

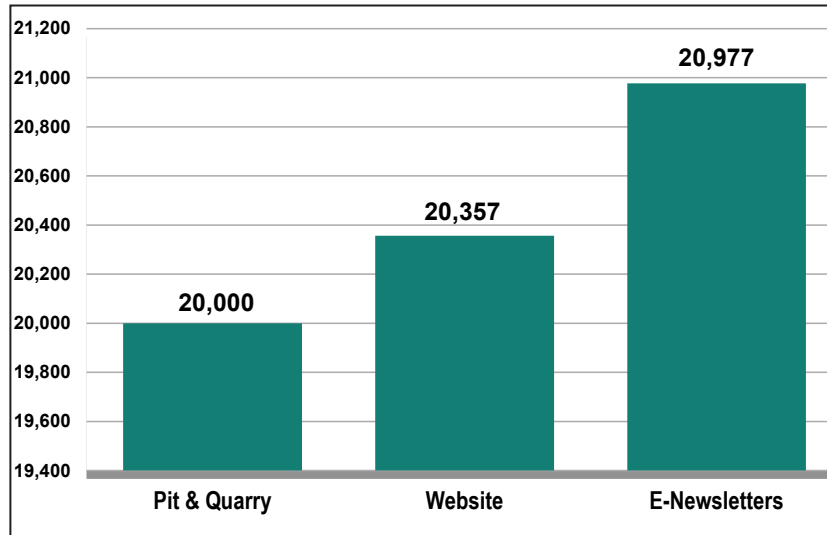
## CONSOLIDATED MEDIA REPORT

**B2B Media**

6 months ended December 31, 2024

### TOTAL AVERAGE GROSS CONTACTS

61,334

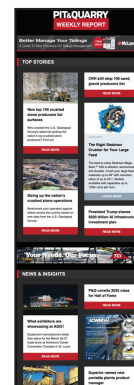
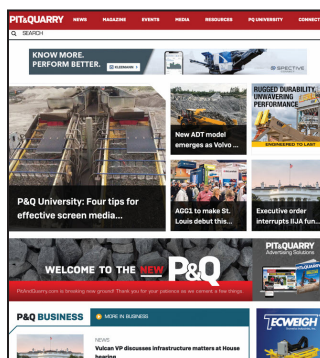


### EXECUTIVE SUMMARY

Channels	Contacts	Period
<b>Pit &amp; Quarry</b>		6 months ended December 31, 2024
Total Qualified Circulation	20,000	
<b>Website Activity</b>		6 months ended December 31, 2024
Page Views	40,625	
Sessions/Visits	30,888	
Users/Visitors	20,357	
<b>E-Newsletters</b>		6 months ended December 31, 2024
Total Average Net Distribution Per Issue	20,977	
<b>Social Media</b>		As of December 31, 2024
Facebook Followers	8,600	
Instagram Followers	2,589	
LinkedIn Followers	15,422	
X Followers	5,625	
YouTube Subscribers	1,140	

Website Activity = Avg Monthly

Gross data are contained in this Consolidated Media Report. There was no attempt made to eliminate any duplication that may exist.



# PIT&QUARRY

6 months ended December 31, 2024

Subject to Audit

## Field Served:

Pit & Quarry serves producers of crushed stone, sand and gravel, ready mix concrete, recycled concrete, asphalt, recycled asphalt, cement, lime, slag and other non-metallic minerals. A limited number of copies are available to government and industry trade associations; educational institutions; consulting engineers; machinery and equipment manufacturers and their representatives and dealers; and shipping/distribution companies.



All totals in this report represent aggregate unique recipients, not the sum of print and digital circulation.

TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION		20,000
AVERAGE QUALIFIED NONPAID CIRCULATION		
Qualified Nonpaid Individual - Print		17,494
Qualified Nonpaid Individual - Digital		5,984
<b>Total Qualified Nonpaid Individual</b>		<b>20,000</b>
<b>Total Average Qualified Nonpaid Circulation</b>		<b>20,000</b>

AVERAGE NONQUALIFIED CIRCULATION	
Nonqualified Allocated for Shows & Conventions - Print	84
<b>Total Nonqualified Allocated for Shows &amp; Conventions</b>	<b>84</b>
Nonqualified Miscellaneous, Including Staff Copies - Print	608
Nonqualified Miscellaneous, Including Staff Copies - Digital	576
<b>Total Nonqualified Miscellaneous, Including Staff Copies</b>	<b>1,098</b>
<b>Total Average Nonqualified Circulation</b>	<b>1,182</b>

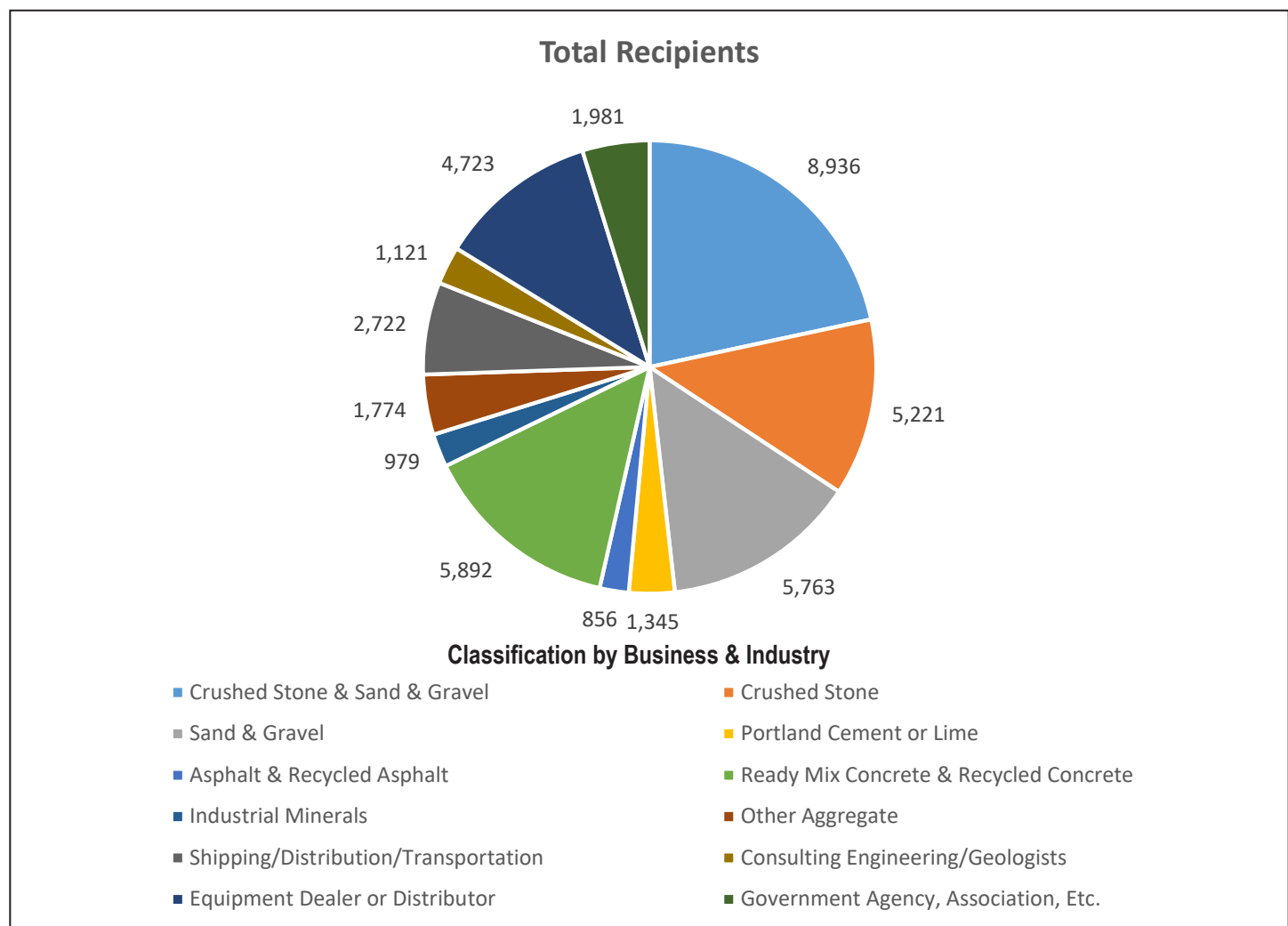
CIRCULATION BY ISSUES				
Issue		Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Total Qualified Nonpaid
	Jul	17,634	6,060	20,000
	Aug	17,583	6,123	20,000
	Sep	17,478	6,060	20,000
	Oct	17,496	5,916	20,000
	Nov	17,375	5,888	20,000
	Dec	17,396	5,858	20,000

BUSINESS ANALYSIS									
Classification by Business & Industry		Total	%	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Corporate - Owner, Partner, President, VP, Director	Production - Supervisor, Manager	Safety, Quality Control, Engineer	Other
1.	Crushed Stone & Sand & Gravel	4,109	20.5	3,605	1,135	2,450	1,346	275	38
2.	Crushed Stone	2,477	12.4	2,208	727	1,214	1,089	168	6
3.	Sand & Gravel	3,132	15.7	2,915	631	2,188	817	117	10
4.	Portland Cement or Lime	610	3.1	543	168	202	347	56	5
5.	Asphalt & Recycled Asphalt	396	2.0	345	116	181	194	18	3
6.	Ready Mix Concrete & Recycled Concrete	3,587	17.9	3,250	995	1,976	1,480	129	2
7.	Industrial Minerals	407	2.0	325	155	206	167	30	4
8.	Other Aggregate	832	4.2	718	251	456	320	48	8
	<b>Total Producers</b>	<b>15,550</b>	<b>77.8</b>	<b>13,909</b>	<b>4,178</b>	<b>8,873</b>	<b>5,760</b>	<b>841</b>	<b>76</b>
9.	Shipping/Distribution/Transportation	1,315	6.6	1,131	377	877	381	54	3
10.	Consulting Engineering/Geologists	415	2.1	258	238	243	109	55	8
11.	Equipment Dealer or Distributor	2,068	10.3	1,618	831	1,040	774	235	19
12.	Government Agency, Association, Etc.	652	3.3	459	264	176	168	88	220
	<b>Total Qualified Circulation</b>	<b>20,000</b>	<b>100.0</b>	<b>17,375</b>	<b>5,888</b>	<b>11,209</b>	<b>7,192</b>	<b>1,273</b>	<b>326</b>

INTEGRATED AUDIENCE ENGAGEMENT						
Classification by Business & Industry		Total Unduplicated*	Pit & Quarry Magazine	Pit & Quarry Weekly Report	Pit & Quarry Equipment Spotlight	Total Recipients
1.	Crushed Stone & Sand & Gravel	5,111	4,110	2,287	2,539	8,936
2.	Crushed Stone	2,957	2,473	1,386	1,362	5,221
3.	Sand & Gravel	3,647	3,127	1,384	1,252	5,763
4.	Portland Cement or Lime	753	608	360	377	1,345
5.	Asphalt & Recycled Asphalt	470	396	227	233	856
6.	Ready Mix Concrete & Recycled Concrete	3,964	3,582	1,058	1,252	5,892
7.	Industrial Minerals	520	408	274	297	979
8.	Other Aggregate	935	831	448	495	1,774
	<b>Total Producers</b>	<b>18,357</b>	<b>15,535</b>	<b>7,424</b>	<b>7,807</b>	<b>30,766</b>
9.	Shipping/Distribution/Transportation	1,472	1,314	690	718	2,722
10.	Consulting Engineering/Geologists	553	417	357	347	1,121
11.	Equipment Dealer or Distributor	2,453	2,068	1,225	1,430	4,723
12.	Government Agency, Association, Etc.	1,895	666	703	612	1,981
	<b>Total Qualified Circulation</b>	<b>24,730</b>	<b>20,000</b>	<b>10,399</b>	<b>10,914</b>	<b>41,313</b>
	<b>Percent</b>		<b>48.4</b>	<b>25.2</b>	<b>26.4</b>	<b>100.0</b>

This is an analysis of the 24,730 unique recipients of the Pit & Quarry Network brand of products as of December 31, 2024. Recipients were asked the question "What is your primary/ business at this location?" during the subscription process for the magazine and newsletters. The Total Duplicated is the sum of the number of recipients of all products associated with the Pit & Quarry Network brand. The Total Unduplicated is the number of unique recipients of Pit & Quarry Network products.

Instances in which the total number of E-newsletter recipients reported in the Integrated Audience Engagement table exceeds the Average Net Distribution Per Issue in the E-newsletter Channel Profile table are attributable to two or more unique E-newsletter recipients utilizing the same email address.



SOURCE ANALYSIS				
Source	Print	Digital	Total	Percent
Total Direct Request From Recipient	15,617	5,887	18,242	91.2
Total Direct Request From Recipient's Company	51	1	51	0.3
Total Communication Other Than Request				
Membership Benefit				
Business Directories				
Lists	1,707		1,707	8.5
Acquired Circulation				
Other Sources				
Total Qualified Subscriptions	17,375	5,888	20,000	100.0
Percent	86.9	29.4	100.0	
Single Copy Sales				
Total Qualified Circulation			20,000	

3,367 copies or 16.8% of Total Qualified Circulation is >24 months.

MAILING ADDRESS ANALYSIS				
	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Total Qualified Nonpaid	Percent
Individual by Name and Title and/or Occupation	17,316	5,888	19,941	99.7
Individual by Name Only	17		17	0.1
Title or Occupation Only	29		29	0.2
Company Name Only	13		13	0.1
Multicopy Same Addressee				
Total Qualified Subscriptions	17,375	5,888	20,000	100.0
Total Qualified Circulation	17,375	5,888	20,000	100.0

GEOGRAPHIC ANALYSIS			
State	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Total Qualified Nonpaid
Alabama	238	94	280
Arizona	301	88	333
Arkansas	206	59	225
California	1,011	330	1,139
Colorado	376	134	440
Connecticut	177	49	193
Delaware	33	17	40
District of Columbia	11	5	13
Florida	616	250	735
Georgia	416	194	493
Idaho	165	51	183
Illinois	584	189	670
Indiana	420	121	472
Iowa	337	91	375
Kansas	260	75	293
Kentucky	286	80	310
Louisiana	230	42	240
Maine	110	37	123
Maryland	203	58	219
Massachusetts	279	101	315
Michigan	570	154	624
Minnesota	452	115	505
Mississippi	148	46	165
Missouri	452	140	507
Montana	141	44	162
Nebraska	168	31	177
Nevada	186	55	200
New Hampshire	94	34	102
New Jersey	259	100	302
New Mexico	125	35	139
New York	587	185	652
North Carolina	460	187	539
North Dakota	119	49	139
Ohio	768	241	867
Oklahoma	239	68	262
Oregon	264	86	304
Pennsylvania	719	300	849
Rhode Island	53	19	57
South Carolina	185	78	223
South Dakota	156	62	185
Tennessee	425	138	479
Texas	1,186	424	1,392
Utah	229	69	260
Vermont	76	17	81
Virginia	397	153	460
Washington	357	119	402
West Virginia	142	41	162
Wisconsin	494	159	564
Wyoming	114	28	123
<b>TOTAL 48 CONTERMINOUS STATES</b>	<b>15,824</b>	<b>5,242</b>	<b>17,974</b>
Alaska	85	26	93
Hawaii	43	13	47
<b>TOTAL ALASKA &amp; HAWAII</b>	<b>128</b>	<b>39</b>	<b>140</b>
Single Copy Sales			
U.S. Unclassified			
<b>TOTAL UNITED STATES</b>	<b>15,952</b>	<b>5,281</b>	<b>18,114</b>
Poss. & Other Areas	3	6	8
<b>U.S. &amp; POSS., etc.</b>	<b>15,955</b>	<b>5,287</b>	<b>18,122</b>
Canada	1,417	452	1,727
International	3	149	151
Military or Civilian Personnel Overseas			
<b>Total International</b>	<b>1,420</b>	<b>601</b>	<b>1,878</b>
E-mail Address Only			
Other Unclassified			
<b>GRAND TOTAL</b>	<b>17,375</b>	<b>5,888</b>	<b>20,000</b>

GEOGRAPHIC ANALYSIS - CANADA			
Province	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Total Qualified Nonpaid
Alberta	172	59	217
British Columbia	223	67	274
Manitoba	94	22	106
New Brunswick	44	15	54
Newfoundland/Labrador	16	3	17
Northwest Territories	7	1	8
Nova Scotia	57	21	72
Nunavut	3		3
Ontario	579	191	704
Prince Edward Island	3	3	5
Quebec	152	58	191
Saskatchewan	67	12	76
Yukon Territory			
Canadian Unclassified			
<b>TOTAL CANADA</b>	<b>1,417</b>	<b>452</b>	<b>1,727</b>
United States	15,955	5,287	18,122
Military or Civilian Personnel Overseas			
Other International	3	149	151
<b>Total International</b>	<b>15,958</b>	<b>5,436</b>	<b>18,273</b>
E-Mail Address Only			
Other Unclassified			
<b>GRAND TOTAL</b>	<b>17,375</b>	<b>5,888</b>	<b>20,000</b>

CHANNEL PROFILES			
WEBSITE ACTIVITY - www.pitandquarry.com			
2024	Page Views	Sessions/Visits	Users/Visitors
July	41,548	35,643	22,242
August	45,617	34,584	23,593
September	36,454	29,310	20,120
October	44,233	27,644	18,731
November	37,327	29,778	19,121
December	38,573	28,366	18,334

E-NEWSLETTERS - PQ Equipment Spotlight			
2024	# of Issues	Average Net Distribution Per Issue	Total Net Distribution
July	1	10,388	10,388
August	1	10,735	10,735
September	1	11,019	11,019
October	1	10,941	10,941
November	1	10,898	10,898
December	1	10,811	10,811

E-NEWSLETTERS - PQ Weekly Report			
2024	# of Issues	Average Net Distribution Per Issue	Total Net Distribution
July	4	9,910	39,641
August	5	10,128	50,640
September	5	10,081	50,403
October	5	10,348	51,738
November	4	10,305	41,219
December	4	10,293	41,173

SOCIAL MEDIA	
Channel	As of December 31, 2024
Facebook Followers	8,600
Instagram Followers	2,589
LinkedIn Followers	15,422
X Followers	5,625
YouTube Subscribers	1,140



## NOTES

**Definition of Recipient Qualification:**

Qualified recipients are officers and administrative executives, department heads and other titled office personnel, sales department executives and personnel, production executives, technical personnel, superintendents, production supervisors and foremen, production personnel and others allied to the field.

**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.

**Total Average Gross Contacts Include:** Qualified Circulation, Users/Visitors and Average Newsletter Net Distribution Per Issue.

**Website Data Source:** Google Analytics.

**Data Center Traffic:** Effective with April 2024 data, filters have been applied to exclude suspected general data center traffic from Google data collected by AAM. Data center traffic comprises sources known with high confidence as non-human and originating from a data center.

**Website Domains:** Domains included in website traffic [www.pitandquarry.com](http://www.pitandquarry.com).

**Users/Visitors:** The number of unique User/Visitor IDs, logging activity on a website or app, for the defined measurement period.

**Page Views:** The total number of web pages or app screens, viewed by all Users/Visitors, for the defined measurement period.

**Sessions/Visits:** The number of sessions logged, across all Users/Visitors on a website or app, for the defined measurement period. 30 minutes of inactivity, or specific user behavior, will end a session.

**E-Newsletters Data Source:** Omeda

**E-Newsletters Net Distribution:** The newsletters from a given mailing that reached the subscriber's email delivery server with a positive status code, net of any internal or test addresses. Calculated by subtracting undelivered messages from sent messages.

**Social Media:** Social media is comprised of followers, subscribers and members who may not be actively engaged with the brand. These metrics do not equal an individual person.

**Cross Media Miscellaneous:** E-Newsletter Total Average Net Distribution Per Issue Calculation: Total Average Net Distribution Per Issue shown in the Executive Summary represents the sum of all e-Newsletters reported during this period.

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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**Format:** Standard

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