

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.

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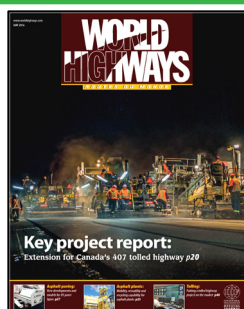
WORLD HIGHWAYS is a globally-recognized B2B brand designed to provide the international road planning, design, construction, financing and management sectors with all the news, data, analysis and business-support information they need to be successful. First published in 1991, the World Highways group of magazines, supplements, websites, email newsletters, video and Daily News products gives readers and users all the latest technical and operation information they need. The editorial scope of World Highways is precisely targeted to its readers needs and offers Global, Emergent and Eurofile editions, as well as exclusive information provided by the International Road Federation. World Highways is the official publication of the IRF.

BRAND REPORT PURPOSE

The Brand Report provides a deeper understanding and identification of all audited touch points with customers that have interest in the brand. It is designed to present analysis of all communication channels, including a brand's unique users within each channel of, but not across, multiple media platforms. This non-integrated report contains data for each separate media channel as indicated in the Executive Summary. No attempt has been made to identify or eliminate duplication that may exist across media channels.

CHANNELS

WORLD HIGHWAYS MAGAZINE



5 Issues in the period
17,528 average circulation

WORLD HIGHWAYS E-NEWSLETTER



10 Issued in the period
24,285 average per occurrence

EXECUTIVE SUMMARY

Below are the Average contacts per occurrence, including frequency per period reported

	Non-Paid	Paid	Average
WORLD HIGHWAYS MAGAZINE (5 issues in the period)	17,492	36	17,528
WORLD HIGHWAYS E-NEWSLETTER (10 issued in the period)	24,285	-	24,285

FIELD SERVED

WORLD HIGHWAYS serves project and construction managing companies; civil and structural engineering, earthmoving, paving, road marking, safety contractors, sub-contractors, project management companies; government, highway or transportation department, road owners and operating companies; transportation consultants, traffic engineers, architect, urban planner, consulting engineers/highway engineering practices; equipment or material producers and suppliers, vehicle component & vehicle or material producers/suppliers; agents, distributors, dealers, importer or hirer, rental of plant or equipment; research, education or training establishments; trade and professional organizations; bank, finance company, development agency, legal or accounting firm, Members of the International Road Federation, IRF World Congress delegates, members of national road associations; paid subscribers and others not classified as reported in paragraph 3a.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include presidents, managing directors, directors, vice presidents, owners, general managers, chief engineers, highway engineers, project engineers, directors of construction, construction managers, and other titled and non-titled personnel in the above fields.

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere		Copies
Other Paid Circulation		-
Advertiser and Agency		880
Allocated for Trade Shows and Conventions		420
All Other		-
TOTAL		1,300

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	17,478	99.7	17,442	99.5	36	0.2
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	50	0.3	50	0.3	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	17,528	100.0	17,492	99.8	36	0.2

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2016 Issue	Total Qualified
January/February	17,532
March	17,521
April	17,521
May	17,531
June	17,532

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2016

This issue is -% or 4 copies above the average of the other 4 issues reported in Paragraph 2.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
1) Civil & structural engineering, earthmoving, paving, road marking, and safety contractors, sub-contractors, or project management companies	6,364	36.3
2) National, regional or local government highway or transportation department, road owner/operator	2,585	14.7
3) Transportation consultant, traffic engineer, architect, urban planner, consulting, engineer/highway engineering practice	3,396	19.4
4) Equipment or materials manufacturer/supplier, vehicle component & vehicle or material producer/supplier	3,528	20.1
5) Agent, distributor, dealer, importer or hirer, rental of plant or equipment	713	4.1
6) Research, education or training establishment	435	2.5
7) Trade and professional organisation/association	296	1.7
8) Bank, finance company, development agency, legal or accounting firm	77	0.4
9) Members of the Intl Road fedn, IRF World Cong. delegates, members of natl road associations & others not classified above	107	0.6
10) Paid Subscriber	30	0.2
TOTAL QUALIFIED CIRCULATION	17,531	100.0
PERCENT	100.0	

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2016

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	6,079	2,982	3,461	12,522	71.4
II. Request from recipient's company:	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-
V. TOTAL – Sources other than above (listed alphabetically):	5,009	-	-	5,009	28.6
Association rosters and directories	-	-	-	-	-
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
*Other sources	5,009	-	-	5,009	28.6
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	11,088	2,982	3,461	17,531	100.0
PERCENT	63.3	17.0	19.7	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2016

MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function	16,950	96.7
Individuals by name only	519	2.9
Titles or functions only	1	-
Company names only	11	0.1
Multi-Copy Same Addressee copies	50	0.3
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	17,531	100.0

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	July – December 2013	January – June 2014	July – December 2014	January – June 2015	July – December 2015*	January – June 2016*
Total Audit Average Qualified:	19,064	17,534	17,566	17,557	17,539	17,528
Qualified Non-Paid:	18,982	17,467	17,496	17,497	17,494	17,492
Qualified Paid:	82	67	70	60	45	36
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	**NC	**NC	**NC	**NC	**NC	**NC

*NOTE: July 2015 – June 2016 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 2016*

Region/Country	Total Qualified	Percent	Region/Country	Total Qualified	Percent
ASIA			Ukraine	184	
Afghanistan	40		United Kingdom	1,004	
Armenia	3		unspecified Europe	122	
Azerbaijan	2		Subtotal	8,072	46.0
Bangladesh	30		AFRICA		
British Indian Ocean Territory	1		Algeria	105	
Brunei Darussalam	23		Angola	1	
Cambodia	1		Botswana	10	
China	750		Cameroon	11	
Georgia	10		Cape Verde	1	
Hong Kong - SAR	111		Congo	1	
India	1,258		Egypt	62	
Indonesia	376		Equatorial Guinea	1	
Japan	361		Ethiopia	23	
Kazakhstan	7		Ghana	43	
Korea, Republic Of	295		Kenya	34	
Laos	1		Lesotho	3	
Macao	6		Libyan Arab Jamahiriya	10	
Malaysia	229		Malawi	3	
Mongolia	7		Mauritania	1	
Myanmar	12		Mauritius	12	
Nepal	16		Morocco	71	
Pakistan	70		Mozambique	10	
Philippines	159		Namibia	8	
Singapore	339		Niger	1	
Sri Lanka	90		Nigeria	163	
Taiwan	175		Senegal	4	
Thailand	113		Sierra Leone	3	
Turkmenistan	5		South Africa	395	
Uzbekistan	3		Sudan	5	
Vietnam	88		Swaziland	2	
Subtotal	4,581	26.1	Tanzania	46	
MIDDLE EAST			Togo	1	
Bahrain	43		Tunisia	40	
Iran	194		Uganda	14	
Iraq	11		Zambia	8	
Israel	197		Zimbabwe	15	
Jordan	14		unspecified Africa	3	
Kuwait	19		Subtotal	1,110	6.3
Lebanon	38		NORTH AMERICA		
Oman	62		Canada	287	
Qatar	102		Mexico	127	
Saudi Arabia	141		United States	735	
Syrian Arab Republic	2		Subtotal	1,149	6.6
United Arab Emirates	260		CARIBBEAN		
Yemen	6		Aruba	2	
unspecified Middle East	2		Bahamas	2	
Subtotal	1,091	6.2	Barbados	1	
EUROPE			Bermuda	1	
Albania	17		Cayman Islands	1	
Andorra	8		Cuba	1	
Austria	294		Dominican Republic	4	
Belarus	30		Jamaica	4	
Belgium	401		Netherlands Antilles	3	
Bosnia and Herzegovina	31		Puerto Rico	11	
Bulgaria	102		Trinidad and Tobago	18	
Croatia	132		unspecified Caribbean	2	
Cyprus	62		Subtotal	50	0.3
Czech Republic	134		CENTRAL AMERICA		
Denmark	190		Costa Rica	2	
Estonia	169		El Salvador	1	
Finland	158		Guatemala	9	
France	336		Nicaragua	3	
Germany	449		Panama	6	
Gibraltar	3		Subtotal	21	0.1
Greece	200		SOUTH AMERICA		
Hungary	135		Argentina	89	
Iceland	36		Bolivia	14	
Ireland	153		Brazil	221	
Italy	325		Chile	104	
Latvia	80		Colombia	153	
Lithuania	144		Ecuador	15	
Luxembourg	29		Paraguay	5	
Macedonia	38		Peru	32	
Malta	40		Suriname	5	
Moldova	2		Uruguay	16	
Montenegro	4		Venezuela	84	
Netherlands	423		Subtotal	738	4.2
Norway	145		ASIA PACIFIC		
Poland	298		Australia	484	
Portugal	204		Fiji	5	
Romania	283		New Caledonia	2	
Russian Federation	285		New Zealand	227	
San Marino	1		Papua New Guinea	1	
Serbia	78		Subtotal	719	4.1
Slovakia	80				
Slovenia	174				
Spain	260				
Sweden	302				
Switzerland	183				
Turkey	344				
			TOTAL QUALIFIED CIRCULATION	17,531	100.0

There are 3 editions of each issue of World Highways: Euro Edition = 7,787 copies, Emergent Edition = 8,003 copies and Global edition = 1,741 copies

*See Additional Data

E-NEWSLETTER CHANNEL

2016	World Highways E-Newsletter
JANUARY	
January 7	29,178
January 21	29,266
FEBRUARY	
February 4	28,932
MARCH	
March 3	28,771
March 17	28,605
APRIL	
April 28	28,364
MAY	
May 12	17,145
May 26	17,305
JUNE	
June 9	17,695
June 23	17,590
AVERAGE:	24,285

World Highways E-Newsletter (10 issued in the period)

ADDITIONAL DATA

MAGAZINE:

PARAGRAPH 3b:

Other sources include 2 sources of circulation for quantities of 1,270 copies or 7.3% to 3,739 copies or 21.3%, including the Marketing file.

GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletter is not reported at the media owner's option.

PUBLISHER'S AFFIDAVIT

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

Preeti Lalli, Database Manager & Circulation

Geoff Hadwick, Publisher

(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.

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About BPA Worldwide:

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