ferrous), auto dismantlers, scrap consumers including metallic, paper and plastic, landfills, transfer stations, equipment manufacturers, consultants/engineers, mill services, document destruction, haulers, brand owners and others allied to the field.



| TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION | | 17,572 |
|---|--|---------------|
| AVERAGE QUALIFIED NONPAID CIRCULATION | | |
| Qualified Nonpaid Individual - Print | | 7,374 |
| Qualified Nonpaid Individual - Digital | | 4,195 |
| Qualified Nonpaid Individual - Print & Digital (Unduplicated) | | 5,493 |
| Total Qualified Nonpaid Individual | | 17,062 |
| Qualified Nonpaid Multicopy Same Addressee - Print | | 510 |
| Total Average Qualified Nonpaid Circulation | | 17,572 |

| AVERAGE NONQUALIFIED CIRCULATION | | |
|---|--|--------------|
| Nonqualified Allocated for Shows & Conventions - Print | | 432 |
| Total Nonqualified Allocated for Shows & Conventions | | 432 |
| Nonqualified Miscellaneous, Including Staff Copies - Print | | 1,143 |
| Total Nonqualified Miscellaneous, Including Staff Copies | | 1,143 |
| Total Average Nonqualified Circulation | | 1,575 |

| CIRCULATION BY ISSUES | | | | |
|------------------------------|---------------------------|-----------------------------|--|-------------------------|
| Issue | Qualified Nonpaid - Print | Qualified Nonpaid - Digital | Qualified Nonpaid - Print & Digital (Unduplicated) | Total Qualified Nonpaid |
| Jan | 7,624 | 3,790 | 5,692 | 17,106 |
| Feb | 7,857 | 4,007 | 5,548 | 17,412 |
| Mar | 8,076 | 4,280 | 5,319 | 17,675 |
| Apr | 8,072 | 4,476 | 5,314 | 17,862 |
| May | 7,703 | 4,217 | 5,682 | 17,602 |
| Jun | 7,971 | 4,398 | 5,405 | 17,774 |

BUSINESS/OCCUPATIONAL ANALYSIS

| Classification by Business & Industry | | Total | % | Qualified Nonpaid - Print | Qualified Nonpaid - Digital | Qualified Nonpaid - Print & Digital (Unduplicated) | Total Qualified Nonpaid | Owners/ Executives/ General Managers (1) | Supervisors, Yard Managers, other Managers | Coordinators/ Buyers | Other Titled/ Non-titled Personnel |
|---------------------------------------|--|---------------|--------------|---------------------------|-----------------------------|--|-------------------------|--|--|----------------------|------------------------------------|
| 1. | SECONDARY COMMODITY WHOLESALERS | | | | | | | | | | |
| | a. Scrap Dealer, Processor | 4,038 | 22.9 | 1,691 | 497 | 1,850 | 4,038 | 3,472 | 429 | 94 | 43 |
| | b. Importer/Exporter | 623 | 3.5 | 237 | 189 | 197 | 623 | 515 | 80 | 24 | 4 |
| | c. Broker | 660 | 3.7 | 238 | 300 | 122 | 660 | 524 | 83 | 33 | 20 |
| | d. Material Recovery/Recycling Facility | 6,583 | 37.4 | 3,598 | 872 | 2,113 | 6,583 | 5,286 | 977 | 228 | 92 |
| | Sub-Total Secondary Commodity Wholesalers | 11,904 | 67.6 | 5,764 | 1,858 | 4,282 | 11,904 | 9,797 | 1,569 | 379 | 159 |
| 2. | SECONDARY COMMODITY GENERATORS | | | | | | | | | | |
| | a. Auto Dismantler | 1,646 | 9.4 | 826 | 27 | 793 | 1,646 | 1,470 | 163 | 9 | 4 |
| | Sub-Total Secondary Commodity Generators | 1,646 | 9.4 | 826 | 27 | 793 | 1,646 | 1,470 | 163 | 9 | 4 |
| 3. | SCRAP CONSUMERS | | | | | | | | | | |
| | a. Metallic | 354 | 2 | 184 | 90 | 80 | 354 | 265 | 66 | 14 | 9 |
| | b. Paper | 322 | 2 | 149 | 99 | 74 | 322 | 242 | 55 | 22 | 3 |
| | c. Plastic | 321 | 2 | 105 | 167 | 49 | 321 | 198 | 79 | 22 | 22 |
| | Sub-Total Scrap Consumers | 997 | 5.7 | 438 | 356 | 203 | 997 | 705 | 200 | 58 | 34 |
| 4. | OTHER DISTRIBUTION | | | | | | | | | | |
| | a. Landfill | 305 | 1.7 | 173 | 44 | 88 | 305 | 168 | 120 | 14 | 3 |
| | b. Transfer Station | 179 | 1.0 | 65 | 65 | 49 | 179 | 98 | 70 | 7 | 4 |
| | c. Equipment Manufacturer | 407 | 2.3 | 28 | 356 | 23 | 407 | 206 | 133 | 2 | 66 |
| | d. Consultant/Engineer | 680 | 3.9 | 20 | 640 | 20 | 680 | 482 | 99 | 20 | 79 |
| | e. Mill Services | 105 | 0.6 | 50 | 38 | 17 | 105 | 74 | 24 | 3 | 4 |
| | f. Document Destruction | 166 | 0.9 | 71 | 41 | 54 | 166 | 143 | 22 | 1 | |
| | g. Hauler | 391 | 2.2 | 142 | 157 | 92 | 391 | 308 | 69 | 9 | 5 |
| | h. Brand Owner | 208 | 1.2 | 111 | 58 | 39 | 208 | 159 | 41 | 5 | 3 |
| | i. Others allied to the field | 614 | 3.5 | 15 | 577 | 22 | 614 | 305 | 107 | 35 | 167 |
| | Sub-Total Other Distribution | 3,055 | 17.4 | 675 | 1,976 | 404 | 3,055 | 1,943 | 685 | 96 | 331 |
| | Total Qualified Circulation | 17,602 | 100.0 | 7,703 | 4,217 | 5,682 | 17,602 | 13,915 | 2,617 | 542 | 528 |
| | Percent | 100.0 | | 43.8 | 24.0 | 32.3 | 100.0 | 79.1 | 14.9 | 3.1 | 3.0 |

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

| AGE OF SOURCE ANALYSIS | | | | | | | | |
|--|--------------|--------------|--------------------------------|------------------|--------------|---------|---------------|--------------|
| Source | Print | Digital | Print & Digital (Unduplicated) | Qualified Within | | | | |
| | | | | 1 Year | 2 Years | 3 Years | Total | Percent |
| Total Direct Request From Recipient | 6,822 | 4,217 | 5,682 | 14,959 | 1,762 | | 16,721 | 95.0 |
| Total Direct Request From Recipient's Company | | | | | | | | |
| Total Communication Other Than Request | | | | | | | | |
| Association | | | | | | | | |
| Business Directories | | | | | | | | |
| Lists | | | | | | | | |
| Acquired Circulation | | | | | | | | |
| Other Sources | 881 | | | 881 | | | 881 | 5.0 |
| Total Qualified Subscriptions | 7,703 | 4,217 | 5,682 | 15,840 | 1,762 | | 17,602 | 100.0 |
| Percent | 43.8 | 24.0 | 32.3 | 90.0 | 10.0 | | 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 | 7,193 | 4,217 | 5,682 | 17,092 | 97.1 |
| Individual by Name Only | | | | | |
| Title or Occupation Only | | | | | |
| Company Name Only | | | | | |
| Multicopy Same Addressee | 510 | | | 510 | 2.9 |
| Total Qualified Subscriptions | 7,703 | 4,217 | 5,682 | 17,602 | 100.0 |
| Total Qualified Circulation | 7,703 | 4,217 | 5,682 | 17,602 | 100.0 |

| GEOGRAPHIC ANALYSIS | | | | |
|---|----------------------------------|------------------------------------|---|--------------------------------|
| State | Qualified Nonpaid - Print | Qualified Nonpaid - Digital | Qualified Nonpaid - Print & Digital (Unduplicated) | Total Qualified Nonpaid |
| Alabama | 154 | 36 | 101 | 291 |
| Arizona | 78 | 46 | 74 | 198 |
| Arkansas | 109 | 18 | 60 | 187 |
| California | 577 | 211 | 446 | 1,234 |
| Colorado | 105 | 50 | 86 | 241 |
| Connecticut | 125 | 40 | 67 | 232 |
| Delaware | 22 | 10 | 15 | 47 |
| District of Columbia | 8 | 13 | 5 | 26 |
| Florida | 419 | 154 | 346 | 919 |
| Georgia | 273 | 101 | 222 | 596 |
| Idaho | 48 | 6 | 19 | 73 |
| Illinois | 299 | 146 | 258 | 703 |
| Indiana | 222 | 79 | 174 | 475 |
| Iowa | 128 | 32 | 88 | 248 |
| Kansas | 105 | 14 | 66 | 185 |
| Kentucky | 151 | 25 | 84 | 260 |
| Louisiana | 112 | 11 | 65 | 188 |
| Maine | 68 | 10 | 41 | 119 |
| Maryland | 108 | 46 | 70 | 224 |
| Massachusetts | 186 | 68 | 121 | 375 |
| Michigan | 295 | 105 | 186 | 586 |
| Minnesota | 137 | 54 | 109 | 300 |
| Mississippi | 80 | 11 | 51 | 142 |
| Missouri | 193 | 42 | 147 | 382 |
| Montana | 40 | 9 | 34 | 83 |
| Nebraska | 86 | 15 | 52 | 153 |
| Nevada | 21 | 11 | 16 | 48 |
| New Hampshire | 59 | 15 | 48 | 122 |
| New Jersey | 199 | 86 | 157 | 442 |
| New Mexico | 35 | 7 | 29 | 71 |
| New York | 404 | 138 | 292 | 834 |
| North Carolina | 271 | 84 | 211 | 566 |
| North Dakota | 34 | 6 | 8 | 48 |
| Ohio | 411 | 167 | 302 | 880 |
| Oklahoma | 91 | 11 | 70 | 172 |
| Oregon | 88 | 43 | 67 | 198 |
| Pennsylvania | 348 | 148 | 292 | 788 |
| Rhode Island | 36 | 10 | 26 | 72 |
| South Carolina | 126 | 55 | 110 | 291 |
| South Dakota | 28 | 7 | 21 | 56 |
| Tennessee | 186 | 79 | 127 | 392 |
| Texas | 528 | 187 | 399 | 1,114 |
| Utah | 40 | 10 | 34 | 84 |
| Vermont | 22 | 12 | 19 | 53 |
| Virginia | 212 | 46 | 127 | 385 |
| Washington | 121 | 39 | 84 | 244 |
| West Virginia | 59 | 9 | 34 | 102 |
| Wisconsin | 181 | 69 | 127 | 377 |
| Wyoming | 20 | 2 | 11 | 33 |
| TOTAL 48 CONTERMINOUS STATES | 7,648 | 2,593 | 5,598 | 15,839 |
| Alaska | 11 | 4 | 6 | 21 |
| Hawaii | 18 | 3 | 11 | 32 |
| TOTAL ALASKA & HAWAII | 29 | 7 | 17 | 53 |
| Single Copy Sales | | | | |
| U.S. Unclassified | | | | |
| TOTAL UNITED STATES | 7,677 | 2,600 | 5,615 | 15,892 |
| Poss. & Other Areas | | 8 | 5 | 13 |
| U.S. & POSS., etc. | 7,677 | 2,608 | 5,620 | 15,905 |
| Canada | 26 | 276 | 58 | 360 |
| International | | 1,333 | 4 | 1,337 |
| Military or Civilian Personnel Overseas | | | | |
| Total International | 26 | 1,609 | 62 | 1,697 |
| E-mail Address Only | | | | |
| Other Unclassified | | | | |
| GRAND TOTAL | 7,703 | 4,217 | 5,682 | 17,602 |

NOTES

Definition of Recipient Qualification:

Qualified recipients are 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 issue.

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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T: (800) 546-0707
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