

# PUBLISHER'S STATEMENT OF MARKET REACH AND CIRCULATION



JANUARY – JUNE 2024

SUMMARY				
Print and Digital Magazine	Print	Digital	Total Unique	Direct Request
	12,575	9,227	17,060	96.3%

Website	Pageviews	Sessions	Users (unique)	%Mobile
6 month average	245,216	181,650	138,155	26.5%

E-Newsletters			
6 month average	Sent	Opened	% Opened
Recycling Today News	32,295	8,618	26.7%
Auto Shredding News	3,407	1,253	36.8%
Plastics Recycling Report	39,031	10,332	26.5%
Global Report	7,869	2,750	34.9%

WEBSITE*			
<i>*Powered by Google Analytics™</i>			
Month	Pageviews	Sessions	Users
January 2024	274,466	199,986	157,376
February 2024	243,311	176,994	133,975
March 2024	253,419	184,348	142,267
April 2024	250,149	190,947	140,106
May 2024	232,270	176,088	131,794
June 2024	217,683	161,537	123,409

E-NEWSLETTERS			
	Sent Count	Total Opens	% Total Opens
<b>Recycling Today News</b>			
January 2024	33,739	8,771	26.00%
February 2024	32,943	8,997	27.31%
March 2024	32,651	9,157	28.04%
April 2024	32,015	8,429	26.33%
May 2024	31,281	8,309	26.56%
June 2024	31,141	8,049	25.85%
<b>AVERAGE</b>	<b>32,295</b>	<b>8,618</b>	<b>26.7%</b>
<b>Auto Shredding News</b>			
January 2024	3,387	1,247	36.8%
February 2024	3,357	1,242	37.0%
March 2024	3,362	1,246	37.1%
April 2024	3,417	1,357	39.7%
May 2024	3,436	1,149	33.4%
June 2024	3,480	1,279	36.8%
<b>AVERAGE</b>	<b>3,407</b>	<b>1,253</b>	<b>36.8%</b>

E-NEWSLETTERS			
	Sent Count	Total Opens	% Total Opens
<b>Plastic Recycling Report</b>			
January 2024	40,437	10,589	26.2%
February 2024	39,569	9,995	25.3%
March 2024	39,411	10,894	27.6%
April 2024	38,936	10,129	26.0%
May 2024	38,015	9,853	25.9%
June 2024	37,819	10,533	27.9%
<b>AVERAGE</b>	<b>39,031</b>	<b>10,332</b>	<b>26.5%</b>
<b>Global Report</b>			
January 2024	8,174	2,796	34.2%
February 2024	7,966	2,785	35.0%
March 2024	7,865	2,696	34.3%
April 2024	7,812	2,746	35.1%
May 2024	7,726	2,716	35.1%
June 2024	7,670	2,760	36.0%
<b>AVERAGE</b>	<b>7,869</b>	<b>2,750</b>	<b>34.9%</b>