

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 contracting, construction & demolition materials recycling/scrap processing, construction/road construction, landfill/waste management services, aggregate production, consulting/engineering 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

**CONSTRUCTION &  
DEMOLITION RECYCLING  
MAGAZINE**



3 issues in the period  
11,055 average circulation

## EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
<b>CONSTRUCTION &amp; DEMOLITION RECYCLING MAGAZINE</b> (3 issues in the period)	11,055	-	11,055

(See Paragraph 3b for Format Type and Source)

**AVERAGE NON-QUALIFIED CIRCULATION**

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	627
Allocated for Trade Shows and Conventions	378
All Other	106
<b>TOTAL</b>	<b>1,111</b>

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD**

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	10,734	97.1	10,734	97.1	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	321	2.9	321	2.9	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>11,055</b>	<b>100.0</b>	<b>11,055</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

**2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD**

2020 Issue	Print	Digital	Unique Total Qualified*
January/February	7,208	6,553	11,000
March/April	7,211	6,528	11,038
May/June	7,222	6,128	11,126

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

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2020**  
**This issue is 1.0% or 107 copies above the average of the other 2 issues reported in Paragraph 2.**

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	1,823	16.4	1,327	1,108	1,468	298	11	46
Construction & Demolition Materials Recycling/Scrap Processors	3,799	34.2	2,424	2,211	3,170	518	79	32
Construction/Road Construction	3,720	33.4	2,645	1,620	2,944	725	39	12
Landfill/Waste Management Services Government/Private	1,133	10.2	612	685	800	268	36	29
Aggregate Producer	87	0.8	39	59	59	24	2	2
Consultant/Engineer	304	2.7	144	189	189	92	8	15
Other	260	2.3	31	256	126	70	7	57
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>11,126</b>	<b>100.0</b>	<b>7,222</b>	<b>6,128</b>	<b>8,756</b>	<b>1,995</b>	<b>182</b>	<b>193</b>
<b>PERCENT</b>	<b>100.0</b>		<b>64.9</b>	<b>55.1</b>	<b>78.7</b>	<b>18.0</b>	<b>1.6</b>	<b>1.7</b>

\*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 2020**

Qualification Source	Qualified Within			Print	Digital	Unique Total Qualified*	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	9,864	1,262	-	7,222	6,128	11,126	100.0
II. Request from recipient's company:	-	-	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication (other than request):	-	-	-	-	-	-	-
V. <b>TOTAL</b> – Sources other than above (listed alphabetically):	-	-	-	-	-	-	-
Association rosters and directories	-	-	-	-	-	-	-
Business directories	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
Other sources	-	-	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-	-	-
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>9,864</b>	<b>1,262</b>	<b>-</b>	<b>7,222</b>	<b>6,128</b>	<b>11,126</b>	<b>100.0</b>
<b>PERCENT</b>	<b>88.7</b>	<b>11.3</b>	<b>-</b>	<b>64.9</b>	<b>55.1</b>	<b>100.0</b>	

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

**3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2020**

Mailing Address	Print	Digital	Unique Total Qualified*	Percent
Individuals by name and title and/or function	6,899	6,128	10,803	97.1
Individuals by name only	-	-	-	-
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	323	-	323	2.9
Single Copy Sales	-	-	-	-
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>7,222</b>	<b>6,128</b>	<b>11,126</b>	<b>100.0</b>

\*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	Circulation Claim	Circulation Claim
	July – December 2017	January – June 2018	July – December 2018	January – June 2019	July – December 2019*	January – June 2020*
Unique Total Audit Average Qualified***:	10,925	9,516	10,975	11,016	11,002	11,055
Unique Qualified Non-Paid Total***:	10,925	9,516	10,975	11,016	11,002	11,055
Print:	7,203	7,031	7,203	7,201	7,204	7,214
Digital:	5,434	3,378	5,645	6,289	6,209	6,403
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 2019 – June 2020 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.

