

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.

MAGAZINE CHANNEL FORMAT – PRINT AND DIGITAL ISSUES

CONSTRUCTION & DEMOLITION RECYCLING is produced in print and digital formats. The editorial for the print copy is the same for all recipients. The digital format is written and designed for the digital reading experience, accessed by a computer, mobile phone, or tablet.

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
PRINT AND DIGITAL
MAGAZINE**



EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
CONSTRUCTION & DEMOLITION RECYCLING PRINT AND DIGITAL MAGAZINE Unique Total* (3 issues in the period)	11,098	-	11,098
a. Print	7,254	-	7,254
b. Digital	5,925	-	5,925
(See Paragraph 3b for Source)	-	-	-

*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		568
Allocated for Trade Shows and Conventions		158
All Other		265
TOTAL		991

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	10,776	97.1	10,776	97.1	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	322	2.9	322	2.9	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	11,098	100.0	11,098	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2021 Issue	Print	Digital	Unique Total Qualified*
January/February	7,296	5,903	11,100
March/April	7,236	6,090	11,095
May/June	7,230	5,783	11,099

*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 2021
 This issue is -% or 1 copy 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	2,453	22.1	1,527	1,325	2,075	342	20	16
Construction & Demolition Materials Recycling/Scrap Processors	3,874	34.9	2,582	1,994	3,047	704	108	15
Construction/Road Construction	3,147	28.4	2,501	1,403	2,117	979	36	15
Landfill/Waste Management Services Government/Private	1,166	10.5	586	626	975	154	23	14
Aggregate Producer	60	0.5	21	40	40	17	2	1
Consultant/Engineer	160	1.4	4	159	107	28	4	21
Other	239	2.2	9	236	120	62	5	52
UNIQUE TOTAL QUALIFIED CIRCULATION*	11,099	100.0	7,230	5,783	8,481	2,286	198	134
PERCENT	100.0		65.1	52.1	76.4	20.6	1.8	1.2

*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 2021

Qualification Source	Qualified Within			Print	Digital	Unique Total Qualified*	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	9,869	1,230	-	7,230	5,783	11,099	100.0
II. Request from recipient's company:	-	-	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication (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*	9,869	1,230	-	7,230	5,783	11,099	100.0
PERCENT	88.9	11.1	-	65.1	52.1	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 2021

Mailing Address	Print	Digital	Unique Total Qualified*	Percent
Individuals by name and title and/or function	6,908	5,783	10,777	97.1
Individuals by name only	-	-	-	-
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	322	-	322	2.9
Single Copy Sales	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	7,230	5,783	11,099	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	Circulation Claim	Circulation Claim
	July – December 2018	January – June 2019	July – December 2019	January – June 2020	July – December 2020*	January – June 2021*
Unique Total Audit Average Qualified***:	10,975	11,016	11,002	11,055	11,086	11,098
Unique Qualified Non-Paid Total***:	10,975	11,016	11,002	11,055	11,086	11,098
Print:	7,203	7,201	7,204	7,214	7,213	7,254
Digital:	5,645	6,289	6,209	6,403	5,728	5,925
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 2020 – June 2021 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/JUNE 2021

State	Print	Digital	Unique Total Qualified*	Percent	State	Print	Digital	Unique Total Qualified*	Percent
Maine	56	35	83		Kentucky	148	97	203	
New Hampshire	39	31	67		Tennessee	182	105	249	
Vermont	21	14	30		Alabama	150	89	201	
Massachusetts	177	149	266		Mississippi	85	38	111	
Rhode Island	25	23	41		EAST SO. CENTRAL	565	329	764	6.9
Connecticut	116	73	165		Arkansas	78	46	107	
NEW ENGLAND	434	325	652	5.9	Louisiana	105	49	140	
New York	135	189	307		Oklahoma	81	51	112	
New Jersey	205	177	319		Texas	472	391	733	
Pennsylvania	372	274	556		WEST SO. CENTRAL	736	537	1,092	9.8
MIDDLE ATLANTIC	712	640	1,182	10.7	Montana	39	39	66	
Ohio	368	275	548		Idaho	53	23	64	
Indiana	211	154	305		Wyoming	21	15	34	
Illinois	302	241	470		Colorado	123	107	202	
Michigan	222	153	320		New Mexico	45	34	68	
Wisconsin	213	121	279		Arizona	81	88	143	
EAST NO. CENTRAL	1,316	944	1,922	17.3	Utah	65	57	103	
Minnesota	172	149	278		Nevada	40	42	62	
Iowa	131	99	197		MOUNTAIN	467	405	742	6.7
Missouri	169	104	226		Alaska	15	6	17	
North Dakota	42	30	57		Washington	136	102	193	
South Dakota	43	24	57		Oregon	89	61	134	
Nebraska	75	45	106		California	591	518	915	
Kansas	113	81	162		Hawaii	40	22	55	
WEST NO. CENTRAL	745	532	1,083	9.8	PACIFIC	871	709	1,314	11.8
Delaware	22	17	31		UNITED STATES	7,202	5,540	10,829	97.6
Maryland	132	129	225		U.S. Territories	1	3	4	
Washington, DC	8	12	19		Canada	26	105	130	
Virginia	171	144	270		Mexico	-	4	4	
West Virginia	48	31	68		Other International	1	131	132	
North Carolina	239	189	366		APO/FPO	-	-	-	
South Carolina	127	94	182						
Georgia	211	151	306						
Florida	398	352	611						
SOUTH ATLANTIC	1,356	1,119	2,078	18.7					
					UNIQUE TOTAL QUALIFIED CIRCULATION*	7,230	5,783	11,099	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.

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 16, 2021
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City	Valley View
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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.

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