

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  
16,330 average circulation

**EXECUTIVE SUMMARY**

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

	Non-Paid	Paid	Average
<b>RECYCLING TODAY MAGAZINE</b> Unique Total* (6 issues in the period)	16,330	-	16,330
a. Print	13,310	-	13,310
b. Digital	8,870	-	8,870
1. Requested	8,870	-	8,870
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	606
Allocated for Trade Shows and Conventions	202
All Other	152
<b>TOTAL</b>	<b>960</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	15,856	97.1	15,856	97.1	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	474	2.9	474	2.9	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>16,330</b>	<b>100.0</b>	<b>16,330</b>	<b>100.0</b>	-	-

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

2018 Issue	Print	Digital	Unique Total Qualified*
July	13,312	8,797	16,298
August	13,307	8,793	16,282
September	13,307	8,792	16,300
October	13,307	8,800	16,300
November	13,313	9,008	16,400
December	13,313	9,033	16,402

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

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2018**

This issue is 0.5% or 84 copies above the average of the other 5 issues reported in Paragraph 2.

Business and Industry	Unique Total Qualified*	Percent of Total	Print		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)
<b>I. SECONDARY COMMODITY WHOLESALERS:</b>								
Scrap Dealer, Processor	3,895	23.8	3,534	1,615	3,170	532	113	80
Importer/Exporter	462	2.8	345	362	331	88	24	19
Broker	596	3.6	480	444	443	89	31	33
Material Recovery/Recycling Facilities	6,628	40.4	5,120	3,913	4,269	1,829	281	249
Sub-Total Secondary Commodity Wholesalers	11,581	70.6	9,479	6,334	8,213	2,538	449	381
<b>II. SECONDARY COMMODITY GENERATORS:</b>								
Auto Dismantler	1,411	8.6	1,317	482	1,122	238	13	38
Sub-Total Secondary Commodity Generators	1,411	8.6	1,317	482	1,122	238	13	38
<b>III. SCRAP CONSUMERS:</b>								
Metallic	209	1.3	169	118	111	61	25	12
Paper	214	1.3	162	149	115	68	19	12
Plastic	196	1.2	135	137	101	60	18	17
Sub-Total Scrap Consumers:	619	3.8	466	404	327	189	62	41
<b>IV. OTHERS ALLIED TO THE FIELD:</b>								
Landfill	482	2.9	433	165	168	202	23	89
Transfer Station	292	1.8	251	131	110	126	15	41
Equipment Manufacturer	504	3.1	381	383	228	182	9	85
Consultant/Engineer	528	3.2	366	420	368	84	23	53
Mill Services	38	0.2	29	28	23	6	5	4
Document Destruction	178	1.1	147	126	131	35	5	7
Hauler	366	2.2	311	210	280	69	5	12
Others allied to the field	401	2.5	133	325	235	111	27	28
Sub-Total Others Allied to the Field	2,789	17.0	2,051	1,788	1,543	815	112	319
<b>V. OTHER PAID CIRCULATION:</b>								
Other Paid Circulation	-	-	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-	-	-
Sub-Total Other Paid Circulation	-	-	-	-	-	-	-	-
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>16,400</b>	<b>100.0</b>	<b>13,313</b>	<b>9,008</b>	<b>11,205</b>	<b>3,780</b>	<b>636</b>	<b>779</b>

\*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 NOVEMBER 2018**

Qualification Source	Qualified Within			Print	Digital	Unique Total Qualified*	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	13,872	1,429	-	12,214	9,008	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:	-	-	-	-	-	-	-
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>14,971</b>	<b>1,429</b>	<b>-</b>	<b>13,313</b>	<b>9,008</b>	<b>16,400</b>	<b>100.0</b>
<b>PERCENT</b>	<b>91.3</b>	<b>8.7</b>	<b>-</b>	<b>81.2</b>	<b>54.9</b>	<b>100.0</b>	

\*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 NOVEMBER 2018**

Mailing Address	Print	Digital	Unique Total Qualified*	Percent
Individuals by name and title and/or function	12,837	9,008	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	-	-	-	-
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>13,313</b>	<b>9,008</b>	<b>16,400</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
	January – June 2016	July – December 2016	January – June 2017	July – December 2017	January – June 2018*	July – December 2018*
Unique Total Audit Average Qualified***:	16,329	16,507	16,242	16,254	16,363	16,330
Unique Qualified Non-Paid***:	16,329	16,507	16,242	16,254	16,363	16,330
Print:	12,648	11,752	13,304	13,162	13,398	13,310
Digital:	6,498	7,939	8,325	8,335	8,703	8,870
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 – December 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 NOVEMBER 2018

State	Print	Digital	Unique Total Qualified*	Percent	State	Print	Digital	Unique Total Qualified*	Percent
Maine	112	52	127		Kentucky	212	108	243	
New Hampshire	93	68	119		Tennessee	254	144	297	
Vermont	63	41	75		Alabama	225	125	259	
Massachusetts	270	185	333		Mississippi	76	43	92	
Rhode Island	31	31	44		<b>EAST SO. CENTRAL</b>	<b>767</b>	<b>420</b>	<b>891</b>	<b>5.4</b>
Connecticut	178	121	217		Arkansas	169	86	196	
<b>NEW ENGLAND</b>	<b>747</b>	<b>498</b>	<b>915</b>	<b>5.6</b>	Louisiana	116	77	153	
New York	676	415	815		Oklahoma	124	72	146	
New Jersey	335	239	411		Texas	823	548	1,013	
Pennsylvania	604	377	716		<b>WEST SO. CENTRAL</b>	<b>1,232</b>	<b>783</b>	<b>1,508</b>	<b>9.2</b>
<b>MIDDLE ATLANTIC</b>	<b>1,615</b>	<b>1,031</b>	<b>1,942</b>	<b>11.8</b>	Montana	54	29	65	
Ohio	658	441	798		Idaho	60	34	74	
Indiana	364	215	427		Wyoming	38	19	43	
Illinois	550	381	670		Colorado	191	122	232	
Michigan	405	265	501		New Mexico	81	54	100	
Wisconsin	384	212	454		Arizona	165	113	204	
<b>EAST NO. CENTRAL</b>	<b>2,361</b>	<b>1,514</b>	<b>2,850</b>	<b>17.4</b>	Utah	74	45	95	
Minnesota	301	176	348		Nevada	51	32	65	
Iowa	223	129	266		<b>MOUNTAIN</b>	<b>714</b>	<b>448</b>	<b>878</b>	<b>5.4</b>
Missouri	315	188	375		Alaska	29	12	35	
North Dakota	39	20	45		Washington	228	165	290	
South Dakota	53	30	65		Oregon	166	89	194	
Nebraska	116	65	134		California	1,113	714	1,373	
Kansas	177	90	205		Hawaii	29	23	41	
<b>WEST NO. CENTRAL</b>	<b>1,224</b>	<b>698</b>	<b>1,438</b>	<b>8.8</b>	<b>PACIFIC</b>	<b>1,565</b>	<b>1,003</b>	<b>1,933</b>	<b>11.8</b>
Delaware	20	15	24		<b>UNITED STATES</b>	<b>12,430</b>	<b>7,862</b>	<b>15,051</b>	<b>91.8</b>
Maryland	192	127	225		U.S. Territories	9	20	23	
Washington, DC	11	14	18		Canada	341	333	456	
Virginia	247	165	308		Mexico	25	45	51	
West Virginia	77	49	101		Other International	507	747	818	
North Carolina	416	267	498		APO/FPO	1	1	1	
South Carolina	173	127	217						
Georgia	434	271	519						
Florida	635	432	786						
<b>SOUTH ATLANTIC</b>	<b>2,205</b>	<b>1,467</b>	<b>2,696</b>	<b>16.4</b>					
					<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>13,313</b>	<b>9,008</b>	<b>16,400</b>	<b>100.0</b>

\*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 includes 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 January 15, 2019  
State Ohio  
County Cuyahoga  
Revised January 15, 2019  
Type BD  
ID Number R016B0D8

### About BPA Worldwide:

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit [www.bpaww.com](http://www.bpaww.com) for the latest audit reports, membership information and publishing and advertising industry news.