

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

CHANNELS

**RECYCLING TODAY
MAGAZINE**



6 Issues in the period
16,242 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)	16,242	-	16,242
a. Print	13,304	-	13,304
b. Digital	8,325	-	8,325
1. Requested	8,325	-	8,325
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	802
Allocated for Trade Shows and Conventions	455
All Other	150
TOTAL	1,407

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	15,771	97.1	15,771	97.1	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	471	2.9	471	2.9	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	16,242	100.0	16,242	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2017 Issue	Print	Digital	Unique Total Qualified*
January	13,299	8,300	16,132
February	13,307	8,309	16,182
March	13,300	8,315	16,260
April	13,305	8,384	16,356
May	13,306	8,269	16,200
June	13,305	8,377	16,323

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

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017
 This issue is 0.3% or 51 copies below the average of the other 5 issues reported in Paragraph 2.

BUSINESS AND INDUSTRY	UNIQUE TOTAL QUALIFIED*	PERCENT OF TOTAL	CLASSIFICATION BY TITLE					
			Print	Digital	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	3,402	21.0	2,409	1,926	2,773	459	102	68
Importer/Exporter	336	2.1	240	251	272	36	17	11
Broker	551	3.4	466	379	431	58	33	29
Material Recovery/Recycling Facilities	6,904	42.6	6,552	2,634	4,760	1,777	183	184
Sub-Total Secondary Commodity Wholesalers	11,193	69.1	9,667	5,190	8,236	2,330	335	292
II. SECONDARY COMMODITY GENERATORS:								
Auto Dismantler	1,357	8.4	1,125	706	1,131	205	8	13
Sub-Total Secondary Commodity Generators	1,357	8.4	1,125	706	1,131	205	8	13
III. SCRAP CONSUMERS:								
Metallic	210	1.3	191	89	124	52	24	10
Paper	162	1.0	138	97	95	45	15	7
Plastic	124	0.8	78	97	72	22	17	13
Sub-Total Scrap Consumers: Consumers	496	3.1	407	283	291	119	56	30
IV. OTHERS ALLIED TO THE FIELD:								
Landfill	480	3.0	451	198	182	255	22	21
Transfer Station	340	2.1	257	170	135	170	20	15
Equipment Manufacturer	440	2.7	256	345	220	121	7	92
Consultant/Engineer	459	2.8	230	369	300	79	21	59
Mill Services	58	0.3	37	37	32	14	5	7
Document Destruction	272	1.7	194	166	199	63	3	7
Hauler	594	3.7	430	318	476	92	9	17
Others allied to the field	511	3.1	252	487	121	89	59	242
Sub-Total Others Allied to the Field	3,154	19.4	2,107	2,090	1,665	883	146	460
V. OTHER PAID CIRCULATION:								
Other Paid Circulation	-	-	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-	-	-
Sub-Total Other Paid Circulation	-	-	-	-	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	16,200	100.0	13,306	8,269	11,323	3,537	545	795

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.
 Note 1: Includes titles of owner, partner, president, vice 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 2017

QUALIFICATION SOURCE	Qualified Within			Print	Digital	Unique Total Qualified*	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	13,397	1,505	-	12,008	8,269	14,902	92.0
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):	1,298	-	-	1,298	-	1,298	8.0
Association rosters and directories	-	-	-	-	-	-	-
**Business directories	1,298	-	-	1,298	-	1,298	8.0
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
Other sources	-	-	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	14,695	1,505	-	13,306	8,269	16,200	100.0
PERCENT	90.7	9.3	-	82.2	51.1	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 2017

MAILING ADDRESS	Print	Digital	Unique Total Qualified*	Percent
Individuals by name and title and/or function	12,836	8,269	15,730	97.1
Individuals by name only	-	-	-	-
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	470	-	470	2.9
Single Copy Sales	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	13,306	8,269	16,200	100.0

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

