

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.

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MODERN METALS covers the metal service center industry. Monthly editorial includes company case studies, market reports, company profiles, manufacturing technologies and financials.

MAGAZINE CHANNEL FORMAT - PRINT AND DIGITAL ISSUES

MODERN METALS is produced in print and digital formats. The editorial for the print copy is the same for all recipients. The digital format is written and designed for the digital reading experience, accessed by a computer, mobile phone, or tablet. Digital formats may include features such as videos and surveys allowing for user interaction with the brand.

FIELD SERVED

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

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.

CHANNELS

MODERN METALS PRINT AND DIGITAL MAGAZINE



EXECUTIVE SUMMARY

Below are the average contacts per occurrence, including frequency per period reported.

	Non-Paid	Paid	Average
MODERN METALS PRINT AND DIGITAL MAGAZINE (5 issues in the period)	15,336	-	15,336
a. Print	10,116	-	10,116
b. Digital	5,220	-	5,220

(See Paragraph 3b for Source)

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	26
Advertiser and Agency	1,053
*Allocated for Trade Shows and Conventions	55
All Other	643
TOTAL	1,777

*See Additional Data

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	15,336	100.0	15,336	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	15,336	100.0	15,336	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2022 Issue	Print	Digital	Total Qualified
January	10,198	5,138	15,336
February	10,224	5,112	15,336
March	10,054	5,282	15,336
April	10,054	5,282	15,336
May	10,048	5,288	15,336

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2022

This issue is equal to the average of the other 4 issues reported in Paragraph 2.

Business and Industry	Total Qualified	Percent of Total	Print	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
Metals service centers and offices	15,336	100.0	10,048	5,288	8,860	3,704	513	2,259	-
Other	-	-	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	15,336	100.0	10,048	5,288	8,860	3,704	513	2,259	-
PERCENT	100.0		65.5	34.5	57.8	24.2	3.3	14.7	-

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2022

Qualification Source	Print	Digital	Total Qualified	Percent
I. Direct Request:	10,048	5,288	15,336	100.0
II. Request from recipient's company:	-	-	-	-
III. Membership Benefit:	-	-	-	-
IV. Communication (other than request):	-	-	-	-
V. TOTAL – Sources other than above (listed alphabetically):	-	-	-	-
Association rosters and directories	-	-	-	-
Business directories	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-
Other sources	-	-	-	-
VI. Single Copy Sales:	-	-	-	-
TOTAL QUALIFIED CIRCULATION	10,048	5,288	15,336	100.0
PERCENT	65.5	34.5	100.0	

*Note: Although age is not reported, all qualified circulation must be sourced within 24 months of the analyzed issue.

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2022

Mailing Address	Print	Digital	Total Qualified	Percent
Individuals by name and title and/or function	10,048	5,288	15,336	100.0
Individuals by name only	-	-	-	-
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION	10,048	5,288	15,336	100.0

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2022

State	Print	Digital	Total Qualified	Percent	State	Print	Digital	Total Qualified	Percent
Maine	32	9	41		Kentucky	126	57	183	
New Hampshire	41	19	60		Tennessee	227	113	340	
Vermont	10	10	20		Alabama	201	106	307	
Massachusetts	166	80	246		Mississippi	53	33	86	
Rhode Island	33	20	53		EAST SO. CENTRAL	607	309	916	6.0
Connecticut	145	73	218		Arkansas	137	57	194	
NEW ENGLAND	427	211	638	4.2	Louisiana	189	89	278	
New York	240	198	438		Oklahoma	202	101	303	
New Jersey	224	143	367		Texas	1,046	467	1,513	
Pennsylvania	510	287	797		WEST SO. CENTRAL	1,574	714	2,288	14.9
MIDDLE ATLANTIC	974	628	1,602	10.4	Montana	56	21	77	
Ohio	519	329	848		Idaho	84	29	113	
Indiana	233	136	369		Wyoming	35	8	43	
Illinois	487	392	879		Colorado	191	90	281	
Michigan	368	226	594		New Mexico	88	35	123	
Wisconsin	216	113	329		Arizona	162	74	236	
EAST NO. CENTRAL	1,823	1,196	3,019	19.7	Utah	120	59	179	
Minnesota	186	115	301		Nevada	53	28	81	
Iowa	86	42	128		MOUNTAIN	789	344	1,133	7.4
Missouri	217	134	351		Alaska	43	26	69	
North Dakota	34	13	47		Washington	212	109	321	
South Dakota	39	18	57		Oregon	146	58	204	
Nebraska	53	31	84		California	1,013	463	1,476	
Kansas	126	48	174		Hawaii	35	15	50	
WEST NO. CENTRAL	741	401	1,142	7.4	PACIFIC	1,449	671	2,120	13.8
Delaware	23	4	27		UNITED STATES	10,027	5,218	15,245	99.4
Maryland	95	38	133		U.S. Territories	-	1	1	
Washington, DC	2	2	4		Canada	21	57	78	
Virginia	169	74	243		Mexico	-	1	1	
West Virginia	56	17	73		Other International	-	10	10	
North Carolina	292	123	415		APO/FPO	-	1	1	
South Carolina	139	72	211						
Georgia	267	131	398						
Florida	600	283	883						
SOUTH ATLANTIC	1,643	744	2,387	15.6					
					TOTAL QUALIFIED CIRCULATION	10,048	5,288	15,336	100.0

ADDITIONAL DATA

METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served and definition of recipient qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients of the digital version are notified via email when the version is available.

STATEMENT OF CONTENT PLATFORM:

Editorial Replica – If a print edition exists, editorial and design are unchanged from the original print edition. Each issue's content and design are identical to the original edition. Apart from minor updates, the content cannot change once the issue is made available.

AVERAGE NON-QUALIFIED CIRCULATION:

Allocated for Trade Shows and Conventions:

2022 Issue	Copies	Show	Location
February	75	Tampa Steel Conference	Tampa FL
March	50	CBSA	Clearwater FL
April	100	Nasa	Irving TX
April	50	NCCA	Sonoma CA

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Michael D'Alexander, President/Publisher

Wayne Krusen, Vice President Finance

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

IMPORTANT NOTE:

This unaudited brand report has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed

July 8, 2022

State

Illinois

County

Cook

Received by BPA Worldwide

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BJ

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About BPA Worldwide.

BPA Worldwide is in the business of providing assurance. For 80+ years as a not-for-profit assurance service provider, BPA was originally created by advertisers, advertising agencies and the media industry to audit audience claims used in the buying and selling of advertising. Performing nearly 1,000 annual audits of media channels in 19 countries, BPA is a trusted resource for compliance and assurance services.