

B2B Media

Publisher's Statement

6 months ended June 30, 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		10,100
Qualified Nonpaid Individual - Digital		5,336
Total Qualified Nonpaid Individual		15,436
Total Average Qualified Nonpaid Circulation		15,436

AVERAGE NONQUALIFIED CIRCULATION	
Nonqualified Allocated for Shows & Conventions - Print	60
Total Nonqualified Allocated for Shows & Conventions	60
Nonqualified Miscellaneous, Including Staff Copies - Print	968
Nonqualified Miscellaneous, Including Staff Copies - Digital	4
Total Nonqualified Miscellaneous, Including Staff Copies	972
Total Average Nonqualified Circulation	1,032

CIRCULATION BY ISSUES			
Issue	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Total Qualified Nonpaid
Jan	10,102	5,334	15,436
Feb	10,102	5,334	15,436
Mar	10,112	5,324	15,436
Apr	10,105	5,331	15,436
May	10,079	5,357	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	10,079	5,357	8,721	3,573	654	2,488	
	Others Allied to the Field									
	Total Qualified Circulation	15,436	100.0	10,079	5,357	8,721	3,573	654	2,488	
	Percent	100.0		65.3	34.7	56.5	23.1	4.2	16.1	

SOURCE ANALYSIS				
Source	Print	Digital	Total	Percent
Total Direct Request From Recipient	10,079	5,357	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	10,079	5,357	15,436	100.0
Percent	65.3	34.7	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	10,079	5,357	15,436	100.0
Individual by Name Only				
Title or Occupation Only				
Company Name Only				
Multicopy Same Addressee				
Total Qualified Subscriptions	10,079	5,357	15,436	100.0
Total Qualified Circulation	10,079	5,357	15,436	100.0

GEOGRAPHIC ANALYSIS

State	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Total Qualified Nonpaid
Alabama	201	108	309
Arizona	150	83	233
Arkansas	126	54	180
California	921	498	1,419
Colorado	194	85	279
Connecticut	159	80	239
Delaware	26	7	33
District of Columbia	1	1	2
Florida	579	299	878
Georgia	279	130	409
Idaho	81	28	109
Illinois	566	347	913
Indiana	221	132	353
Iowa	89	52	141
Kansas	114	54	168
Kentucky	122	59	181
Louisiana	174	93	267
Maine	31	11	42
Maryland	72	40	112
Massachusetts	161	85	246
Michigan	382	213	595
Minnesota	174	118	292
Mississippi	74	32	106
Missouri	202	155	357
Montana	46	19	65
Nebraska	58	30	88
Nevada	47	32	79
New Hampshire	41	22	63
New Jersey	212	137	349
New Mexico	87	42	129
New York	414	190	604
North Carolina	262	117	379
North Dakota	38	9	47
Ohio	560	315	875
Oklahoma	203	103	306
Oregon	147	55	202
Pennsylvania	499	286	785
Rhode Island	33	22	55
South Carolina	137	81	218
South Dakota	41	18	59
Tennessee	240	101	341
Texas	1,015	486	1,501
Utah	101	63	164
Vermont	14	6	20
Virginia	161	56	217
Washington	225	111	336
West Virginia	50	20	70
Wisconsin	235	122	357
Wyoming	30	12	42
TOTAL 48 CONTERMINOUS STATES	9,995	5,219	15,214
Alaska	52	25	77
Hawaii	31	16	47
TOTAL ALASKA & HAWAII	83	41	124
Single Copy Sales			
U.S. Unclassified			
TOTAL UNITED STATES	10,078	5,260	15,338
Poss. & Other Areas		1	1
U.S. & POSS., etc.	10,078	5,261	15,339
Canada	1	64	65
International		32	32
Military or Civilian Personnel Overseas			
Total International	1	96	97
E-mail Address Only			
Other Unclassified			
GRAND TOTAL	10,079	5,357	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 May issue.

Allocated for Shows and Conventions

Represents copies delivered to the following Trade Shows:

Trade Show	Location	Show Dates	Issues	Copies Delivered
Nascc Steel Conference	San Antonio, TX	March 20-22	Mar	100
Tampa Stell Conference	Tampa Bay, FL.	January 28-30	Jan	200

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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