

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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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
11,077 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)	11,077	-	11,077
a. Print	7,200	-	7,200
b. Digital	5,127	-	5,127
1. Requested	5,127	-	5,127
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	686
Allocated for Trade Shows and Conventions	697
All Other	107
TOTAL	1,490

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	10,756	97.1	10,756	97.1	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	321	2.9	321	2.9	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	11,077	100.0	11,077	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2017 Issue	Print	Digital	Unique Total Qualified*
January/February	7,200	4,763	10,894
March/April	7,200	5,239	11,397
May/June	7,200	5,381	10,941

*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 2017
This issue is 1.8% or 205 copies below 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	2,025	18.5	1,281	1,112	1,743	250	11	21
Construction & Demolition Materials Recycling/ Scrap Processors	3,699	33.8	2,351	1,908	2,911	688	78	22
Construction/Road Construction	3,588	32.8	2,588	1,484	2,935	617	24	12
Landfill/Waste Management Services Government/Private	1,129	10.3	739	534	651	425	44	9
Aggregate Producer	71	0.7	49	36	52	16	3	-
Consultant/Engineer	231	2.1	130	141	164	56	3	8
Other	198	1.8	62	166	108	44	6	40
UNIQUE TOTAL QUALIFIED CIRCULATION*	10,941	100.0	7,200	5,381	8,564	2,096	169	112
PERCENT	100.0		65.8	49.2	78.3	19.2	1.5	1.0

*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 2017

QUALIFICATION SOURCE	Qualified Within					Unique Total Qualified*	Percent
	1 Year	2 Years	3 Years	Print	Digital		
I. Direct Request:	9,655	1,286	-	7,200	5,381	10,941	100.0
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):	-	-	-	-	-	-	-
Association rosters and directories	-	-	-	-	-	-	-
Business directories	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
Other sources	-	-	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	9,655	1,286	-	7,200	5,381	10,941	100.0
PERCENT	88.2	11.8	-	65.8	49.2	100.0	

*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 2017

MAILING ADDRESS	Print	Digital	Unique Total Qualified*	Percent
Individuals by name and title and/or function	6,883	5,381	10,624	97.1
Individuals by name only	-	-	-	-
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	317	-	317	2.9
Single Copy Sales	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	7,200	5,381	10,941	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

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	July - December 2014	January - June 2015	July - December 2015	January - June 2016	July - December 2016*	January - June 2017*
Unique Total Audit Average Qualified***:	10,774	10,759	10,715	11,264	10,905	11,077
Unique Qualified Non-Paid Total***:	10,774	10,759	10,715	11,264	10,905	11,077
Print:	6,900	7,200	7,403	7,087	6,640	7,200
Digital:	4,971	4,872	4,605	4,991	4,819	5,127
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 2016 - June 2017 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.

