

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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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, recycling coordinators, buyers and other titled and non-titled personnel.

CHANNELS

**RECYCLING TODAY
MAGAZINE**



6 issues in the period
16,400 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)	16,400	-	16,400
a. Print	13,308	-	13,308
b. Digital	9,184	-	9,184
1. Requested	9,184	-	9,184
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	621
Allocated for Trade Shows and Conventions	518
All Other	144
TOTAL	1,283

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	15,924	97.1	15,924	97.1	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	476	2.9	476	2.9	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	16,400	100.0	16,400	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2019 Issue	Print	Digital	Unique Total Qualified*
January	13,308	9,021	16,402
February	13,306	9,100	16,400
March	13,306	9,204	16,399
April	13,309	9,250	16,400
May	13,309	9,251	16,400
June	13,311	9,280	16,400

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

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2019
 This issue is equal to 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	3,936	24.0	3,484	1,758	3,138	581	120	97
Importer/Exporter	513	3.1	359	406	374	89	30	20
Broker	625	3.8	503	454	469	84	35	37
Material Recovery/Recycling Facilities	5,947	36.3	4,941	3,352	3,792	1,625	271	259
Sub-Total Secondary Commodity Wholesalers	11,021	67.2	9,287	5,970	7,773	2,379	456	413
II. SECONDARY COMMODITY GENERATORS:								
Auto Dismantler	1,373	8.4	1,269	501	1,092	232	13	36
Sub-Total Secondary Commodity Generators	1,373	8.4	1,269	501	1,092	232	13	36
III. SCRAP CONSUMERS:								
Metallic	206	1.2	172	118	109	61	25	11
Paper	208	1.3	157	141	107	68	20	13
Plastic	215	1.3	144	153	106	66	20	23
Sub-Total Scrap Consumers:	629	3.8	473	412	322	195	65	47
IV. OTHERS ALLIED TO THE FIELD:								
Landfill	487	3.0	430	190	175	201	24	87
Transfer Station	300	1.8	256	145	116	131	13	40
Equipment Manufacturer	575	3.5	388	438	263	199	13	100
Consultant/Engineer	645	3.9	410	534	442	96	27	80
Mill Services	45	0.3	33	35	27	9	5	4
Document Destruction	195	1.2	151	138	148	34	5	8
Hauler	409	2.5	332	252	311	76	6	16
Others allied to the field	721	4.4	280	636	442	202	66	11
Sub-Total Others Allied to the Field	3,377	20.6	2,280	2,368	1,924	948	159	346
V. OTHER PAID CIRCULATION:								
Other Paid Circulation	-	-	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-	-	-
Sub-Total Other Paid Circulation	-	-	-	-	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	16,400	100.0	13,309	9,251	11,111	3,754	693	842

*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 2019

Qualification Source	Qualified Within			Print	Digital	Unique Total Qualified*	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	13,872	1,429	-	12,210	9,251	15,301	93.3
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):	1,099	-	-	1,099	-	1,099	6.7
Association rosters and directories	-	-	-	-	-	-	-
**Business directories	1,099	-	-	1,099	-	1,099	6.7
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
Other sources	-	-	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	14,971	1,429	-	13,309	9,251	16,400	100.0
PERCENT	91.3	8.7	-	81.2	56.4	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 2019

Mailing Address	Print	Digital	Unique Total Qualified*	Percent
Individuals by name and title and/or function	12,833	9,251	15,924	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	9,251	16,400	100.0

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

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED BRAND REPORTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	July – December 2016	January – June 2017	July – December 2017	January – June 2018	July – December 2018	January – June 2019*
Unique Total Audit Average Qualified***:	16,507	16,242	16,254	16,363	16,330	16,400
Unique Qualified Non-Paid***:	16,507	16,242	16,254	16,363	16,330	16,400
Print:	11,752	13,304	13,162	13,398	13,310	13,308
Digital:	7,939	8,325	8,335	8,703	8,870	9,184
Unique Qualified Paid***:	-	-	-	-	-	-
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: January – June 2019 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 2019

State	Print	Digital	Unique Total Qualified*	Percent	State	Print	Digital	Unique Total Qualified*	Percent
Maine	105	46	117		Kentucky	207	104	234	
New Hampshire	98	60	114		Tennessee	267	154	307	
Vermont	63	39	73		Alabama	228	116	253	
Massachusetts	267	169	314		Mississippi	77	36	86	
Rhode Island	35	31	43		EAST SO. CENTRAL	779	410	880	5.4
Connecticut	185	114	211		Arkansas	166	85	182	
NEW ENGLAND	753	459	872	5.3	Louisiana	115	75	147	
New York	683	434	812		Oklahoma	125	72	139	
New Jersey	332	229	398		Texas	822	542	988	
Pennsylvania	601	389	710		WEST SO. CENTRAL	1,228	774	1,456	8.9
MIDDLE ATLANTIC	1,616	1,052	1,920	11.7	Montana	58	27	64	
Ohio	668	447	803		Idaho	58	28	65	
Indiana	360	210	413		Wyoming	39	18	42	
Illinois	568	397	689		Colorado	183	116	217	
Michigan	418	255	500		New Mexico	85	56	101	
Wisconsin	381	210	448		Arizona	165	118	202	
EAST NO. CENTRAL	2,395	1,519	2,853	17.4	Utah	71	36	86	
Minnesota	291	169	338		Nevada	49	37	61	
Iowa	222	123	253		MOUNTAIN	708	436	838	5.1
Missouri	306	189	365		Alaska	28	10	31	
North Dakota	44	22	49		Washington	229	170	284	
South Dakota	51	26	60		Oregon	174	99	209	
Nebraska	119	60	133		California	1,095	667	1,302	
Kansas	175	92	198		Hawaii	29	23	40	
WEST NO. CENTRAL	1,208	681	1,396	8.5	PACIFIC	1,555	969	1,866	11.4
Delaware	22	14	24		UNITED STATES	12,439	7,769	14,715	89.7
Maryland	199	132	231		U.S. Territories	7	17	19	
Washington, DC	9	12	16		Canada	353	382	507	
Virginia	256	170	309		Mexico	20	52	55	
West Virginia	72	41	90		Other International	489	1,029	1,102	
North Carolina	402	270	481		APO/FPO	1	2	2	
South Carolina	170	122	208						
Georgia	424	278	506						
Florida	643	430	769						
SOUTH ATLANTIC	2,197	1,469	2,634	16.0					
					UNIQUE TOTAL QUALIFIED CIRCULATION*	13,309	9,251	16,400	100.0

*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 3b:

Business directories include 2 sources of circulation for quantities of 242 copies or 1.5% to 857 copies or 5.2%.

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 authorized representative.)

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 July 12, 2019
 State Ohio
 County Cuyahoga
 Revised July 12, 2019
 Type BD
 ID Number R016B0J9

About BPA Worldwide

A not-for-profit organization since 1931 and headquartered in Shelton, Connecticut, USA, BPA has a global membership, spanning more than 20 countries. The organization conducts 2,500+ audits for media brands in print, online/digital and live events. In addition, the BPA-iCompli division verifies compliance to defined industry standards, provides technology assurance, and certifies organization's sustainability practices and reporting. BPA is supported by 4,000+ advertiser and agency members. The latest innovation to move the industry forward is the BPA Media Exchange, a brand-safe and audited cooperative marketplace which offers automated solutions for the buying and selling of digital advertising.