

B2B Media

Publisher's Statement

6 months ended December 31, 2024

Subject to Audit

Field Served:

METAL CONSTRUCTION NEWS serves the metal building industry including metal building construction, general construction, specialty metal roofing, roofing and sidewall construction firms, erectors, suppliers, manufacturers, architecture, engineering, and consulting firms, developers, building management, banks, metal and sheet metal fabrication, and others allied to the metal building industry.



[Learn more about this media property at auditedmedia.com](http://auditedmedia.com)

TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION		27,985
AVERAGE QUALIFIED NONPAID CIRCULATION		
Qualified Nonpaid Individual - Print		27,478
Qualified Nonpaid Individual - Digital		507
Total Qualified Nonpaid Individual		27,985
Total Average Qualified Nonpaid Circulation		27,985

AVERAGE NONQUALIFIED CIRCULATION	
Nonqualified Market Coverage Copies - Print	514
Total Nonqualified Market Coverage Copies	514
Nonqualified Allocated for Shows & Conventions - Print	75
Total Nonqualified Allocated for Shows & Conventions	75
Nonqualified Miscellaneous, Including Staff Copies - Print	58
Total Nonqualified Miscellaneous, Including Staff Copies	58
Total Average Nonqualified Circulation	647

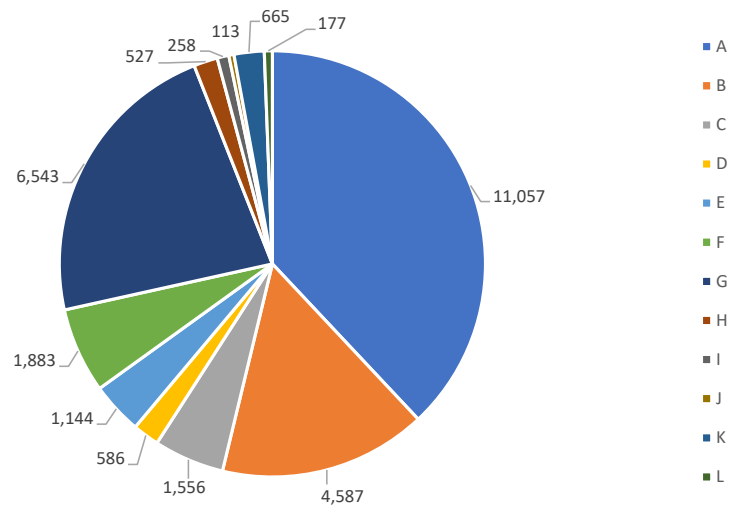
CIRCULATION BY ISSUES				
Issue		Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Total Qualified Nonpaid
Jul		27,477	465	27,942
Aug		27,434	464	27,898
Sep		27,044	423	27,467
Oct		26,973	524	27,497
Nov		28,513	583	29,096
Dec		27,429	584	28,013

BUSINESS ANALYSIS

Classification by Business & Industry	Total	%	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Number of Employees					
					1-10	11-20	21-30	31-40	41-50	51 and More
1. Metal Building/General Contractors	11,057	38.0	10,916	141	7,072	1,588	750	352	346	949
2. Specialty Metal Roofing, Roofing & Sidewall Contractor	4,587	15.8	4,542	45	3,515	417	196	93	88	278
3. Erectors	1,556	5.3	1,538	18	1,301	87	50	20	21	77
4. Metal Framing & Drywall Contractor	586	2.0	580	6	421	49	33	20	17	46
Sub-Total Contractors/Erectors	17,786	61.1	17,576	210	12,309	2,141	1,029	485	472	1,350
5. Suppliers	1,144	3.9	1,089	55	534	159	62	35	40	314
6. Manufacturers	1,883	6.5	1,772	111	513	173	120	56	88	933
7. Architecture, Engineering, Consulting	6,543	22.5	6,385	158	5,852	209	89	53	72	268
8. Developers, Banks, Building Management	527	1.8	509	18	327	68	33	14	19	66
9. Public Housing, Government Agency, Utilities	258	0.9	250	8	86	35	15	8	13	101
10. Real Estate Firm, Banker, Code Official	113	0.4	111	2	68	20	6	4	3	12
11. Metal Fabricator/Sheet Metal Fabricators	665	2.3	661	4	634	14	5	2	1	9
12. Others Allied to the Field	177	0.6	160	17	143	7	6	2	2	17
Total Qualified Circulation	29,096	100.0	28,513	583	20,466	2,826	1,365	659	710	3,070
Percent	100.0		98.0	2.0	70.3	9.7	4.7	2.3	2.4	10.6

Business & Industry	Total	%
A. Metal Building/General Contractors	11,057	38.0
B. Specialty Metal Roofing, Roofing & Sidewall Contractor	4,587	15.8
C. Erectors	1,556	5.3
D. Metal Framing & Drywall Contractor	586	2.0
E. Suppliers	1,144	3.9
F. Manufacturers	1,883	6.5
G. Architecture, Engineering, Consulting	6,543	22.5
H. Developers, Banks, Building Management	527	1.8
I. Public Housing, Government Agency, Utilities	258	0.9
J. Real Estate Firm, Banker, Code Official	113	0.4
K. Metal Fabricator/Sheet Metal Fabricators	665	2.3
L. Others Allied to the Field	177	0.6
Total Qualified Circulation	29,096	100.0

Breakout of Qualified Circulation



SOURCE ANALYSIS				
Source	Print	Digital	Total	Percent
Total Direct Request From Recipient	15,721	559	16,280	56.0
Total Direct Request From Recipient's Company				
Total Communication Other Than Request				
Membership Benefit				
Business Directories	4,325		4,325	14.9
Lists	4,727	15	4,742	16.3
Acquired Circulation				
Other Sources	3,740	9	3,749	12.9
Total Qualified Subscriptions	28,513	583	29,096	100.0
Percent	98.0	2.0	100.0	
Single Copy Sales				
Total Qualified Circulation			29,096	

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	28,503	583	29,086	100.0
Individual by Name Only	10		10	0.0
Title or Occupation Only				
Company Name Only				
Multicopy Same Addressee				
Total Qualified Subscriptions	28,513	583	29,096	100.0
Total Qualified Circulation	28,513	583	29,096	100.0

GEOGRAPHIC ANALYSIS

State	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Total
Alabama	485	5	490
Arizona	452	17	469
Arkansas	249	8	257
California	2,290	46	2,336
Colorado	1,075	14	1,089
Connecticut	232	5	237
Delaware	80	2	82
District of Columbia	37	2	39
Florida	1,894	42	1,936
Georgia	857	19	876
Idaho	251	8	259
Illinois	1,212	25	1,237
Indiana	737	16	753
Iowa	337	2	339
Kansas	427	9	436
Kentucky	304	6	310
Louisiana	384	3	387
Maine	157		157
Maryland	649	7	656
Massachusetts	658	16	674
Michigan	908	12	920
Minnesota	633	10	643
Mississippi	157	5	162
Missouri	699	16	715
Montana	199	3	202
Nebraska	335	2	337
Nevada	173	3	176
New Hampshire	191	4	195
New Jersey	563	12	575
New Mexico	169	3	172
New York	1,123	23	1,146
North Carolina	829	20	849
North Dakota	104	2	106
Ohio	1,159	32	1,191
Oklahoma	367	7	374
Oregon	550	6	556
Pennsylvania	1,362	33	1,395
Rhode Island	95	1	96
South Carolina	381	8	389
South Dakota	125	2	127
Tennessee	547	15	562
Texas	2,176	61	2,237
Utah	378	5	383
Vermont	36		36
Virginia	624	17	641
Washington	663	13	676
West Virginia	97	1	98
Wisconsin	641	6	647
Wyoming	264	2	266
TOTAL 48 CONTERMINOUS STATES	28,315	576	28,891
Alaska	73		73
Hawaii	90	6	96
TOTAL ALASKA & HAWAII	163	6	169
Single Copy Sales			
U.S. Unclassified			
TOTAL UNITED STATES	28,478	582	29,060
Poss. & Other Areas	31	1	32
U.S. & POSS., etc.	28,509	583	29,092
Canada			
International	2		2
Military or Civilian Personnel Overseas	2		2
Total International	4		4
E-mail Address Only			
Other Unclassified			
GRAND TOTAL	28,513	583	29,096

NOTES

Definition of Recipient Qualification:

Qualified recipients are 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.

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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