

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.

MAGAZINE CHANNEL FORMAT – PRINT AND DIGITAL ISSUES

RECYCLING TODAY 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

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

CHANNELS

**RECYCLING TODAY
PRINT AND DIGITAL
MAGAZINE**



EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
RECYCLING TODAY PRINT AND DIGITAL MAGAZINE			
Unique Total* (6 issues in the period)	17,296	-	17,296
a. Print	13,410	-	13,410
b. Digital	9,668	-	9,668

(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	754
Allocated for Trade Shows and Conventions	111
All Other	438
TOTAL	1,303

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	16,795	97.1	16,795	97.1	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	501	2.9	501	2.9	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	17,296	100.0	17,296	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2021 Issue	Print	Digital	Unique Total Qualified*
January	13,438	9,961	17,316
February	13,402	9,599	17,354
March	13,411	10,056	17,346
April	13,414	10,197	17,414
May	13,391	9,025	17,085
June	13,402	9,166	17,258

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

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2021
 This issue is 1.5% or 253 copies below the average of the other 5 issues reported in Paragraph 2.

Business and Industry	Unique Total Qualified*	Percent of Total	Print	Digital	Classification by Title			
					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	4,008	23.5	3,456	2,075	3,700	183	74	51
Importer/Exporter	734	4.3	478	729	663	35	23	13
Broker	668	3.9	329	379	576	44	27	21
Material Recovery/Recycling Facilities	6,781	39.7	5,653	3,665	5,933	543	175	130
Sub-Total Secondary Commodity Wholesalers	12,191	71.4	9,916	6,848	10,872	805	299	215
II. SECONDARY COMMODITY GENERATORS:								
Auto Dismantler	1,759	10.3	1,716	511	1,736	15	1	7
Sub-Total Secondary Commodity Generators	1,759	10.3	1,716	511	1,736	15	1	7
III. SCRAP CONSUMERS:								
Metallic	350	2.1	266	121	308	28	9	5
Paper	349	2.0	233	148	295	29	15	10
Plastic	350	2.0	165	203	254	64	13	19
Sub-Total Scrap Consumers:	1,049	6.1	664	472	857	121	37	34
IV. OTHERS ALLIED TO THE FIELD:								
Landfill	350	2.0	283	108	307	22	15	6
Transfer Station	150	0.9	85	95	104	34	4	8
Equipment Manufacturer	166	1.0	21	159	77	49	6	34
Consultant/Engineer	496	2.9	19	491	361	65	18	52
Mill Services	122	0.7	77	47	105	10	4	3
Document Destruction	272	1.6	190	108	258	12	-	2
Hauler	368	2.2	368	41	367	1	-	-
Others allied to the field	162	0.9	52	145	144	4	4	10
Sub-Total Others Allied to the Field	2,086	12.2	1,095	1,194	1,723	197	51	115
V. OTHER PAID CIRCULATION:								
Other Paid Circulation	-	-	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-	-	-
Sub-Total Other Paid Circulation	-	-	-	-	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	17,085	100.0	13,391	9,025	15,188	1,138	388	371

*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 MAY 2021

Qualification Source	Qualified Within			Print	Digital	Unique Total Qualified*	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	15,262	1,389	-	12,957	9,025	16,651	97.5
II. Request from recipient's company:	-	-	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication (other than request):	-	-	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	434	-	-	434	-	434	2.5
Association rosters and directories	-	-	-	-	-	-	-
**Business directories	434	-	-	434	-	434	2.5
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
Other sources	-	-	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	15,696	1,389	-	13,391	9,025	17,085	100.0
PERCENT	91.9	8.1	-	78.4	52.8	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 2021

Mailing Address	Print	Digital	Unique Total Qualified*	Percent
Individuals by name and title and/or function	12,896	9,025	16,590	97.1
Individuals by name only	-	-	-	-
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	495	-	495	2.9
Single Copy Sales	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	13,391	9,025	17,085	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	Audited Data	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***:	16,330	16,400	16,434	16,602	16,665	17,296
Unique Qualified Non-Paid***:	16,330	16,400	16,434	16,602	16,665	17,296
Print:	13,310	13,308	13,304	13,228	12,846	13,410
Digital:	8,870	9,184	9,330	9,679	9,243	9,668
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 – 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 2021

State	Print	Digital	Unique Total Qualified*	Percent	State	Print	Digital	Unique Total Qualified*	Percent
Maine	94	48	108		Kentucky	216	95	234	
New Hampshire	109	53	122		Tennessee	246	161	305	
Vermont	51	27	59		Alabama	201	108	227	
Massachusetts	259	165	301		Mississippi	104	35	111	
Rhode Island	57	31	64		EAST SO. CENTRAL	767	399	877	5.1
Connecticut	190	95	221		Arkansas	164	78	183	
NEW ENGLAND	760	419	875	5.1	Louisiana	102	55	117	
New York	794	404	907		Oklahoma	51	40	70	
New Jersey	411	252	482		Texas	950	524	1,074	
Pennsylvania	645	363	760		WEST SO. CENTRAL	1,267	697	1,444	8.5
MIDDLE ATLANTIC	1,850	1,019	2,149	12.6	Montana	59	32	67	
Ohio	694	384	819		Idaho	59	23	63	
Indiana	342	193	399		Wyoming	27	12	33	
Illinois	606	401	738		Colorado	203	115	236	
Michigan	412	265	515		New Mexico	75	44	86	
Wisconsin	359	188	419		Arizona	179	117	211	
EAST NO. CENTRAL	2,413	1,431	2,890	16.9	Utah	77	45	86	
Minnesota	302	173	351		Nevada	54	36	64	
Iowa	199	109	230		MOUNTAIN	733	424	846	5.0
Missouri	334	176	375		Alaska	22	11	25	
North Dakota	27	20	32		Washington	222	113	253	
South Dakota	43	20	46		Oregon	174	92	204	
Nebraska	105	59	117		California	1,254	654	1,435	
Kansas	157	68	169		Hawaii	20	14	25	
WEST NO. CENTRAL	1,167	625	1,320	7.7	PACIFIC	1,692	884	1,942	11.4
Delaware	34	14	38		UNITED STATES	13,084	7,358	15,218	89.1
Maryland	193	110	231		U.S. Territories	11	14	16	
Washington, DC	14	11	16		Canada	286	337	529	
Virginia	299	169	348		Mexico	1	65	66	
West Virginia	72	39	79		Other International	9	1,251	1,256	
North Carolina	422	263	499		APO/FPO	-	-	-	
South Carolina	214	113	249						
Georgia	423	268	504						
Florida	764	473	911						
SOUTH ATLANTIC	2,435	1,460	2,875	16.8					
					UNIQUE TOTAL QUALIFIED CIRCULATION*	13,391	9,025	17,085	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.

PARAGRAPH 3b:

Business directories include 1 source of circulation for a quantity of 434 copies or 2.5%.

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
State	Ohio
City	Valley View
Revised	July 16, 2021
Type	BD
ID Number	R016B0J1

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.