

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.

GIE Media Inc.
5811 Canal Rd.
Valley View, OH 44125
Tel. No.: (800) 546-0707
Fax No.: (216) 525-0515
www.recyclingtoday.com

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 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 and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

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

CHANNELS

**RECYCLING TODAY
MAGAZINE**



6 Issues in the period
17,000 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)	17,000	-	17,000
a. Print	12,245	-	12,245
b. Digital	7,939	-	7,939
1. Requested	7,939	-	7,939
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	1,019
Allocated for Trade Shows and Conventions	323
All Other	145
TOTAL	1,487

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	16,507	97.1	16,507	97.1	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	493	2.9	493	2.9	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	17,000	100.0	17,000	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2016 Issue	Print	Digital	Unique Total Qualified*
July	12,573	6,943	16,797
August	12,901	7,589	17,761
September	13,214	8,898	19,395
October	11,765	7,803	15,965
November	11,753	8,128	16,014
December	11,262	8,272	16,067

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

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2016

This issue is 6.9% or 1,183 copies below the average of the other 5 issues reported in Paragraph 2.

BUSINESS AND INDUSTRY	UNIQUE TOTAL QUALIFIED*	PERCENT OF TOTAL	CLASSIFICATION BY TITLE					
			Print	Digital	Owners/ Executives/ General Managers (Note 1)	Managers (Note 2)	Coordinators/ Buyers (Note 3)	Other Titled/ Non-Titled Personnel (Note 4)
I. SECONDARY COMMODITY WHOLESALERS:								
Scrap Dealer, Processor	3,428	21.4	1,460	1,968	2,791	466	94	77
Importer/Exporter	319	2.0	233	242	259	33	17	10
Broker	522	3.3	423	362	407	56	33	26
Material Recovery/Recycling Facilities	6,940	43.3	6,609	2,715	4,819	1,763	174	184
Sub-Total Secondary Commodity Wholesalers	11,209	70.0	8,725	5,287	8,276	2,318	318	297
II. SECONDARY COMMODITY GENERATORS:								
Auto Dismantler	1,342	8.4	960	752	1,119	202	8	13
Sub-Total Secondary Commodity Generators	1,342	8.4	960	752	1,119	202	8	13
III. SCRAP CONSUMERS:								
Metallic	206	1.3	171	88	122	52	22	10
Paper	158	1.0	119	100	93	46	12	7
Plastic	113	0.7	59	90	66	21	14	12
Sub-Total Scrap Consumers: Consumers	477	3.0	349	278	281	119	48	29
IV. OTHERS ALLIED TO THE FIELD:								
Landfill	475	3.0	416	203	179	257	20	19
Transfer Station	337	2.1	257	143	132	170	20	15
Equipment Manufacturer	421	2.6	190	331	210	117	7	87
Consultant/Engineer	412	2.6	140	318	274	68	18	52
Mill Services	53	0.3	30	28	29	14	4	6
Document Destruction	267	1.7	139	159	192	65	2	8
Hauler	583	3.6	382	280	468	92	7	16
Others allied to the field	438	2.7	165	349	110	82	49	197
Sub-Total Others Allied to the Field	2,986	18.6	1,719	1,811	1,594	865	127	400
V. OTHER PAID CIRCULATION:								
Other Paid Circulation	-	-	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-	-	-
Sub-Total Other Paid Circulation	-	-	-	-	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	16,014	100.0	11,753	8,128	11,270	3,504	501	739

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

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

Note 2: Includes titles of supervisor, yard manager and manager.

Note 3: Includes titles of recycling coordinator 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 NOVEMBER 2016

QUALIFICATION SOURCE	Qualified Within			Print	Digital	Unique Total Qualified*	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	13,241	1,490	-	10,470	8,128	14,731	92.0
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):	1,283	-	-	1,283	-	1,283	8.0
Association rosters and directories	-	-	-	-	-	-	-
**Business directories	1,283	-	-	1,283	-	1,283	8.0
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
Other sources	-	-	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	14,524	1,490	-	11,753	8,128	16,014	100.0
PERCENT	90.7	9.3	-	73.3	50.7	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 NOVEMBER 2016

MAILING ADDRESS	Print	Digital	Unique Total Qualified*	Percent
Individuals by name and title and/or function	11,289	8,128	15,550	97.1
Individuals by name only	-	-	-	-
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	464	-	464	2.9
Single Copy Sales	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	11,753	8,128	16,014	100.0

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

