

B2B Media

Publisher's Statement

6 months ended June 30, 2025

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.



[Learn more about this media property at auditedmedia.com](https://auditedmedia.com)

All totals in this report represent aggregate unique recipients,
not the sum of print and digital circulation.

TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION		16,517
AVERAGE QUALIFIED NONPAID CIRCULATION		
Qualified Nonpaid Individual - Print		11,885
Qualified Nonpaid Individual - Digital		9,684
Total Qualified Nonpaid Individual		16,517
Total Average Qualified Nonpaid Circulation		16,517

AVERAGE NONQUALIFIED CIRCULATION	
Nonqualified Allocated for Shows & Conventions - Print	417
Total Nonqualified Allocated for Shows & Conventions	417
Nonqualified Miscellaneous, Including Staff Copies - Print	814
Total Nonqualified Miscellaneous, Including Staff Copies	814
Total Average Nonqualified Circulation	1,231

CIRCULATION BY ISSUES				
Issue		Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Total Qualified Nonpaid
Jan		12,060	9,567	16,690
Feb		12,065	9,583	16,525
Mar		11,007	9,460	16,295
Apr		12,052	9,640	16,495
May		12,065	9,884	16,599
Jun		12,062	9,970	16,497

BUSINESS ANALYSIS									
Classification by Business & Industry		Total	%	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	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	3,616	21.8	3,077	1,993	3,116	369	87	44
	b. Importer/Exporter	635	3.8	414	442	533	67	26	9
	c. Broker	667	4.0	337	502	552	66	27	22
	d. Material Recovery/Recycling Facility	6,334	38.2	5,312	3,405	5,118	934	181	101
	Sub-Total Secondary Commodity Wholesalers	11,252	67.8	9,140	6,342	9,319	1,436	321	176
2.	SECONDARY COMMODITY GENERATORS								
	a. Auto Dismantler	1,428	8.6	1,392	552	1,323	90	8	7
	Sub-Total Secondary Commodity Generators	1,428	8.6	1,392	552	1,323	90	8	7
3.	SCRAP CONSUMERS								
	a. Metallic	374	2.3	257	218	299	52	18	5
	b. Paper	271	1.6	183	153	222	28	15	6
	c. Plastic	291	1.8	146	201	196	60	9	26
	Sub-Total Scrap Consumers	936	5.6	586	572	717	140	42	37
4.	OTHER DISTRIBUTION								
	a. Landfill	307	1.8	216	166	158	125	19	5
	b. Transfer Station	207	1.2	126	114	112	72	17	6
	c. Equipment Manufacturer	394	2.4	16	390	191	123	5	75
	d. Consultant/Engineer	712	4.3	25	705	487	105	25	95
	e. Mill Services	92	0.6	54	63	64	17	8	3
	f. Document Destruction	149	0.9	108	91	139	7	3	
	g. Hauler	522	3.1	287	347	398	105	13	6
	h. Brand Owner	159	1.0	96	106	114	33	2	10
	i. Others allied to the field	441	2.7	19	436	306	91	28	16
	Sub-Total Other Distribution	2,983	18.0	947	2,418	1,969	678	120	216
	Total Qualified Circulation	16,599	100.0	12,065	9,884	13,328	2,344	491	436
	Percent			72.7	59.5	80.3	14.1	3.0	2.6

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

SOURCE ANALYSIS							
			Qualified Within				
Source	Print	Digital	1 Year	2 Years	3 Years	Total	Percent
Total Direct Request From Recipient	11,628	9,784	14,442	1,659		16,101	97.0
Total Direct Request From Recipient's Company							
Total Communication Other Than Request							
Membership Benefit							
Business Directories							
Lists	437	100	498			498	3.0
Acquired Circulation							
Other Sources							
Total Qualified Subscriptions	12,065	9,884	14,940	1,659		16,599	100.0
Percent	72.7	59.5	90.0	10.0		100.0	

MAILING ADDRESS ANALYSIS				
	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Total Qualified Nonpaid	Percent
Individual by Name and Title and/or Occupation	12,065	9,884	16,599	100.0
Individual by Name Only				
Title or Occupation Only				
Company Name Only				
Multicopy Same Addressee				
Total Qualified Subscriptions	12,065	9,884	16,599	100.0
Total Qualified Circulation	12,065	9,884	16,599	100.0

GEOGRAPHIC ANALYSIS			
State	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Total Qualified Nonpaid
Alabama	171	122	209
Arizona	131	106	169
Arkansas	147	75	166
California	581	515	835
Colorado	124	116	179
Connecticut	207	132	254
Delaware	33	28	44
District of Columbia	14	18	27
Florida	730	526	930
Georgia	534	362	666
Idaho	51	30	60
Illinois	445	405	610
Indiana	367	247	461
Iowa	173	106	203
Kansas	127	60	144
Kentucky	179	119	218
Louisiana	121	73	139
Maine	136	67	154
Maryland	232	143	273
Massachusetts	305	212	387
Michigan	465	319	584
Minnesota	222	161	282
Mississippi	100	52	111
Missouri	290	173	341
Montana	61	39	71
Nebraska	69	58	87
Nevada	26	25	39
New Hampshire	112	60	123
New Jersey	424	318	529
New Mexico	71	39	80
New York	750	465	902
North Carolina	484	299	593
North Dakota	30	18	35
Ohio	736	500	936
Oklahoma	141	81	150
Oregon	95	70	120
Pennsylvania	723	484	889
Rhode Island	70	42	82
South Carolina	274	186	330
South Dakota	34	24	44
Tennessee	276	205	356
Texas	697	534	910
Utah	51	42	63
Vermont	54	30	64
Virginia	371	223	435
Washington	118	99	160
West Virginia	116	61	132
Wisconsin	275	207	355
Wyoming	37	20	44
TOTAL 48 CONTERMINOUS STATES	11,980	8,296	14,975
Alaska	20	20	26
Hawaii	14	14	20
TOTAL ALASKA & HAWAII	34	34	46
Single Copy Sales			
U.S. Unclassified			
TOTAL UNITED STATES	12,014	8,330	15,021
Poss. & Other Areas	21	13	25
U.S. & POSS., etc.	12,035	8,343	15,046
Canada	26	328	339
International	4	1,213	1,214
Military or Civilian Personnel Overseas			
Total International	30	1,541	1,553
E-mail Address Only			
Other Unclassified			
GRAND TOTAL	12,065	9,884	16,599

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 Analysis; Source Analysis; Mailing Address Analysis; and Geographic Analysis is from an analysis of the May issue.

Source Analysis Projection: The figures used are based on percentages established for the November 2024 issue and projected against the totals for the May 2025 issue.

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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