Percent of circulation that are metal service centers and offices
46.8%

SERVICE CENTERS

SERVICE CENTER CIRCULATION

As a leading metalworking publication with 46.8% of its total circulation to service centers, *Modern Metals*' 16,065 service center recipients have come to rely on us for a comprehensive and balanced approach to metal distribution.

SERVICE CENTER COVERAGE IN EVERY ISSUE

Stay current in 2010 with *Modern Metals*' coverage of service center operations, materials and processing technologies. In addition to our extensive feature coverage, in every issue, Service Center News focuses on installations, people and news. *Modern Metals*' service center coverage also includes these special reports:

- **8th Annual Metals Consuming Industries Survey — January**
- **National Association of Steel Pipe Distributors (NASPD) Membership Guide — February**
- **Annual Copper & Brass Servicenter (CBSA) Membership Guide — March**
- **Annual North American Steel Alliance (NASA) Membership Guide — April**
- **Metal Service Center Institute (MSCI) Annual Meeting (Sponsor) — April**
- **Special Report: Annual Editorial Advisory Board Roundtable — May**
- **Special report: Annual Economic Forecast/End-Use Markets— October**

TOTAL SERVICE CENTER CIRCULATION

16,065

Corporate Officials	Chief Engineers	Engineers	Purchasing/Sales
9,338	3,307	428	2,992

SOURCE: *MODERN METALS* JUNE 2009 BPA

SERVICE CENTER EDITORIAL HIGHLIGHTS

JANUARY
Special Report: 8th Annual Metals Consuming Industries Survey
Mills & Materials: Aluminum
Product Focus: Sheet

FEBRUARY
National Association of Steel Pipe Distributors (NASPD) Membership Guide
Service Centers
Mills & Materials: Stainless Steel
Product Focus: Plate

MARCH
Copper & Brass Servicenter Association (CBSA) Membership Guide
Mills & Materials: Copper & Brass
Product Focus: Bar

APRIL
MSCI Annual Meeting Issue (Opening Breakfast Sponsor)
Special Report: Service Centers
North American Steel Alliance (NASA) Membership Guide
Mills & Materials: Titanium
Product Focus: Steel Sheet

MAY
Special Report: Annual Editorial Advisory Board Roundtable
Service Centers
Mills & Materials: Aluminum
Product Focus: Plate

JULY
Mills & Materials: Stainless Steel
Product Focus: Sheet

AUGUST
Service Centers
Mills & Materials: Copper & Brass
Product Focus: Bar

SEPTEMBER
National Coil Coating Association (NCCA) Membership Guide
Service Centers
Mills & Materials: Stainless Steel
Product Focus: Steel Sheet

OCTOBER
Special Report: Annual Economic Forecast/End-Use Markets
Service Centers
Mills & Materials: Titanium
Product Focus: Plate

NOVEMBER
Steel Tube Institute of North America (STINA) Membership Guide
Special Report: Aluminum Forecast
Service Centers
Mills & Materials: Aluminum
Product Focus: Steel Sheet

DECEMBER
Mills & Materials: Copper & Brass
Product Focus: Bar

BONUS DISTRIBUTION

FEBRUARY
National Association of Steel Pipe Distributors (NASPD) Annual Convention
February 25-27, Las Vegas, NV

MARCH
Copper & Brass Servicenter Association (CBSA) Annual Meeting
March 31-April 2, Bonita Springs, FL

APRIL
Metals Service Center Institute (MSCI) Annual Meeting (Sponsor)
May 2-4, Boca Raton, FL

North American Steel Alliance (NASA) Annual Meeting
April 18-20, Las Vegas, NV