

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



EXECUTIVE SUMMARY

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

| | Non-Paid | Paid | Average |
|---|----------|------|---------|
| MODERN METALS PRINT AND DIGITAL MAGAZINE (6 issues in the period) | 15,336 | - | 15,336 |
| a. Print | 10,069 | - | 10,069 |
| b. Digital | 5,267 | - | 5,267 |
| (See Paragraph 3b for Source) | - | - | - |

AVERAGE NON-QUALIFIED CIRCULATION

| Non-Qualified Not Included Elsewhere | Copies |
|---|--------------|
| Other Paid Circulation | 31 |
| Advertiser and Agency | 1,048 |
| Allocated for Trade Shows and Conventions | - |
| All Other | 759 |
| TOTAL | 1,838 |

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

| 2021 Issue | Print | Digital | Total Qualified |
|------------|--------|---------|-----------------|
| July | 10,027 | 5,309 | 15,336 |
| August | 10,087 | 5,249 | 15,336 |
| September | 10,002 | 5,334 | 15,336 |
| October | 10,015 | 5,321 | 15,336 |
| November | 10,122 | 5,214 | 15,336 |
| December | 10,158 | 5,178 | 15,336 |

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2021

This issue is equal to the average of the other 5 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 | 10,122 | 5,214 | 8,943 | 3,508 | 509 | 2,370 | 6 |
| Other | - | - | - | - | - | - | - | - | - |
| TOTAL QUALIFIED CIRCULATION | 15,336 | 100.0 | 10,122 | 5,214 | 8,943 | 3,508 | 509 | 2,370 | 6 |
| PERCENT | 100.0 | | 66.0 | 34.0 | 58.3 | 22.9 | 3.3 | 15.5 | - |

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2021

| Qualification Source | Qualified Within | | | Print | Digital | Total Qualified | Percent |
|---|------------------|--------------|---------|---------------|--------------|-----------------|--------------|
| | 1 Year | 2 Years | 3 Years | | | | |
| I. Direct Request: | 12,559 | 2,777 | - | 10,122 | 5,214 | 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 | 12,559 | 2,777 | - | 10,122 | 5,214 | 15,336 | 100.0 |
| PERCENT | 81.9 | 18.1 | - | 66.0 | 34.0 | 100.0 | |

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2021

| Mailing Address | Print | Digital | Total Qualified | Percent |
|---|---------------|--------------|-----------------|--------------|
| Individuals by name and title and/or function | 10,122 | 5,214 | 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 | 10,122 | 5,214 | 15,336 | 100.0 |

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2021

| State | Print | Digital | Total Qualified | Percent | State | Print | Digital | Total Qualified | Percent |
|------------------|-------|---------|-----------------|---------|------------------------------------|---------------|--------------|-----------------|--------------|
| Maine | 28 | 6 | 34 | | Kentucky | 121 | 54 | 175 | |
| New Hampshire | 41 | 19 | 60 | | Tennessee | 216 | 108 | 324 | |
| Vermont | 12 | 7 | 19 | | Alabama | 210 | 98 | 308 | |
| Massachusetts | 155 | 79 | 234 | | Mississippi | 73 | 26 | 99 | |
| Rhode Island | 36 | 17 | 53 | | EAST SO. CENTRAL | 620 | 286 | 906 | 5.9 |
| Connecticut | 148 | 70 | 218 | | Arkansas | 141 | 55 | 196 | |
| NEW ENGLAND | 420 | 198 | 618 | 4.0 | Louisiana | 193 | 93 | 286 | |
| New York | 370 | 192 | 562 | | Oklahoma | 207 | 100 | 307 | |
| New Jersey | 222 | 146 | 368 | | Texas | 1,021 | 448 | 1,469 | |
| Pennsylvania | 512 | 286 | 798 | | WEST SO. CENTRAL | 1,562 | 696 | 2,258 | 14.7 |
| MIDDLE ATLANTIC | 1,104 | 624 | 1,728 | 11.3 | Montana | 57 | 16 | 73 | |
| Ohio | 516 | 331 | 847 | | Idaho | 82 | 30 | 112 | |
| Indiana | 232 | 138 | 370 | | Wyoming | 36 | 8 | 44 | |
| Illinois | 516 | 398 | 914 | | Colorado | 193 | 89 | 282 | |
| Michigan | 375 | 224 | 599 | | New Mexico | 99 | 29 | 128 | |
| Wisconsin | 214 | 108 | 322 | | Arizona | 148 | 81 | 229 | |
| EAST NO. CENTRAL | 1,853 | 1,199 | 3,052 | 19.9 | Utah | 117 | 55 | 172 | |
| Minnesota | 187 | 111 | 298 | | Nevada | 50 | 29 | 79 | |
| Iowa | 96 | 38 | 134 | | MOUNTAIN | 782 | 337 | 1,119 | 7.3 |
| Missouri | 226 | 136 | 362 | | Alaska | 46 | 22 | 68 | |
| North Dakota | 30 | 13 | 43 | | Washington | 193 | 114 | 307 | |
| South Dakota | 35 | 16 | 51 | | Oregon | 155 | 51 | 206 | |
| Nebraska | 54 | 29 | 83 | | California | 988 | 464 | 1,452 | |
| Kansas | 114 | 50 | 164 | | Hawaii | 34 | 12 | 46 | |
| WEST NO. CENTRAL | 742 | 393 | 1,135 | 7.4 | PACIFIC | 1,416 | 663 | 2,079 | 13.6 |
| Delaware | 19 | 6 | 25 | | UNITED STATES | 10,107 | 5,136 | 15,243 | 99.4 |
| Maryland | 88 | 35 | 123 | | U.S. Territories | - | 1 | 1 | |
| Washington, DC | 3 | 2 | 5 | | Canada | 15 | 60 | 75 | |
| Virginia | 155 | 84 | 239 | | Mexico | - | 2 | 2 | |
| West Virginia | 54 | 13 | 67 | | Other International | - | 13 | 13 | |
| North Carolina | 296 | 122 | 418 | | APO/FPO | - | 1 | 1 | |
| South Carolina | 130 | 70 | 200 | | Email Only | - | 1 | 1 | |
| Georgia | 266 | 128 | 394 | | TOTAL QUALIFIED CIRCULATION | 10,122 | 5,214 | 15,336 | 100.0 |
| Florida | 597 | 280 | 877 | | | | | | |
| SOUTH ATLANTIC | 1,608 | 740 | 2,348 | 15.3 | | | | | |

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.

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.

| | |
|---------------------------|-------------------|
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About BPA Worldwide

A not-for-profit organization since 1931 and headquartered in Shelton, Connecticut, USA, BPA has a global membership, spanning more than 20 countries. The organization conducts 2,500+ audits for media brands in print, online/digital and live events. In addition, the BPA-iCompli division verifies compliance to defined industry standards, provides technology assurance, and certifies organization's sustainability practices and reporting. BPA is supported by 4,000+ advertiser and agency members. The latest innovation to move the industry forward is the BPA Media Exchange, a brand-safe and audited cooperative marketplace which offers automated solutions for the buying and selling of digital advertising.

MAGAZINE CHANNEL FORMAT: This magazine is produced in print and digital formats.

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