

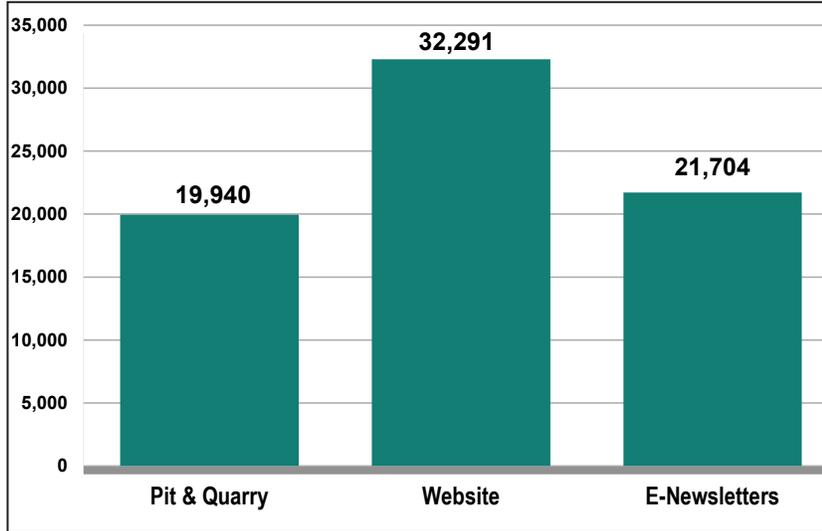
CONSOLIDATED MEDIA REPORT

B2B Media

6 months ended December 31, 2025

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

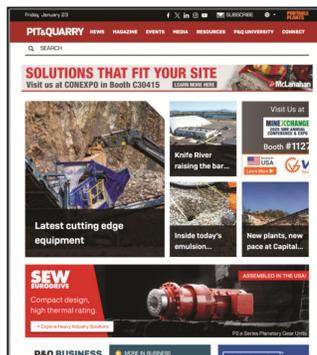
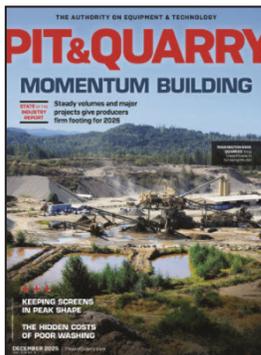
TOTAL AVERAGE GROSS CONTACTS 73,935



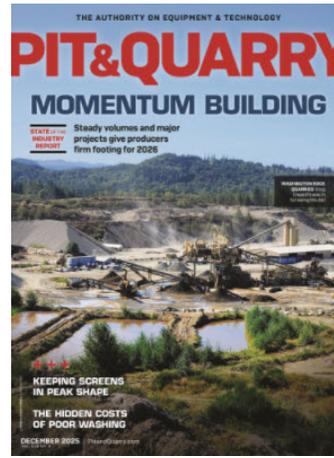
EXECUTIVE SUMMARY		
Channels	Contacts	Period
Pit & Quarry		6 months ended December 31, 2025
Total Qualified Circulation	19,940	
Website Activity		6 months ended December 31, 2025
Page Views	52,984	
Sessions/Visits	38,504	
Users/Visitors	32,291	
E-Newsletters		6 months ended December 31, 2025
Total Average Net Distribution Per Issue	21,704	
Social Media		As of December 31, 2025
Facebook Followers	9,300	
Instagram Followers	2,725	
LinkedIn Followers	17,269	
X Followers	5,781	
YouTube Subscribers	1,290	

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, 2025
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		19,940
AVERAGE QUALIFIED NONPAID CIRCULATION		
Qualified Nonpaid Individual - Print		17,401
Qualified Nonpaid Individual - Digital		4,832
Total Qualified Nonpaid Individual		19,940
Total Average Qualified Nonpaid Circulation		19,940

AVERAGE NONQUALIFIED CIRCULATION	
Nonqualified Allocated for Shows & Conventions - Print	8
Total Nonqualified Allocated for Shows & Conventions	8
Nonqualified Miscellaneous, Including Staff Copies - Print	652
Nonqualified Miscellaneous, Including Staff Copies - Digital	635
Total Nonqualified Miscellaneous, Including Staff Copies	1,202
Total Average Nonqualified Circulation	1,210

CIRCULATION BY ISSUES				
Issue		Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Total Qualified Nonpaid
Jul		17,432	4,896	20,000
Aug		17,444	4,861	20,000
Sep		17,454	4,843	20,000
Oct		17,460	4,837	20,000
Nov		17,302	4,804	19,825
Dec		17,315	4,751	19,816

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	4,045	20.4	3,586	929	2,541	1,228	244	32
2.	Crushed Stone	2,317	11.7	2,035	583	1,194	969	148	6
3.	Sand & Gravel	3,127	15.8	2,924	490	2,273	744	100	10
4.	Portland Cement or Lime	536	2.7	466	137	177	306	48	5
5.	Asphalt & Recycled Asphalt	463	2.3	403	110	249	190	23	1
6.	Ready Mix Concrete & Recycled Concrete	3,040	15.3	2,719	706	1,661	1,274	104	1
7.	Industrial Minerals	354	1.8	277	121	177	148	26	3
8.	Other Aggregate	1,535	7.7	1,428	212	1,183	294	51	7
	Total Producers	15,417	77.8	13,838	3,288	9,455	5,153	744	65
9.	Shipping/Distribution/Transportation	1,263	6.4	1,098	309	847	368	44	4
10.	Consulting Engineering/Geologists	384	1.9	236	196	223	104	51	6
11.	Equipment Dealer or Distributor	2,014	10.2	1,594	717	1,013	764	216	21
12.	Government Agency, Association, Etc.	747	3.8	536	294	210	206	97	234
	Total Qualified Circulation	19,825	100.0	17,302	4,804	11,748	6,595	1,152	330

SOURCE ANALYSIS				
Source	Print	Digital	Total	Percent
Total Direct Request From Recipient	14,307	4,803	16,830	84.9
Total Direct Request From Recipient's Company	62	1	62	0.3
Total Communication Other Than Request				
Membership Benefit				
Business Directories				
Lists	2,933		2,933	14.8
Acquired Circulation				
Other Sources				
Total Qualified Subscriptions	17,302	4,804	19,825	100.0
Percent	87.3	24.2	100.0	
Single Copy Sales				
Total Qualified Circulation			19,825	

MAILING ADDRESS ANALYSIS				
	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Total Qualified Nonpaid	Percent
Individual by Name and Title and/or Occupation	17,250	4,796	19,773	99.7
Individual by Name Only	32	8	32	0.2
Title or Occupation Only	10		10	0.1
Company Name Only	10		10	0.1
Multicopy Same Addressee				
Total Qualified Subscriptions	17,302	4,804	19,825	100.0
Total Qualified Circulation	17,302	4,804	19,825	100.0

GEOGRAPHIC ANALYSIS

State	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Total Qualified Nonpaid
Alabama	230	76	269
Arizona	275	69	304
Arkansas	196	47	215
California	904	267	1,026
Colorado	336	107	394
Connecticut	152	37	168
Delaware	33	10	39
District of Columbia	12	6	16
Florida	640	203	754
Georgia	424	163	501
Idaho	154	44	173
Illinois	541	153	621
Indiana	390	86	431
Iowa	320	82	357
Kansas	227	59	260
Kentucky	256	57	279
Louisiana	228	40	241
Maine	109	17	116
Maryland	192	37	210
Massachusetts	298	84	333
Michigan	520	118	573
Minnesota	416	93	461
Mississippi	142	49	165
Missouri	416	110	471
Montana	126	35	147
Nebraska	168	34	182
Nevada	161	43	177
New Hampshire	107	24	116
New Jersey	275	91	319
New Mexico	114	28	129
New York	636	158	711
North Carolina	499	147	574
North Dakota	106	31	121
Ohio	688	189	783
Oklahoma	235	61	261
Oregon	252	71	291
Pennsylvania	715	237	840
Rhode Island	40	16	43
South Carolina	205	69	244
South Dakota	147	50	171
Tennessee	382	109	441
Texas	1,073	328	1,263
Utah	210	58	242
Vermont	76	18	85
Virginia	405	124	468
Washington	324	92	366
West Virginia	134	35	155
Wisconsin	453	138	528
Wyoming	96	22	106
TOTAL 48 CONTERMINOUS STATES	15,038	4,222	17,140
Alaska	82	21	91
Hawaii	43	13	49
TOTAL ALASKA & HAWAII	125	34	140
Single Copy Sales			
U.S. Unclassified			
TOTAL UNITED STATES	15,163	4,256	17,280
Poss. & Other Areas			
U.S. & POSS., etc.	15,163	4,256	17,280
Canada	2,138	423	2,419
International	1	125	126
Military or Civilian Personnel Overseas			
Total International	2,139	548	2,545
E-mail Address Only			
Other Unclassified			
GRAND TOTAL	17,302	4,804	19,825

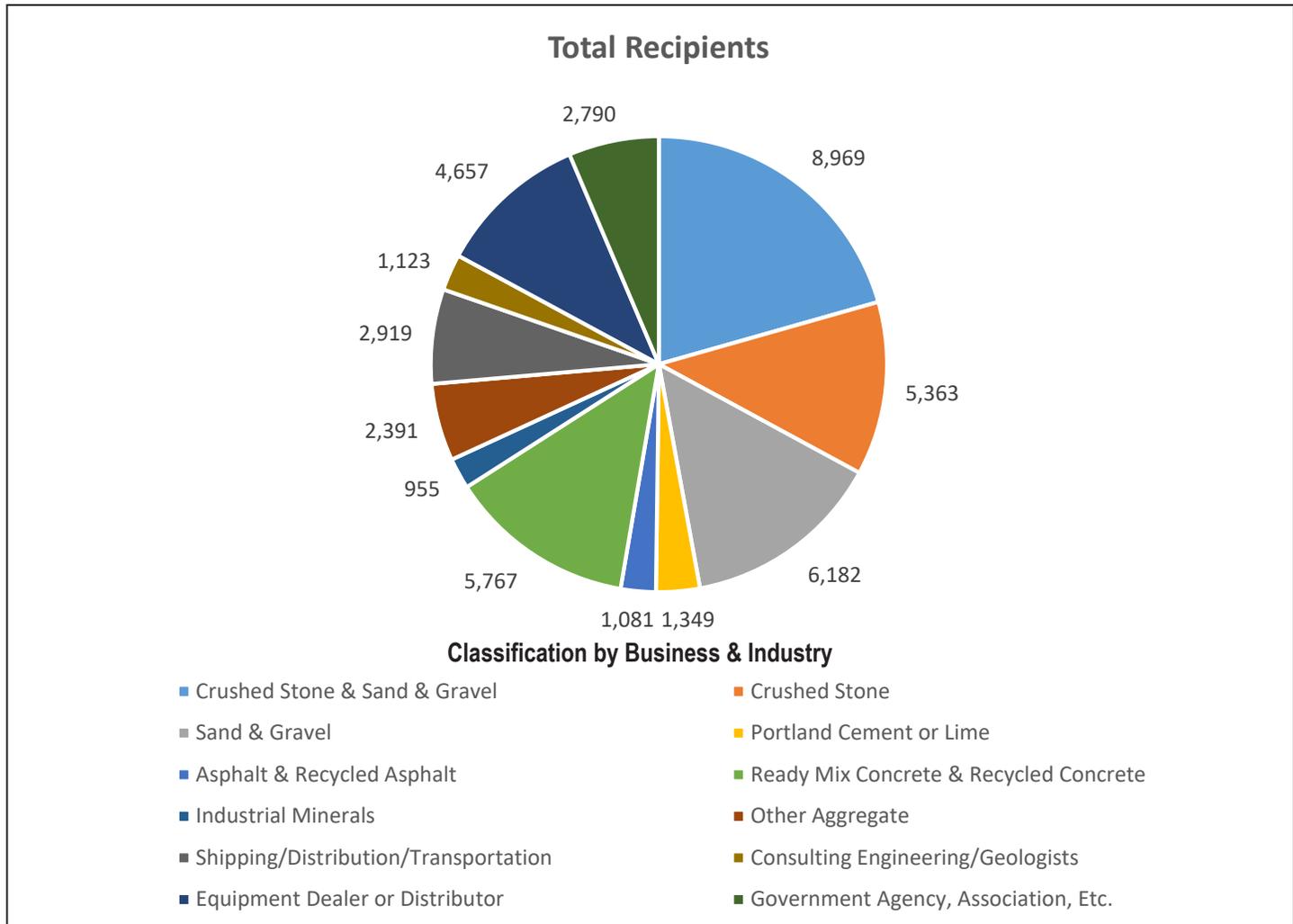
GEOGRAPHIC ANALYSIS - CANADA			
Province	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Total Qualified Nonpaid
Alberta	207	51	244
British Columbia	630	67	677
Manitoba	91	21	105
New Brunswick	46	16	56
Newfoundland/Labrador	14	2	14
Northwest Territories	6	2	7
Nova Scotia	71	22	86
Nunavut	3		3
Ontario	768	165	876
Prince Edward Island	3	3	5
Quebec	227	62	265
Saskatchewan	71	12	80
Yukon Territory	1		1
Canadian Unclassified			
TOTAL CANADA	2,138	423	2,419
United States	15,163	4,256	17,280
Military or Civilian Personnel Overseas			
Other International	1	125	126
Total International	15,164	4,381	17,406
E-Mail Address Only			
Other Unclassified			
GRAND TOTAL	17,302	4,804	19,825

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	4,955	4,045	2,515	2,409	8,969
2.	Crushed Stone	2,771	2,317	1,571	1,475	5,363
3.	Sand & Gravel	3,636	3,127	1,520	1,535	6,182
4.	Portland Cement or Lime	673	536	397	416	1,349
5.	Asphalt & Recycled Asphalt	529	463	304	314	1,081
6.	Ready Mix Concrete & Recycled Concrete	3,487	3,040	1,365	1,362	5,767
7.	Industrial Minerals	476	354	292	309	955
8.	Other Aggregate	1,667	1,535	383	473	2,391
	Total Producers	18,194	15,417	8,347	8,293	32,057
9.	Shipping/Distribution/Transportation	1,420	1,263	810	846	2,919
10.	Consulting Engineering/Geologists	557	384	374	365	1,123
11.	Equipment Dealer or Distributor	2,425	2,014	1,318	1,325	4,657
12.	Government Agency, Association, Etc.	2,101	747	985	1,058	2,790
	Total Qualified Circulation	24,697	19,825	11,834	11,887	43,546
	Percent		45.5	27.2	27.3	100.0

This is an analysis of the 24,697 unique recipients of the Pit & Quarry Network brand of products as of December 31, 2025. 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.



CHANNEL PROFILES

WEBSITE ACTIVITY - www.pitandquarry.com

2025	Page Views	Sessions/Visits	Users/Visitors
July	76,267	55,651	49,300
August	46,914	32,213	24,588
September	41,726	30,303	24,686
October	65,007	50,752	42,068
November	40,516	28,679	23,071
December	47,475	33,423	30,035

E-NEWSLETTERS - PQ Equipment Spotlight

2025	# of Issues	Average Net Distribution Per Issue	Total Net Distribution
July	1	11,146	11,146
August	1	10,803	10,803
September	1	11,018	11,018
October	1	10,919	10,919
November	1	11,238	11,238
December	1	11,714	11,714

E-NEWSLETTERS - PQ Weekly Report

2025	# of Issues	Average Net Distribution Per Issue	Total Net Distribution
July	5	10,473	52,364
August	4	10,431	41,722
September	4	10,339	41,354
October	5	10,264	51,319
November	4	10,755	43,018
December	4	11,223	44,891

SOCIAL MEDIA

Channel	As of December 31, 2025
Facebook Followers	9,300
Instagram Followers	2,725
LinkedIn Followers	17,269
X Followers	5,781
YouTube Subscribers	1,290

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 November issue.

Allocated for Shows and Conventions:

Represents copies delivered to the following Trade Shows:

Trade Show	Location	Show Dates	Issues	Copies Delivered
OAIMA 25	Columbus, OH	11/13/25-11/14/25	October	50

Total Average Gross Contacts Include: Qualified Nonpaid 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

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 likes, 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.

Frequency: Monthly
Format: Standard

Established: 1916
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Parent Company: North Coast Media LLC

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