

BRAND REPORT

FOR THE 6 MONTH PERIOD ENDED JUNE 2018



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.: 800-456-0707 Fax No.: 216-525-0515 www.cdrecycler.com **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.

FIELD SERVED

CONSTRUCTION & DEMOLITION RECYCLING serves primary businesses including demolition contractors, construction & demolition materials recycling/scrap processors, construction/road construction, landfill/waste management services, aggregate producers, consulting/engineering 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 personnel.

CHANNELS

CONSTRUCTION & DEMOLITION RECYCLING MAGAZINE



3 issues in the period 9,516 average circulation

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
CONSTRUCTION & DEMOLITION RECYCLING MAGAZINE Unique Total* (3 issues in the period)	9,516	-	9,516
a. Print	7,031	-	7,031
b. Digital	3,378	-	3,378
1. Requested	3,378	-	3,378
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		704
Allocated for Trade Shows and Conventions		290
All Other		103
	TOTAL	1,097
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	Total Q	ualified	Qualified	Non-Paid	Qualifi	ed Paid
Qualified Circulation	Copies	Percent	Copies	Percent	Copies	Percent
ndividual	9,240	97.1	9,240	97.1	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	276	2.9	276	2.9	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	9,516	100.0	9,516	100.0	-	_

2. QUALIFIED CIRCULATION BY ISSUES FO	R PERIOD		
2018 Issue	Print	Digital	Unique Total Qualified*
January/February	7,202	-	7,202
March/April	6,726	4,874	10,431
May/June	7,164	5,262	10,915
*Unique Total Qualified represents unique re	cipients, not the sum of Print and Digital.		

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	1,879	17.2	1,211	971	1,543	303	17	16
Construction & Demolition Materials Recycling/ Scrap Processors	3,694	33.8	2,276	1,903	2,634	896	121	43
Construction/Road Construction	3,503	32.1	2,506	1,458	2,565	830	44	64
Landfill/Waste Management Services Government/Private	1,042	9.5	586	582	562	385	63	32
Aggregate Producer	91	0.8	52	58	56	30	4	1
Consultant/Engineer	457	4.2	410	124	326	112	10	9
Other	249	2.3	123	166	128	61	6	54
UNIQUE TOTAL QUALIFIED CIRCULATION*	10,915	100.0	7,164	5,262	7,814	2,617	265	219
PERCENT	100.0		65.6	48.2	71.6	24.0	2.4	2.0

^{*}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 2018

		Qualified Within						
Qualification Source		1 Year	2 Years	3 Years	Print	Digital	Unique Total Qualified*	Percent
I. Direct Request:		9,651	1,264	-	7,164	5,262	10,915	100.0
II. Request from recipient's co	npany:	-	-	-	-	-	-	-
III. Membership Benefit:		-	-	-	-	-	-	-
IV. Communication from recipie (other than request):	nt or recipient's company	-	-	-	-	-	-	-
V. TOTAL – Sources other than	above (listed alphabetically):	-	-	-	-	-	-	-
Association rosters and dire	ctories	-	-	-	-	-	-	-
Business directories		-	-	-	-	-	-	-
Manufacturer's, distributor's	s, and wholesaler's lists	-	-	-	-	-	-	-
Other sources		-	-	-	-	-	-	-
VI. Single Copy Sales:		-	-	-	-	-	-	-
UNIQ	UE TOTAL QUALIFIED CIRCULATION*	9,651	1,264	-	7,164	5,262	10,915	100.0
	PERCENT	88.4	11.6	_	65.6	48.2	100.0	

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

Mailing Address	Print	Digital	Unique Total Qualified*	Percent
Individuals by name and title and/or function	6,853	5,262	10,604	97.2
Individuals by name only	-	-	-	-
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	311	-	311	2.8
Single Copy Sales	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	7,164	5,262	10,915	100.0

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

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
6-Month Period Ended:	July - December 2015	January – June 2016	July – December 2016	January – June 2017	July – December 2017*	January – June 2018*
Unique Total Audit Average Qualified***:	10,715	11,264	10,905	11,077	10,925	9,516
Unique Qualified Non-Paid Total***:	10,715	11,264	10,905	11,077	10,925	9,516
Print:	7,403	7,087	6,640	7,200	7,203	7,031
Digital:	4,605	4,991	4,819	5,127	5,434	3,378
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 2017 - June 2018 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.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2018

State	Print	Digital	Unique Total Qualified*	Percent	State	Print	Digital	Unique Total Qualified*	Percent
Maine	50	27	72		Kentucky	128	71	182	
New Hampshire	63	39	92		Tennessee	150	97	224	
Vermont	22	17	36		Alabama	91	64	139	
Massachusetts	144	116	232		Mississippi	51	33	74	
Rhode Island	21	26	40		EAST SO. CENTRAL	420	265	619	5.7
Connecticut	112	82	175		Arkansas	71	34	98	
NEW ENGLAND	412	307	647	5.9	Louisiana	81	67	128	
New York	426	261	607		Oklahoma	94	58	137	
New Jersey	185	130	276		Texas	383	350	663	
Pennsylvania	379	248	537		WEST SO. CENTRAL	629	509	1,026	9.4
MIDDLE ATLANTIC	990	639	1,420	13.0	Montana	46	26	63	
Ohio	360	219	520		Idaho	43	22	59	
Indiana	154	115	241		Wyoming	24	20	36	
Illinois	296	219	453		Colorado	128	86	197	
Michigan	203	132	299		New Mexico	50	37	73	
Wisconsin	207	129	297		Arizona	92	71	144	
EAST NO. CENTRAL	1,220	814	1,810	16.6	Utah	57	43	92	
Minnesota	195	124	284		Nevada	37	22	52	
Iowa	144	90	208		MOUNTAIN	477	327	716	6.6
Missouri	187	105	263		Alaska	18	19	33	
North Dakota	35	25	53		Washington	140	109	226	
South Dakota	46	24	63		Oregon	87	60	133	
Nebraska	73	44	110		California	498	493	863	
Kansas	98	64	145		Hawaii	29	22	46	
WEST NO. CENTRAL	778	476	1,126	10.3	PACIFIC	772	703	1,301	11.9
Delaware	7	11	17		UNITED STATES	6,904	5,025	10,602	97.1
Maryland	145	122	235		U.S. Territories	4	5	6	
Washington, DC	7	13	20		Canada	230	171	243	
Virginia	161	136	263		Mexico	-	1	1	
West Virginia	50	19	62		Other International	26	60	63	
North Carolina	218	163	336		APO/FPO	-	-	-	
South Carolina	97	83	154						
Georgia	195	136	287		UNIQUE TOTAL	7.464	E 000	10.015	100.0
Florida	326	302	563		QUALIFIED CIRCULATION*	7,164	5,262	10,915	100.0
SOUTH ATLANTIC	1,206	985	1,937	17.7	OIN OULATION				

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

ADDITIONAL DATA

METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served and definition of recipient qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients of the digital version are notified via email when the version is available.

STATEMENT OF CONTENT PLATFORM:

Replica Plus - If a print edition exists, "plus" is editorial that is retained from the original edition and is redesigned and/or supplemented. Each issue's content is primarily taken (but not necessarily replicated in its entirety) from the original edition (whether in print or digital). Apart from minor updates, the content cannot change once the issue is made available.

PARAGRAPH 3a:

The May/June 2018 issue is 23.8% or 2,098 copies above the average of the other 2 issues reported in Paragraph 2.

PUBLISHER'S AFFIDAVIT

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

Abbey Remendowski, Audience Development Associate

James R. Keefe, Publisher

(At least one of the above signatures must be that of an officer of the publishing company or its

IMPORTANT NOTE:

This unaudited brand report has been checked against the previous audit report.

It will be included in the annual audit made by BPA Worldwide.

Date signed State Citv

July 15, 2018 Ohio Cuyahoga July 15, 2018

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