

**B2B Media**

**Publisher's Statement**

6 months ended December 31, 2023

Subject to Audit

**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, brand owners and others allied to the field.



<b>TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION</b>		<b>17,119</b>
<b>AVERAGE QUALIFIED NONPAID CIRCULATION</b>		
Qualified Nonpaid Individual - Print		7,930
Qualified Nonpaid Individual - Digital		4,232
Qualified Nonpaid Individual - Print & Digital (Unduplicated)		4,957
<b>Total Qualified Nonpaid Individual</b>		<b>17,119</b>
<b>Total Average Qualified Nonpaid Circulation</b>		<b>17,119</b>

<b>AVERAGE NONQUALIFIED CIRCULATION</b>		
Nonqualified Allocated for Shows & Conventions - Print		319
<b>Total Nonqualified Allocated for Shows &amp; Conventions</b>		<b>319</b>
Nonqualified Miscellaneous, Including Staff Copies - Print		842
<b>Total Nonqualified Miscellaneous, Including Staff Copies</b>		<b>842</b>
<b>Total Average Nonqualified Circulation</b>		<b>1,161</b>

<b>CIRCULATION BY ISSUES</b>				
Issue	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Qualified Nonpaid - Print & Digital (Unduplicated)	Total Qualified Nonpaid
Jul	8,126	4,512	5,250	17,888
Aug	8,129	4,073	4,937	17,139
Sep	7,585	4,377	4,988	16,950
Oct	7,530	4,020	5,102	16,652
Nov	8,075	4,170	4,754	16,999
Dec	8,132	4,237	4,710	17,079

BUSINESS/OCCUPATIONAL ANALYSIS											
Classification by Business & Industry		Total	%	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Qualified Nonpaid - Print & Digital (Unduplicated)	Total Qualified Nonpaid	Owners/ Executives/ General Managers (1)	Supervisors, Yard Managers, other Managers	Coordinators/ Buyers	Other Titled/ Non-titled Personnel
1.	SECONDARY COMMODITY WHOLESALERS										
	a. Scrap Dealer, Processor	4,017	23.6	2,033	589	1,395	4,017	3,456	409	103	49
	b. Importer/Exporter	479	2.8	163	155	161	479	394	57	23	5
	c. Broker	563	3.3	162	288	113	563	456	61	28	18
	d. Material Recovery/Recycling Facility	6,453	38.0	3,635	949	1,869	6,453	5,213	945	200	95
	<b>Sub-Total Secondary Commodity Wholesalers</b>	<b>11,512</b>	<b>67.7</b>	<b>5,993</b>	<b>1,981</b>	<b>3,538</b>	<b>11,512</b>	<b>9,519</b>	<b>1,472</b>	<b>354</b>	<b>167</b>
2.	SECONDARY COMMODITY GENERATORS										
	a. Auto Dismantler	1,627	9.6	985	82	560	1,627	1,505	113	4	5
	<b>Sub-Total Secondary Commodity Generators</b>	<b>1,627</b>	<b>9.6</b>	<b>985</b>	<b>82</b>	<b>560</b>	<b>1,627</b>	<b>1,505</b>	<b>113</b>	<b>4</b>	<b>5</b>
3.	SCRAP CONSUMERS										
	a. Metallic	291	2	134	94	63	291	197	69	17	8
	b. Paper	235	1	103	94	38	235	169	45	16	5
	c. Plastic	247	1	51	166	30	247	139	73	9	26
	<b>Sub-Total Scrap Consumers</b>	<b>773</b>	<b>4.5</b>	<b>288</b>	<b>354</b>	<b>131</b>	<b>773</b>	<b>505</b>	<b>187</b>	<b>42</b>	<b>39</b>
4.	OTHER DISTRIBUTION										
	a. Landfill	419	2.5	230	80	109	419	242	162	12	3
	b. Transfer Station	241	1.4	111	68	62	241	144	86	9	2
	c. Equipment Manufacturer	450	2.6	53	343	54	450	217	149	9	75
	d. Consultant/Engineer	905	5.3	110	671	124	905	630	153	37	85
	e. Mill Services	83	0.5	17	47	19	83	53	18	6	6
	f. Document Destruction	141	0.8	69	36	36	141	117	21	3	
	g. Hauler	388	2.3	188	101	99	388	310	70	7	1
	h. Brand Owner	83	0.5	21	50	12	83	53	19	3	8
	i. Others allied to the field	377	2.2	10	357	10	377	372	2		3
	<b>Sub-Total Other Distribution</b>	<b>3,087</b>	<b>18.2</b>	<b>809</b>	<b>1,753</b>	<b>525</b>	<b>3,087</b>	<b>2,138</b>	<b>680</b>	<b>86</b>	<b>183</b>
	<b>Total Qualified Circulation</b>	<b>16,999</b>	<b>100.0</b>	<b>8,075</b>	<b>4,170</b>	<b>4,754</b>	<b>16,999</b>	<b>13,667</b>	<b>2,452</b>	<b>486</b>	<b>394</b>
	<b>Percent</b>	<b>100.0</b>		<b>47.5</b>	<b>24.5</b>	<b>28.0</b>	<b>100.0</b>	<b>80.4</b>	<b>14.4</b>	<b>2.9</b>	<b>2.3</b>

Note 1: Includes titles of owner, partner, president, executive, managing director and general manager.

AGE OF SOURCE ANALYSIS								
Source	Print	Digital	Print & Digital (Unduplicated)	Qualified Within				
				1 Year	2 Years	3 Years	Total	Percent
<b>Total Direct Request From Recipient</b>	7,551	4,170	4,754	14,775	1,700		16,475	96.9
<b>Total Direct Request From Recipient's Company</b>								
<b>Total Communication Other Than Request</b>								
Association								
Business Directories								
Lists								
Acquired Circulation								
Other Sources	524			524			524	3.1
<b>Total Qualified Subscriptions</b>	<b>8,075</b>	<b>4,170</b>	<b>4,754</b>	<b>15,299</b>	<b>1,700</b>		<b>16,999</b>	<b>100.0</b>
<b>Percent</b>	<b>47.5</b>	<b>24.5</b>	<b>28.0</b>	<b>90.0</b>	<b>10.0</b>		<b>100.0</b>	

MAILING ADDRESS ANALYSIS					
	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Qualified Nonpaid - Print & Digital (Unduplicated)	Total Qualified Nonpaid	Percent
Individual by Name and Title and/or Occupation	8,075	4,170	4,754	16,999	100.0
Individual by Name Only					
Title or Occupation Only					
Company Name Only					
Multicopy Same Addressee					
<b>Total Qualified Subscriptions</b>	<b>8,075</b>	<b>4,170</b>	<b>4,754</b>	<b>16,999</b>	<b>100.0</b>
<b>Total Qualified Circulation</b>	<b>8,075</b>	<b>4,170</b>	<b>4,754</b>	<b>16,999</b>	<b>100.0</b>

<b>GEOGRAPHIC ANALYSIS</b>				
<b>State</b>	<b>Qualified Nonpaid - Print</b>	<b>Qualified Nonpaid - Digital</b>	<b>Qualified Nonpaid - Print &amp; Digital (Unduplicated)</b>	<b>Total Qualified Nonpaid</b>
Alabama	154	41	66	261
Arizona	115	35	61	211
Arkansas	109	16	60	185
California	587	230	341	1,158
Colorado	101	56	51	208
Connecticut	147	52	72	271
Delaware	21	9	15	45
District of Columbia	5	13	5	23
Florida	433	187	290	910
Georgia	299	119	185	603
Idaho	47	3	17	67
Illinois	289	157	216	662
Indiana	218	79	143	440
Iowa	141	38	60	239
Kansas	120	19	44	183
Kentucky	148	44	67	259
Louisiana	99	25	44	168
Maine	75	15	32	122
Maryland	144	42	82	268
Massachusetts	177	69	110	356
Michigan	290	114	189	593
Minnesota	143	53	86	282
Mississippi	81	13	46	140
Missouri	199	52	94	345
Montana	48	12	22	82
Nebraska	67	17	38	122
Nevada	28	11	10	49
New Hampshire	66	21	33	120
New Jersey	234	108	168	510
New Mexico	58	10	24	92
New York	435	150	260	845
North Carolina	263	101	171	535
North Dakota	25	5	8	38
Ohio	431	198	273	902
Oklahoma	120	18	49	187
Oregon	97	44	44	185
Pennsylvania	449	148	273	870
Rhode Island	38	9	16	63
South Carolina	157	50	104	311
South Dakota	28	8	17	53
Tennessee	189	78	109	376
Texas	474	212	298	984
Utah	36	9	29	74
Vermont	27	6	13	46
Virginia	213	45	143	401
Washington	115	38	65	218
West Virginia	70	14	33	117
Wisconsin	168	80	99	347
Wyoming	40	7	14	61
<b>TOTAL 48 CONTERMINOUS STATES</b>	<b>8,018</b>	<b>2,880</b>	<b>4,689</b>	<b>15,587</b>
Alaska	20	7	12	39
Hawaii	15	5	11	31
<b>TOTAL ALASKA &amp; HAWAII</b>	<b>35</b>	<b>12</b>	<b>23</b>	<b>70</b>
Single Copy Sales				
U.S. Unclassified				
<b>TOTAL UNITED STATES</b>	<b>8,053</b>	<b>2,892</b>	<b>4,712</b>	<b>15,657</b>
Poss. & Other Areas	8	5	9	22
<b>U.S. &amp; POSS., etc.</b>	<b>8,061</b>	<b>2,897</b>	<b>4,721</b>	<b>15,679</b>
Canada	13	259	28	300
International	1	1,014	5	1,020
Military or Civilian Personnel Overseas				
<b>Total International</b>	<b>14</b>	<b>1,273</b>	<b>33</b>	<b>1,320</b>
E-mail Address Only				
Other Unclassified				
<b>GRAND TOTAL</b>	<b>8,075</b>	<b>4,170</b>	<b>4,754</b>	<b>16,999</b>

## NOTES

**Definition of Recipient Qualification:**

Qualified recipients are owners, executives, general managers, directors, managers/ supervisors, recycling coordinators, buyers and other titled and non-titled personnel.

**Rounding %:** Due to rounding, percentages may not always add up to 100%.

**Analyzed Issue:** The information in Business/Occupational Analysis; Age of Source Analysis; Mailing Address Analysis; and Geographic Analysis is from an analysis of the Nov issue.

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We certify that to the best of our knowledge all data set forth in this Publisher's Statement are true and report circulation in accordance with Alliance for Audited Media's Bylaws and Rules.

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