

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.

Kenilworth Media Inc.
(See Additional Data)
15 Wertheim Court
Suite 710
Richmond Hill, Ontario, L4B 3H7
Canada
Tel.: (905) 771-7333
www.metalconstructionnews.com

METAL CONSTRUCTION NEWS is the metal construction industry's original news magazine. Our mission is to inform contractors, installers, fabricators, suppliers and distributors about the use of metal building systems, new and retrofit metal roofing, wall panels, interiors and decorative applications.

MAGAZINE CHANNEL FORMAT – PRINT ISSUES

METAL CONSTRUCTION NEWS is produced in a print format. The editorial for the print copy is the same for all recipients.

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.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are personnel within the field served.

CHANNELS

**METAL
CONSTRUCTION
NEWS
PRINT MAGAZINE**



EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
METAL CONSTRUCTION NEWS PRINT MAGAZINE (6 issues in the period)	28,537	-	28,537

(See Paragraph 3b for Source)

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	2
Advertiser and Agency	518
Allocated for Trade Shows and Conventions	100
All Other	92
TOTAL	712

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	28,537	100.0	28,537	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	28,537	100.0	28,537	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2023 Issues	Total Qualified
January	29,325
February	29,263
March	29,205
April	29,479
May	26,976
June	26,974

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2023

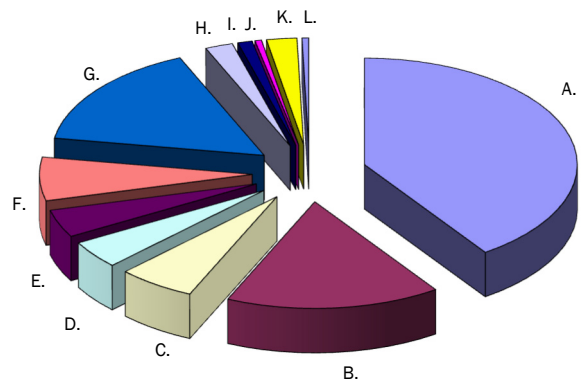
This issue is 6.5% or 1,873 copies below the average of the other 5 issues reported in Paragraph 2.

Business and Industry (Note 1)	Total Qualified	Percent of Total	Number of Employees					
			1-10	11-20	21-30	31-40	41-50	51 or More
Metal Building/General Contractors	10,911	40.4	6,777	1,653	782	363	358	978
Specialty Metal Roofing, Roofing & Sidewall Contractor	4,384	16.3	3,272	445	209	97	93	268
Erectors	1,601	5.9	1,330	104	46	24	20	77
Metal Framing & Drywall Contractor	1,130	4.2	954	54	32	23	19	48
SUB-TOTAL CONTRACTORS/ERECTORS	18,026	66.8	12,333	2,256	1,069	507	490	1,371
Suppliers	1,132	4.2	503	162	72	35	42	318
Manufacturers	1,771	6.6	383	182	125	65	92	924
Architecture, Engineering, Consulting	4,284	15.9	3,608	206	95	55	57	263
Developers, Banks, Building Management	574	2.1	376	67	38	12	17	64
Public Housing, Government Agency, Utilities	301	1.1	102	37	21	10	15	116
Real Estate Firm, Banker, Code Official	125	0.5	81	18	6	6	3	11
Metal Fabricator/Sheet Metal Fabricators	621	2.3	605	9	2	1	-	4
Others Allied to the Field	142	0.5	131	3	3	1	-	4
TOTAL QUALIFIED CIRCULATION	26,976	100.0	18,122	2,940	1,431	692	716	3,075
PERCENT	100.0		67.2	10.9	5.3	2.6	2.6	11.4

Note 1: Qualified recipients are personnel within the field served.

3a. Breakout of Qualified Circulation of Business and Industry

Business and Industry	Total Qualified	Percent of Total
A Metal Building/General Contractors	10,911	40.4
B Specialty Metal Roofing, Roofing & Sidewall Contractors	4,384	16.3
C Erectors	1,601	5.9
D Metal Framing & Drywall Contractor	1,130	4.2
E Suppliers	1,132	4.2
F Manufacturers	1,771	6.6
G Architecture, Engineering Consulting	4,284	15.9
H Developers, Banks, Building Management	574	2.1
I Public Housing, Government Agency, Utilities	301	1.1
J Real Estate Firm, Banker, Code Official	125	0.5
K Metal Fabricator/Sheet Metal Fabricators	621	2.3
L Others Allied to the Field	142	0.5
TOTAL QUALIFIED CIRCULATION	26,976	100.0



3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2023

Qualification Source	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	7,168	8,601	1,318	17,087	63.3
II. Request from recipient's company:	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-
IV. Communication (other than request):	-	-	-	-	-
V. TOTAL – Sources other than above (listed alphabetically):	5,191	4,698	-	9,889	36.7
*Association rosters and directories	4,081	1,422	-	5,503	20.4
*Business directories	1,110	3,276	-	4,386	16.3
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	12,359	13,299	1,318	26,976	100.0
PERCENT	45.8	49.3	4.9	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2023

Mailing Address	Total Qualified	Percent
Individuals by name and title and/or function	23,226	86.1
Individuals by name only	3,750	13.9
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	26,976	100.0

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	July – December 2020	January – June 2021	July – December 2021	January – June 2022	July – December 2022*	January – June 2023*
Total Audit Average Qualified:	30,736	30,715	29,681	29,613	29,394	28,537
Qualified Non-Paid:	30,736	30,715	29,681	29,613	29,394	28,537
Qualified Paid:	-	-	-	-	-	-
Post Expire Copies in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	**NC	**NC	**NC	**NC	**NC	**NC

*NOTE: July 2022 – June 2023 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2023

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	150		Kentucky	340	
New Hampshire	187		Tennessee	549	
Vermont	38		Alabama	461	
Massachusetts	645		Mississippi	160	
Rhode Island	101		EAST SO. CENTRAL	1,510	5.6
Connecticut	231		Arkansas	232	
NEW ENGLAND	1,352	5.0	Louisiana	373	
New York	1,182		Oklahoma	327	
New Jersey	559		Texas	1,984	
Pennsylvania	1,376		WEST SO. CENTRAL	2,916	10.8
MIDDLE ATLANTIC	3,117	11.6	Montana	102	
Ohio	1,174		Idaho	157	
Indiana	824		Wyoming	61	
Illinois	1,279		Colorado	582	
Michigan	929		New Mexico	157	
Wisconsin	661		Arizona	389	
EAST NO. CENTRAL	4,867	18.1	Utah	197	
Minnesota	605		Nevada	162	
Iowa	416		MOUNTAIN	1,807	6.7
Missouri	677		Alaska	69	
North Dakota	94		Washington	613	
South Dakota	123		Oregon	506	
Nebraska	295		California	2,219	
Kansas	437		Hawaii	102	
WEST NO. CENTRAL	2,647	9.8	PACIFIC	3,509	13.0
Delaware	87		UNITED STATES	26,940	99.9
Maryland	643		U.S. Territories	29	
Washington, DC	34		Canada	-	
Virginia	616		Mexico	-	
West Virginia	99		Other International	-	
North Carolina	800		APO/FPO	7	
South Carolina	368		TOTAL QUALIFIED CIRCULATION	26,976	100.0
Georgia	781				
Florida	1,787				
SOUTH ATLANTIC	5,215	19.3			

ADDITIONAL DATA

CHANGE IN OWNERSHIP:

Effective with the December 2022 issue, Metal Construction News was purchased by Kenilworth Media Inc.

PARAGRAPH 3b:

Association rosters and directories include 4 sources of circulation for quantities of 272 copies or 1.0% to 1,931 copies or 7.2%. Business directories include 1 source of circulation for a quantity of 4,386 copies or 16.3%, including The Information Refinery.

PUBLISHER'S AFFIDAVIT

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

Krista Taylor, Sr Director of Operations

Blanca Arteaga, Operations Manager

(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	June 22, 2023
City	Richmond Hill
Province	Ontario
Received by BPA Worldwide	June 22, 2023
Type	BJ
ID Number	M053BRJ23

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.