

## B2B Media

### Publisher's Statement

6 months ended December 31, 2024

Subject to Audit

### Field Served:

FFJournal serves industrial establishments that fabricate, stamp and/or finish metals and plants that assemble these metal components into end products. Industries included are fabricated metal products and machinery except electrical, electric and electronic equipment and transportation equipment.



TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION		40,856
AVERAGE QUALIFIED NONPAID CIRCULATION		
Qualified Nonpaid Individual - Print		29,852
Qualified Nonpaid Individual - Digital		11,004
<b>Total Qualified Nonpaid Individual</b>		<b>40,856</b>
<b>Total Average Qualified Nonpaid Circulation</b>		<b>40,856</b>

AVERAGE NONQUALIFIED CIRCULATION	
Nonqualified Miscellaneous, Including Staff Copies - Print	1,223
Nonqualified Miscellaneous, Including Staff Copies - Digital	12
<b>Total Nonqualified Miscellaneous, Including Staff Copies</b>	<b>1,235</b>
<b>Total Average Nonqualified Circulation</b>	<b>1,235</b>

CIRCULATION BY ISSUES				
Issue		Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Total Qualified Nonpaid
Jul		30,016	10,840	40,856
Aug		30,010	10,846	40,856
Sep		30,010	10,846	40,856
Oct		29,016	11,840	40,856
Nov		30,037	10,819	40,856
Dec		30,021	10,835	40,856

BUSINESS ANALYSIS										
Classification by Business & Industry		Total	%	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Job Title				
						Corporate Officials, President- Owner, Vice President- General Manager, Treasurer- Secretary, Controller	Chief Engineer, Plant Manager, Production Superintendent, Department Managers, Chief Metallurgist, Chief Chemist	Engineers, Manufacturing Engineers, Metallurgists, Designers, Production Men, Chemists, Supervisors, Foremen	Buyers, Salespersons and other Purchasing and Sales Titles	Other Titled and Non-Titled Personnel Within the Field Served
<b>1. FABRICATED METAL PRODUCTS</b>										
Metal cans and shipping containers		1,177	2.9	863	314	816	202	76	83	
Cutlery, hand tools, general hardware		1,946	4.8	1,382	564	1,316	302	151	177	
Heating equipment and plumbing fixtures		1,694	4.1	1,224	470	975	371	139	209	
Fabricated structural metal products		7,871	19.3	5,597	2,274	5,164	1,292	729	686	
Screw machine products (Bolts, nuts, screws, rivets, and washers)		695	1.7	496	199	459	96	55	85	
Metal forging and stampings		1,112	2.7	800	312	678	217	141	76	
Coating engraving and allied services		2,360	5.8	1,770	590	1,643	362	193	162	
Ordnance and Accessories		203	0.5	159	44	143	31	18	11	
Miscellaneous fabricated metal products		7,994	19.6	5,684	2,310	5,572	1,132	602	688	
<b>Sub-Total Fabricated Metal Products</b>		<b>25,052</b>	<b>61.3</b>	<b>17,975</b>	<b>7,077</b>	<b>16,766</b>	<b>4,005</b>	<b>2,104</b>	<b>2,177</b>	
<b>2. MACHINERY, EXCEPT ELECTRICAL</b>										
Engines and turbines		478	1.2	307	171	313	56	82	27	
Farm/garden machinery and equipment		875	2.1	717	158	565	147	76	87	
Construction, mining, materials handling machinery and equipment		1,441	3.5	1,145	296	883	273	123	162	
Metal working machinery and equipment		1,485	3.6	1,134	351	1,016	207	133	129	
Special industry machinery		855	2.1	672	183	581	116	60	98	
General industrial machinery and equipment		1,238	3.0	917	321	764	166	153	155	
Computer and office equipment		259	0.6	183	76	182	22	28	27	
Refrigeration and service industry machinery		550	1.3	431	119	326	94	63	67	
Miscellaneous industrial & commercial machinery and equipment		2,446	6.0	1,825	621	1,642	349	267	188	
<b>Sub-Total Machinery, Except Electrical</b>		<b>9,627</b>	<b>23.6</b>	<b>7,331</b>	<b>2,296</b>	<b>6,272</b>	<b>1,430</b>	<b>985</b>	<b>940</b>	
<b>3. ELECTRIC AND ELECTRONIC EQUIPMENT</b>										
Electric transmission and distribution equipment		105	0.3	72	33	63	23	8	11	
Electrical industrial apparatus		119	0.3	75	44	81	16	10	12	
Household appliances		61	0.1	42	19	39	12	7	3	

BUSINESS ANALYSIS (Continued)										
Classification by Business & Industry		Total	%	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Job Title				
						Corporate Officials, President- Owner, Vice President- General Manager, Treasurer- Secretary, Controller	Chief Engineer, Plant Manager, Production Superintendent, Department Managers, Chief Metallurgist, Chief Chemist	Engineers, Manufacturing Engineers, Metallurgists, Designers, Production Men, Chemists, Supervisors, Foremen	Buyers, Salespersons and other Purchasing and Sales Titles	Other Titled and Non-Titled Personnel Within the Field Served
	Electric lighting and wiring equipment	157	0.4	113	44	108	29	9	11	
	Household audio & video and audio recordings	40	0.1	28	12	28	6	3	3	
	Communications equipment	99	0.2	83	16	81	8	5	5	
	Electronic components and accessories	112	0.3	85	27	83	10	4	15	
	Miscellaneous electrical machinery, equipment and supplies	281	0.7	197	84	182	58	9	32	
	<b>Sub-Total Electric And Electronic Equipment</b>	<b>974</b>	<b>2.4</b>	<b>695</b>	<b>279</b>	<b>665</b>	<b>162</b>	<b>55</b>	<b>92</b>	
<b>4.</b>	<b>TRANSPORTATION EQUIPMENT</b>									
	Motor vehicles & motor vehicle equipment	3,136	7.7	2,514	622	2,188	513	212	223	
	Aircraft and parts	528	1.3	392	136	366	80	57	25	
	Ship/boat building and repairing	591	1.4	435	156	427	81	51	32	
	Railroad equipment	98	0.2	67	31	57	20	10	11	
	Motorcycles, bicycles, and parts	157	0.4	115	42	123	13	12	9	
	Guided missiles and space vehicles and parts	16	0.0	13	3	6	3	7		
	Miscellaneous transportation equipment	677	1.7	500	177	438	125	44	70	
	<b>Sub-Total Transportation Equipment</b>	<b>5,203</b>	<b>12.7</b>	<b>4,036</b>	<b>1,167</b>	<b>3,605</b>	<b>835</b>	<b>393</b>	<b>370</b>	
	Others Allied to the Field									
	<b>Total Qualified Circulation</b>	<b>40,856</b>	<b>100.0</b>	<b>30,037</b>	<b>10,819</b>	<b>27,308</b>	<b>6,432</b>	<b>3,537</b>	<b>3,579</b>	
	<b>Percent</b>	<b>100.0</b>		<b>73.5</b>	<b>26.5</b>	<b>66.8</b>	<b>15.7</b>	<b>8.7</b>	<b>8.8</b>	

SOURCE ANALYSIS				
Source	Print	Digital	Total	Percent
Total Direct Request From Recipient	30,037	10,819	40,856	100.0
Total Direct Request From Recipient's Company				
Total Communication Other Than Request				
Membership Benefit				
Business Directories				
Lists				
Acquired Circulation				
Other Sources				
Total Qualified Subscriptions	30,037	10,819	40,856	100.0
Percent	73.5	26.5	100.0	
Single Copy Sales				
Total Qualified Circulation			40,856	

Although age is not reported all qualified circulation is sourced within 24 months of the analyzed issue.

MAILING ADDRESS ANALYSIS				
	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Total Qualified Nonpaid	Percent
Individual by Name and Title and/or Occupation	30,037	10,819	40,856	100.0
Individual by Name Only				
Title or Occupation Only				
Company Name Only				
Multicopy Same Addressee				
Total Qualified Subscriptions	30,037	10,819	40,856	100.0
Total Qualified Circulation	30,037	10,819	40,856	100.0

GEOGRAPHIC ANALYSIS			
State	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Total Qualified Nonpaid
Alabama	563	208	771
Arizona	450	162	612
Arkansas	326	109	435
California	2,473	951	3,424
Colorado	460	204	664
Connecticut	454	183	637
Delaware	72	34	106
District of Columbia	5		5
Florida	1,413	532	1,945
Georgia	770	275	1,045
Idaho	236	75	311
Illinois	1,471	526	1,997
Indiana	833	310	1,143
Iowa	545	145	690
Kansas	447	145	592
Kentucky	360	112	472
Louisiana	595	187	782
Maine	136	51	187
Maryland	298	117	415
Massachusetts	582	220	802
Michigan	1,383	540	1,923
Minnesota	767	248	1,015
Mississippi	269	56	325
Missouri	761	245	1,006
Montana	187	54	241
Nebraska	281	97	378
Nevada	169	64	233
New Hampshire	164	70	234
New Jersey	606	237	843
New Mexico	155	69	224
New York	1,241	426	1,667
North Carolina	842	312	1,154
North Dakota	148	37	185
Ohio	1,617	583	2,200
Oklahoma	503	176	679
Oregon	462	165	627
Pennsylvania	1,454	500	1,954
Rhode Island	105	49	154
South Carolina	367	123	490
South Dakota	147	37	184
Tennessee	656	249	905
Texas	2,383	871	3,254
Utah	318	140	458
Vermont	71	22	93
Virginia	492	185	677
Washington	611	240	851
West Virginia	138	42	180
Wisconsin	1,014	354	1,368
Wyoming	78	26	104
<b>TOTAL 48 CONTERMINOUS STATES</b>	<b>29,878</b>	<b>10,763</b>	<b>40,641</b>
Alaska	96	33	129
Hawaii	63	10	73
<b>TOTAL ALASKA &amp; HAWAII</b>	<b>159</b>	<b>43</b>	<b>202</b>
Single Copy Sales			
U.S. Unclassified			
<b>TOTAL UNITED STATES</b>	<b>30,037</b>	<b>10,806</b>	<b>40,843</b>
Poss. & Other Areas			
<b>U.S. &amp; POSS., etc.</b>	<b>30,037</b>	<b>10,806</b>	<b>40,843</b>
Canada		9	9
International		4	4
Military or Civilian Personnel Overseas			
<b>Total International</b>		<b>13</b>	<b>13</b>
E-mail Address Only			
Other Unclassified			
<b>GRAND TOTAL</b>	<b>30,037</b>	<b>10,819</b>	<b>40,856</b>

## NOTES

**Definition of Recipient Qualification:**

Qualified recipients are corporate officials, presidents-owners, vice presidents-general managers, treasurers-secretaries, controllers, chief engineers, plant managers, production superintendents, department managers, chief metallurgists, chief chemists, engineers, manufacturing engineers, designers, production men, chemists, supervisors, foremen, buyers, salespersons and other purchasing and sales titles and other titled and non-titled personnel within the field served.

**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 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.

**Frequency:** 11 times per year  
**Format:** Standard

**Established:** 2004  
**AAM Member Since:** 2005  
**Member #:** 06-3019-7  
**SRDS:** 88

Parent Company: Trend Publishing Inc.

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**Published by:**  
Trend Publishing Inc.  
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Chicago, IL 60602  
T: (312) 654-2300  
[www.ffjournal.net](http://www.ffjournal.net)