

B2B Media

Publisher's Statement

6 months ended December 31, 2024

Subject to Audit

Field Served:

MODERN METALS serves Metal Service Centers and offices, and others allied to the field.



TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION		15,436
AVERAGE QUALIFIED NONPAID CIRCULATION		
Qualified Nonpaid Individual - Print		10,085
Qualified Nonpaid Individual - Digital		5,351
Total Qualified Nonpaid Individual		15,436
Total Average Qualified Nonpaid Circulation		15,436

AVERAGE NONQUALIFIED CIRCULATION	
Nonqualified Allocated for Shows & Conventions - Print	117
Total Nonqualified Allocated for Shows & Conventions	117
Nonqualified Miscellaneous, Including Staff Copies - Print	854
Nonqualified Miscellaneous, Including Staff Copies - Digital	9
Total Nonqualified Miscellaneous, Including Staff Copies	863
Total Average Nonqualified Circulation	980

CIRCULATION BY ISSUES			
Issue	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Total Qualified Nonpaid
Jul	10,077	5,358	15,435
Aug	10,085	5,350	15,435
Sep	10,084	5,352	15,436
Oct	10,084	5,352	15,436
Nov	10,103	5,333	15,436
Dec	10,074	5,362	15,436

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, 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
1.	Metals service centers and offices	15,436	100.0	10,103	5,333	8,695	3,518	654	2,505	64
	Others Allied to the Field									
	Total Qualified Circulation	15,436	100.0	10,103	5,333	8,695	3,518	654	2,505	64
	Percent	100.0		65.5	34.5	56.3	22.8	4.2	16.2	0.4

SOURCE ANALYSIS				
Source	Print	Digital	Total	Percent
Total Direct Request From Recipient	10,103	5,333	15,436	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	10,103	5,333	15,436	100.0
Percent	65.5	34.5	100.0	
Single Copy Sales				
Total Qualified Circulation			15,436	

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	10,103	5,333	15,436	100.0
Individual by Name Only				
Title or Occupation Only				
Company Name Only				
Multicopy Same Addressee				
Total Qualified Subscriptions	10,103	5,333	15,436	100.0
Total Qualified Circulation	10,103	5,333	15,436	100.0

GEOGRAPHIC ANALYSIS

State	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Total Qualified Nonpaid
Alabama	198	107	305
Arizona	156	84	240
Arkansas	122	55	177
California	929	488	1,417
Colorado	193	86	279
Connecticut	161	78	239
Delaware	23	9	32
District of Columbia	1	1	2
Florida	582	298	880
Georgia	279	128	407
Idaho	83	25	108
Illinois	579	341	920
Indiana	231	125	356
Iowa	95	50	145
Kansas	117	53	170
Kentucky	120	60	180
Louisiana	168	99	267
Maine	32	11	43
Maryland	75	38	113
Massachusetts	163	83	246
Michigan	380	217	597
Minnesota	174	117	291
Mississippi	77	30	107
Missouri	205	153	358
Montana	46	19	65
Nebraska	58	30	88
Nevada	49	31	80
New Hampshire	40	21	61
New Jersey	219	133	352
New Mexico	85	43	128
New York	415	191	606
North Carolina	265	116	381
North Dakota	37	9	46
Ohio	572	307	879
Oklahoma	201	109	310
Oregon	138	59	197
Pennsylvania	506	279	785
Rhode Island	31	22	53
South Carolina	130	84	214
South Dakota	41	18	59
Tennessee	234	103	337
Texas	1,001	488	1,489
Utah	102	64	166
Vermont	14	5	19
Virginia	161	55	216
Washington	218	113	331
West Virginia	50	20	70
Wisconsin	233	124	357
Wyoming	29	11	40
TOTAL 48 CONTERMINOUS STATES	10,018	5,190	15,208
Alaska	55	24	79
Hawaii	30	17	47
TOTAL ALASKA & HAWAII	85	41	126
Single Copy Sales			
U.S. Unclassified			
TOTAL UNITED STATES	10,103	5,231	15,334
Poss. & Other Areas		1	1
U.S. & POSS., etc.	10,103	5,232	15,335
Canada		67	67
International		34	34
Military or Civilian Personnel Overseas			
Total International		101	101
E-mail Address Only			
Other Unclassified			
GRAND TOTAL	10,103	5,333	15,436

NOTES

Definition of Recipient Qualification:

Qualified recipients are Corporate Officials, President, Owner, Vice President, General Manager, Treasurer-Secretary, Controller, Chief Engineer, Plant Manager, Production Superintendent, Department Managers, Chief Metallurgist, Chief Chemist, Engineers, Metallurgists, 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.

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

Allocated for Shows and Conventions

Represents copies delivered to the following Trade Shows:

Trade Show	Location	Show Dates	Issues	Copies Delivered
National Coil Coating Association	Chicago, IL.	Sep. 22-25	September	100
North American Stell Alliance	Atlanta, GA.	Oct. 21-22	October	175
Metalcon	Atlanta, GA	Oct. 21-22	October	75
Fabtech	Orlando, FL.	Oct. 15-17	October	350

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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