

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.

FIELD SERVED

RECYCLING TODAY serves the commercial/industrial scrap processing and recycling industry. Included are dealers, processors, material recovery/recycling facilities, brokers, importers/exporters of scrap metals (ferrous and non-ferrous), secondary commodity generators, 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, traders, brokers, specialists, coordinators, buyers and other titled and non-titled personnel including company and library copies.

CHANNELS

**RECYCLING TODAY
MAGAZINE**



6 Issues in the period
16,329 average circulation

EXECUTIVE SUMMARY

Below are the Average contacts per occurrence, including frequency per period reported

	Non-Paid	Paid	Average
RECYCLING TODAY MAGAZINE Unique Total* (6 issues in the period)	16,329	-	16,329
a. Print	12,648	-	12,648
b. Digital	6,498	-	6,498
1. Requested	6,498	-	6,498
2. Non-Requested	-	-	-

*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	1,089
Allocated for Trade Shows and Conventions	505
All Other	144
TOTAL	1,739

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	15,840	97.0	15,840	97.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	490	3.0	490	3.0	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	16,330	100.0	16,330	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2016 Issue	Print	Digital	Unique Total Qualified*
January	12,699	6,250	16,019
February	12,696	6,354	16,206
March	12,686	6,389	16,243
April	12,658	6,517	16,349
May	12,603	6,511	16,375
June	12,549	6,967	16,784

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

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2016
 This issue is 0.3% or 55 copies above the average of the other 5 issues reported in Paragraph 2.

BUSINESS AND INDUSTRY	UNIQUE TOTAL QUALIFIED*	PERCENT OF TOTAL	Print		CLASSIFICATION BY TITLE			
			Print	Digital	Owners/ Executives/ General Managers (Note 1)	Directors/ Managers/ Traders/ Brokers (Note 2)	Specialists/ Coordinators/ Buyers (Note 3)	Other Titled/ Non-Titled Personnel (Note 4)
I. SECONDARY COMMODITY WHOLESALERS:								
Scrap Dealer, Processor	4,568	27.9	4,021	1,522	3,645	685	91	147
Importer/Exporter	256	1.5	116	179	182	38	18	18
Broker	421	2.6	245	259	292	63	25	41
Material Recovery/Recycling Facilities	5,813	35.5	4,629	2,163	3,576	1,753	188	296
Sub-Total Secondary Commodity Wholesalers	11,058	67.5	9,011	4,123	7,695	2,539	322	502
II. SECONDARY COMMODITY GENERATORS:								
Auto Dismantler	1,410	8.6	1,161	406	1,181	206	5	18
Sub-Total Secondary Commodity Generators	1,410	8.6	1,161	406	1,181	206	5	18
III. SCRAP CONSUMERS:								
Metallic	225	1.4	161	91	140	52	15	18
Paper	122	0.8	72	70	61	35	12	14
Plastic	118	0.7	48	88	63	26	18	11
Sub-Total Scrap Consumers: Consumers	465	2.9	281	249	264	113	45	43
IV. OTHERS ALLIED TO THE FIELD:								
Landfill	679	4.1	519	223	159	441	25	54
Transfer Station	530	3.2	393	193	144	318	27	41
Equipment Manufacturer	374	2.3	160	265	173	84	8	109
Consultant/Engineer	381	2.3	147	280	227	74	15	65
Mill Services	59	0.4	35	31	27	24	2	6
Document Destruction	114	0.7	72	62	81	23	2	8
Hauler	773	4.7	651	273	585	152	9	27
Others allied to the field	532	3.3	173	406	238	136	82	76
Sub-Total Others Allied to the Field	3,442	21.0	2,150	1,733	1,634	1,252	170	386
V. OTHER PAID CIRCULATION:								
Other Paid Circulation	-	-	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-	-	-
Sub-Total Other Paid Circulation	-	-	-	-	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	16,375	100.0	12,603	6,511	10,774	4,110	542	949

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

Note 1: Includes titles of owner, partner, president, vice president, executive/corporate officer and general manager.

Note 2: Includes titles of managing director, director, superintendent, supervisor, foreman, yard manager, manager, trader and broker.

Note 3: Includes titles of specialist, recycling coordinator, other coordinator, purchaser and buyer.

Note 4: Includes other miscellaneous titled, non-titled personnel and other company library copies.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2016

QUALIFICATION SOURCE	Qualified Within			Print	Digital	Unique Total Qualified*	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	13,692	1,484	-	11,404	6,511	15,176	92.7
II. Request from recipient's company:	-	-	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	1,199	-	-	1,199	-	1,199	7.3
**Association rosters and directories	342	-	-	342	-	342	2.1
**Business directories	857	-	-	857	-	857	5.2
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
Other sources	-	-	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	14,891	1,484	-	12,603	6,511	16,375	100.0
PERCENT	90.9	9.1	-	77.0	39.8	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 2016

MAILING ADDRESS	Print	Digital	Unique Total Qualified*	Percent
Individuals by name and title and/or function	12,112	6,511	15,884	97.0
Individuals by name only	-	-	-	-
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	491	-	491	3.0
Single Copy Sales	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	12,603	6,511	16,375	100.0

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

