

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.

GIE Media Inc.
5811 Canal Rd.
Valley View, OH 44125
Tel. No.: (800) 546-0707
Fax No.: (216) 525-0515
www.recyclingtoday.com

RECYCLING TODAY is a B2B brand intended for individuals with broad based interests in the 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.

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 and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

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

CHANNELS

**RECYCLING TODAY
MAGAZINE**



6 issues in the period
16,363 average circulation

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
RECYCLING TODAY MAGAZINE Unique Total* (6 issues in the period)	16,363	-	16,363
a. Print	13,398	-	13,398
b. Digital	8,703	-	8,703
1. Requested	8,703	-	8,703
2. Non-Requested	-	-	-

*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	591
Allocated for Trade Shows and Conventions	468
All Other	152
TOTAL	1,211

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	15,888	97.1	15,888	97.1	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	475	2.9	475	2.9	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	16,363	100.0	16,363	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2018 Issue	Print	Digital	Unique Total Qualified*
January	13,183	8,293	16,121
February	13,219	8,379	16,156
March	13,130	8,387	16,067
April	13,577	8,866	16,516
May	13,309	8,838	16,411
June	13,967	9,456	16,906

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

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018
 This issue is 0.4% or 58 copies above the average of the other 5 issues reported in Paragraph 2.

Business and Industry	Unique Total Qualified*	Percent of Total	Print	Digital	Classification by Title			
					Owners/ Executives/ General Managers (Note 1)	Managers (Note 2)	Coordinators/ Buyers (Note 3)	Other Titled/ Non-Titled Personnel (Note 4)
I. SECONDARY COMMODITY WHOLESALERS:								
Scrap Dealer, Processor	3,412	20.8	2,798	1,795	2,677	550	107	78
Importer/Exporter	421	2.6	316	319	336	57	19	9
Broker	592	3.6	457	436	459	66	32	35
Material Recovery/Recycling Facilities	6,769	41.2	5,836	3,208	4,448	1,931	223	167
Sub-Total Secondary Commodity Wholesalers	11,194	68.2	9,407	5,758	7,920	2,604	381	289
II. SECONDARY COMMODITY GENERATORS:								
Auto Dismantler	1,404	8.6	1,298	483	1,189	197	7	11
Sub-Total Secondary Commodity Generators	1,404	8.6	1,298	483	1,189	197	7	11
III. SCRAP CONSUMERS:								
Metallic	207	1.3	150	102	127	53	21	6
Paper	219	1.3	140	132	132	57	23	7
Plastic	182	1.1	129	122	104	50	17	11
Sub-Total Scrap Consumers: Consumers	608	3.7	419	356	363	160	61	24
IV. OTHERS ALLIED TO THE FIELD:								
Landfill	369	2.2	279	166	140	183	21	25
Transfer Station	313	1.9	204	169	139	145	14	15
Equipment Manufacturer	514	3.1	361	392	241	172	7	94
Consultant/Engineer	530	3.2	358	435	355	80	26	69
Mill Services	51	0.3	38	40	27	10	8	6
Document Destruction	274	1.7	213	170	215	42	2	15
Hauler	566	3.4	415	327	445	94	10	17
Others allied to the field	588	3.6	317	542	258	107	53	170
Sub-Total Others Allied to the Field	3,205	19.5	2,185	2,241	1,820	833	141	411
V. OTHER PAID CIRCULATION:								
Other Paid Circulation	-	-	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-	-	-
Sub-Total Other Paid Circulation	-	-	-	-	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	16,411	100.0	13,309	8,838	11,292	3,794	590	735

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.
 Note 1: Includes titles of owner, partner, president, executive, managing director and general manager.
 Note 2: Includes titles of supervisor, yard manager and manager.
 Note 3: Includes titles of recycling coordinator and buyer.
 Note 4: Includes other miscellaneous titled, non-titled personnel.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018

Qualification Source	Qualified Within			Print	Digital	Unique Total Qualified*	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	13,808	1,464	-	12,170	8,838	15,272	93.1
II. Request from recipient's company:	-	-	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
V. TOTAL – Sources other than above (listed alphabetically):	1,139	-	-	1,139	-	1,139	6.9
Association rosters and directories	-	-	-	-	-	-	-
**Business directories	1,139	-	-	1,139	-	1,139	6.9
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
Other sources	-	-	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	14,947	1,464	-	13,309	8,838	16,411	100.0
PERCENT	91.1	8.9	-	81.1	53.9	100.0	

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

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018

Mailing Address	Print	Digital	Unique Total Qualified*	Percent
Individuals by name and title and/or function	12,833	8,838	15,935	97.1
Individuals by name only	-	-	-	-
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	476	-	476	2.9
Single Copy Sales	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	13,309	8,838	16,411	100.0

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

