

CONSOLIDATED MEDIA REPORT

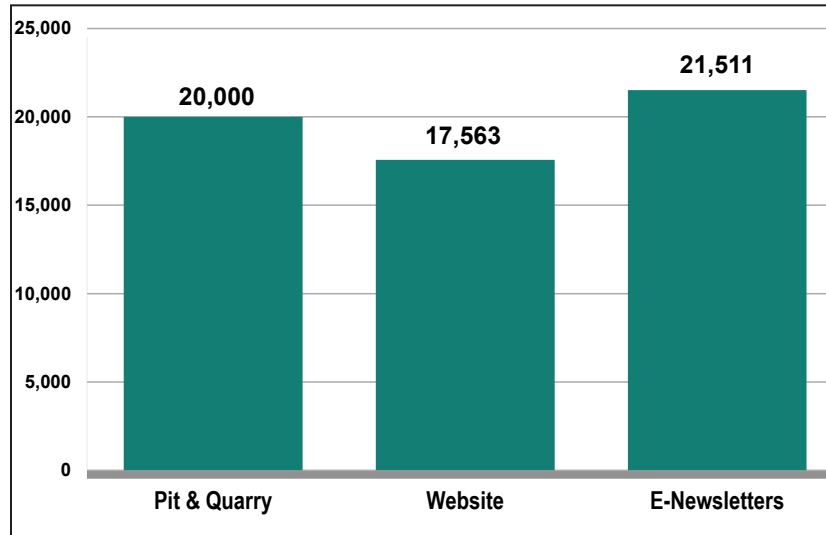
B2B Media

6 months ended June 30, 2025

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

TOTAL AVERAGE GROSS CONTACTS

59,074

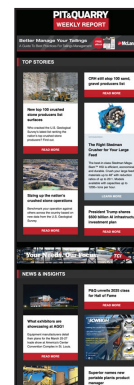
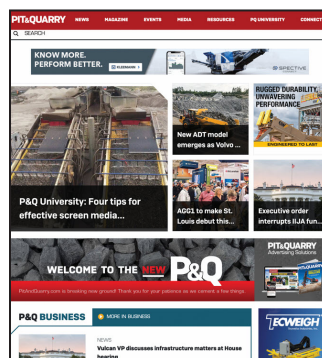


EXECUTIVE SUMMARY

Channels	Contacts	Period
Pit & Quarry		6 months ended June 30, 2025
Total Qualified Circulation	20,000	
Website Activity		5 months ended June 30, 2025
Page Views	42,458	
Sessions/Visits	23,379	
Users/Visitors	17,563	
E-Newsletters		6 months ended June 30, 2025
Total Average Net Distribution Per Issue	21,511	
Social Media		As of June 30, 2025
Facebook Followers	8,800	
Instagram Followers	2,657	
LinkedIn Followers	16,346	
X Followers	5,722	
YouTube Subscribers	1,230	

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.



6 months ended June 30, 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		20,000
AVERAGE QUALIFIED NONPAID CIRCULATION		
Qualified Nonpaid Individual - Print		17,387
Qualified Nonpaid Individual - Digital		5,516
Total Qualified Nonpaid Individual		20,000
Total Average Qualified Nonpaid Circulation		20,000

AVERAGE NONQUALIFIED CIRCULATION		
Nonqualified Allocated for Shows & Conventions - Print		104
Total Nonqualified Allocated for Shows & Conventions		104
Nonqualified Miscellaneous, Including Staff Copies - Print		610
Nonqualified Miscellaneous, Including Staff Copies - Digital		576
Total Nonqualified Miscellaneous, Including Staff Copies		1,101
Total Average Nonqualified Circulation		1,205

CIRCULATION BY ISSUES				
Issue		Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Total Qualified Nonpaid
	Jan	17,379	5,863	20,000
	Feb	17,369	5,865	20,000
	Mar	17,368	5,865	20,000
	Apr	17,375	5,852	20,000
	May	17,392	4,790	20,000
	Jun	17,437	4,864	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	4,103	20.5	3,626	912	2,588	1,237	248	30
2.	Crushed Stone	2,328	11.6	2,040	589	1,203	969	150	6
3.	Sand & Gravel	3,221	16.1	3,007	497	2,364	745	102	10
4.	Portland Cement or Lime	554	2.8	480	136	190	311	48	5
5.	Asphalt & Recycled Asphalt	461	2.3	393	109	246	191	23	1
6.	Ready Mix Concrete & Recycled Concrete	3,039	15.2	2,714	696	1,655	1,278	105	1
7.	Industrial Minerals	359	1.8	280	125	181	149	26	3
8.	Other Aggregate	1,555	7.8	1,442	212	1,202	295	51	7
Total Producers		15,620	78.1	13,982	3,276	9,629	5,175	753	63
9.	Shipping/Distribution/Transportation	1,268	6.3	1,095	318	853	367	44	4
10.	Consulting Engineering/Geologists	388	1.9	235	193	224	104	54	6
11.	Equipment Dealer or Distributor	2,016	10.1	1,577	729	1,015	761	221	19
12.	Government Agency, Association, Etc.	708	3.5	503	274	201	201	94	212
Total Qualified Circulation		20,000	100.0	17,392	4,790	11,922	6,608	1,166	304

MAILING ADDRESS ANALYSIS				
	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Total Qualified Nonpaid	Percent
Individual by Name and Title and/or Occupation	17,349	4,785	19,957	99.8
Individual by Name Only	22	5	22	0.1
Title or Occupation Only	10		10	0.1
Company Name Only	11		11	0.1
Multicopy Same Addressee				
Total Qualified Subscriptions	17,392	4,790	20,000	100.0
Total Qualified Circulation	17,392	4,790	20,000	100.0

GEOGRAPHIC ANALYSIS			
State	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Total Qualified Nonpaid
Alabama	226	81	269
Arizona	273	72	306
Arkansas	193	47	213
California	909	268	1,034
Colorado	338	104	398
Connecticut	171	37	188
Delaware	33	10	39
District of Columbia	12	6	16
Florida	636	206	757
Georgia	422	161	503
Idaho	155	43	174
Illinois	542	155	625
Indiana	388	86	433
Iowa	319	79	360
Kansas	230	57	263
Kentucky	254	60	279
Louisiana	226	40	242
Maine	112	15	119
Maryland	194	36	212
Massachusetts	294	86	332
Michigan	522	122	582
Minnesota	425	90	471
Mississippi	142	46	163
Missouri	417	108	472
Montana	127	37	150
Nebraska	170	29	182
Nevada	164	39	178
New Hampshire	109	24	118
New Jersey	275	91	323
New Mexico	117	28	132
New York	642	155	719
North Carolina	498	144	574
North Dakota	105	34	123
Ohio	696	183	793
Oklahoma	235	59	261
Oregon	252	73	292
Pennsylvania	717	243	850
Rhode Island	41	14	44
South Carolina	206	70	247
South Dakota	147	48	171
Tennessee	381	112	442
Texas	1,081	331	1,276
Utah	215	54	244
Vermont	84	21	94
Virginia	405	122	468
Washington	325	90	368
West Virginia	132	32	154
Wisconsin	454	139	531
Wyoming	99	21	108
TOTAL 48 CONTERMINOUS STATES	15,110	4,208	17,292
Alaska	84	22	93
Hawaii	42	13	48
TOTAL ALASKA & HAWAII	126	35	141
Single Copy Sales			
U.S. Unclassified			
TOTAL UNITED STATES	15,236	4,243	17,433
Poss. & Other Areas		4	4
U.S. & POSS., etc.	15,236	4,247	17,437
Canada	2,153	421	2,440
International	3	122	123
Military or Civilian Personnel Overseas			
Total International	2,156	543	2,563
E-mail Address Only			
Other Unclassified			
GRAND TOTAL	17,392	4,790	20,000

GEOGRAPHIC ANALYSIS - CANADA			
Province	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Total Qualified Nonpaid
Alberta	208	50	243
British Columbia	636	67	686
Manitoba	91	21	106
New Brunswick	47	14	56
Newfoundland/Labrador	15	2	15
Northwest Territories	6	2	7
Nova Scotia	72	21	87
Nunavut	3		3
Ontario	771	172	886
Prince Edward Island	3	3	5
Quebec	228	59	266
Saskatchewan	72	10	79
Yukon Territory	1		1
Canadian Unclassified			
TOTAL CANADA	2,153	421	2,440
United States	15,236	4,247	17,437
Military or Civilian Personnel Overseas			
Other International	3	122	123
Total International	15,239	4,369	17,560
E-Mail Address Only			
Other Unclassified			
GRAND TOTAL	17,392	4,790	20,000

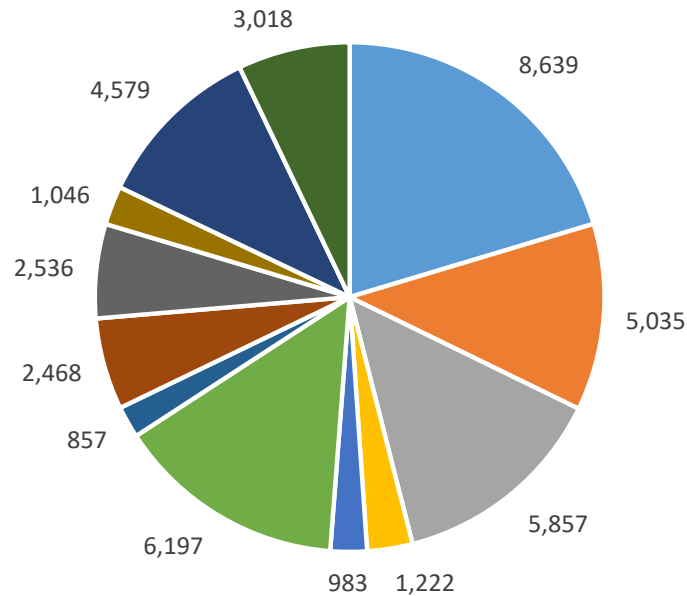
INTEGRATED AUDIENCE ENGAGEMENT

Classification by Business & Industry		Total Unduplicated*	Pit & Quarry Magazine	Pit & Quarry Weekly Report	Pit & Quarry Equipment Spotlight	Total Recipients
1.	Crushed Stone & Sand & Gravel	5,117	4,098	2,204	2,337	8,639
2.	Crushed Stone	2,859	2,325	1,301	1,409	5,035
3.	Sand & Gravel	3,816	3,221	1,247	1,389	5,857
4.	Portland Cement or Lime	716	558	315	349	1,222
5.	Asphalt & Recycled Asphalt	540	461	249	273	983
6.	Ready Mix Concrete & Recycled Concrete	3,560	3,040	1,548	1,609	6,197
7.	Industrial Minerals	483	353	244	260	857
8.	Other Aggregate	1,684	1,552	429	487	2,468
	Total Producers	18,775	15,608	7,537	8,113	31,258
9.	Shipping/Distribution/Transportation	1,441	1,224	631	681	2,536
10.	Consulting Engineering/Geologists	553	372	345	329	1,046
11.	Equipment Dealer or Distributor	2,458	2,017	1,226	1,336	4,579
12.	Government Agency, Association, Etc.	2,111	779	1,081	1,158	3,018
	Total Qualified Circulation	25,338	20,000	10,820	11,617	42,437
	Percent		47.1	25.5	27.4	100.0

This is an analysis of the 25,338 unique recipients of the Pit & Quarry Network brand of products as of June 30, 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.

Total Recipients



Classification by Business & Industry

- Crushed Stone & Sand & Gravel
- Sand & Gravel
- Asphalt & Recycled Asphalt
- Industrial Minerals
- Shipping/Distribution/Transportation
- Equipment Dealer or Distributor
- Crushed Stone
- Portland Cement or Lime
- Ready Mix Concrete & Recycled Concrete
- Other Aggregate
- Consulting Engineering/Geologists
- Government Agency, Association, Etc.

CHANNEL PROFILES

WEBSITE ACTIVITY - www.pitandquarry.com

2025	Page Views	Sessions/Visits	Users/Visitors
January	42,948	14,127	8,198
March	47,838	31,189	23,595
April	47,146	26,658	20,435
May	39,073	24,499	18,773
June	35,285	20,420	16,812

As of February 2025, the Pit & Quarry website, <https://www.pitandquarry.com/>, experienced a data collection issue. As a result, February 2025 Web Traffic is incomplete and not reported herein.

E-NEWSLETTERS - PQ Equipment Spotlight

2025	# of Issues	Average Net Distribution Per Issue	Total Net Distribution
January	1	10,769	10,769
February	1	10,718	10,718
March	1	11,433	11,433
April	1	11,029	11,029
May	1	11,262	11,262
June	1	11,198	11,198

E-NEWSLETTERS - PQ Weekly Report

2025	# of Issues	Average Net Distribution Per Issue	Total Net Distribution
January	5	10,114	50,570
February	4	10,103	40,411
March	4	10,533	42,131
April	4	10,773	43,090
May	5	10,670	53,350
June	4	10,492	41,967

SOCIAL MEDIA

Channel	As of June 30, 2025
Facebook Followers	8,800
Instagram Followers	2,657
LinkedIn Followers	16,346
X Followers	5,722
YouTube Subscribers	1,230

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; Mailing Address Analysis; and Geographic Analysis is from an analysis of the May issue.

Allocated for Shows and Conventions
Represents copies delivered to the following Trade Shows:

Trade Show	Location	Show Dates	Issues	Copies Delivered
OSSGA	Toronto, Canada	1/30/25-1/31/25	Jan	50
Pit & Quarry Roundtable & Conference	Litchfield Park, AZ	1/22/25-1/23/25	Jan	25
GCAA	Atlanta, GA	2/19/25-2/21/25	Feb	50
AGG1	St. Louis, MO	3/25/25-3/27/25	Mar	150
BCSSGA	British Columbia, Canada	4/2/25-4/3/25	Mar	200
TACA	San Antonio, TX	6/13/25	Jun	150

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

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 represents the sum of all e-Newsletters reported during this period.

Frequency: Monthly
Format: Standard

Established: 1916
AAM Member Since: 2023
Member #: 06-3025-2
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