

PUBLISHER'S STATEMENT OF MARKET REACH AND CIRCULATION



JULY – DECEMBER 2023

SUMMARY				
Print and Digital Magazine	Print	Digital	Total Unique	Direct Request
	12,829	8,924	16,999	96.9%
Website	Pageviews	Sessions	Users (unique)	%Mobile
6 month average	180,999	143,521	108,245	28.6%

E-Newsletters			
6 month average	Sent	Opened	% Opened
Recycling Today News	33,840	9,087	26.9%
Auto Shredding News	3,360	1,224	36.4%
Plastics Recycling Report	40,206	10,407	25.9%
Global Report	8,476	2,974	35.1%

WEBSITE* <small>*Powered by Google Analytics™</small>			
Month	Pageviews	Sessions	Users
July 2023	193,891	140,845	106,013
Aug. 2023	184,303	152,073	109,236
Sept. 2023	154,143	128,019	94,041
Oct. 2023	165,593	136,311	101,280
Nov. 2023	191,625	157,188	122,424
Dec. 2023	196,438	146,689	116,474

E-NEWSLETTERS			
	Sent Count	Total Opens	% Total Opens
Recycling Today News			
July 2023	31,102	8,135	26.16%
August 2023	31,722	7,915	24.95%
September 2023	35,371	8,258	23.35%
October 2023	35,539	8,419	23.69%
November 2023	34,856	10,979	31.50%
December 2023	34,447	10,817	31.40%
AVERAGE	33,840	9,087	26.9%
Auto Shredding News			
July 2023	3,304	1,126	34.1%
August 2023	3,341	1,153	34.5%
September 2023	3,326	1,073	32.3%
October 2023	3,406	1,107	32.5%
November 2023	3,380	1,204	35.6%
December 2023	3,402	1,681	49.4%
AVERAGE	3,360	1,224	36.4%

E-NEWSLETTERS			
	Sent Count	Total Opens	% Total Opens
Plastic Recycling Report			
July 2023	37,357	9,789	26.2%
August 2023	37,427	9,242	24.7%
September 2023	41,893	9,861	23.5%
October 2023	42,042	9,518	22.6%
November 2023	41,401	9,981	24.1%
December 2023	41,114	14,053	34.2%
AVERAGE	40,206	10,407	25.9%
Global Report			
July 2023	8,685	3,047	35.1%
August 2023	8,587	2,845	33.1%
September 2023	8,483	2,812	33.1%
October 2023	8,467	2,700	31.9%
November 2023	8,354	3,040	36.4%
December 2023	8,278	3,399	41.1%
AVERAGE	8,476	2,974	35.1%