

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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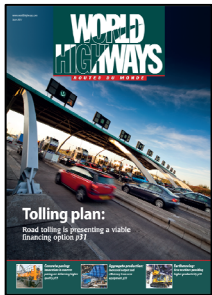
WORLD HIGHWAYS is a globally-recognized B2B brand designed to provide the international road planning, design, construction, financing and management sectors with all the news, data, analysis and business-support information they need to be successful. First published in 1991, the World Highways group 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
15,606 average circulation

WORLD HIGHWAYS E-NEWSLETTER



10 Issued in the period
31,224 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)	15,577	29	15,606
WORLD HIGHWAYS E-NEWSLETTER (10 issued in the period)	31,224	-	31,224

FIELD SERVED

WORLD HIGHWAYS serves project and construction management 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	750
Allocated for Trade Shows and Conventions	150
All Other	-
TOTAL	900

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	15,556	99.7	15,527	99.5	29	0.2
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	50	0.3	50	0.3	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	15,606	100.0	15,577	99.8	29	0.2

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2017 Issue	Total Qualified
January/February	15,471
March	15,466
April	15,456
May	15,280
June	16,356

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2017
This issue is 6.1% or 938 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	6,045	36.9
2) National, regional or local government highway or transportation department, road owner/operator	2,729	16.7
3) Transportation consultant, traffic engineer, architect, urban planner, consulting, engineer/highway engineering practice	2,973	18.2
4) Equipment or materials manufacturer/supplier, vehicle component & vehicle or material producer/supplier	2,822	17.3
5) Agent, distributor, dealer, importer or hirer, rental of plant or equipment	619	3.8
6) Research, education or training establishment	496	3.0
7) Trade and professional organisation/association	265	1.6
8) Bank, finance company, development agency, legal or accounting firm	79	0.5
9) Members of the Intl Road fedn, IRF World Cong. delegates, members of natl road associations & others not classified above	293	1.8
10) Paid Subscriber	35	0.2
TOTAL QUALIFIED CIRCULATION	16,356	100.0
PERCENT	100.0	

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2017

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	4,911	3,978	2,024	10,913	66.7
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):	5,443	-	-	5,443	33.3
Association rosters and directories	-	-	-	-	-
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
*Other sources	5,443	-	-	5,443	33.3
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	10,354	3,978	2,024	16,356	100.0
PERCENT	63.3	24.3	12.4	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2017

MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function	15,692	96.0
Individuals by name only	610	3.7
Titles or functions only	-	-
Company names only	4	-
Multi-Copy Same Addressee copies	50	0.3
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	16,356	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 2014	January – June 2015	July – December 2015	January – June 2016	July – December 2016*	January – June 2017*
Total Audit Average Qualified:	17,566	17,557	17,539	17,528	15,823	15,606
Qualified Non-Paid:	17,496	17,497	17,494	17,492	15,794	15,577
Qualified Paid:	70	60	45	36	29	29
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 2016 – June 2017 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 JUNE 2017*

Region/Country	Total Qualified	Percent	Region/Country	Total Qualified	Percent
ASIA			Ukraine	162	
Afghanistan	38		United Kingdom	956	
Armenia	5		unspecified Europe	144	
Azerbaijan	2		Subtotal	7,673	46.9
Bangladesh	24		AFRICA		
Brunei Darussalam	17		Algeria	120	
Cambodia	1		Angola	1	
China	675		Botswana	6	
East Timor (Timor-Leste)	1		Cameroon	8	
Georgia	15		Cape Verde	2	
Hong Kong - SAR	88		Congo	2	
India	1,333		Egypt	47	
Indonesia	507		Ethiopia	21	
Japan	327		Ghana	36	
Kazakhstan	6		Kenya	30	
Korea, Republic Of	271		Lesotho	1	
Laos	1		Libyan Arab Jamahiriya	7	
Macao	4		Malawi	2	
Malaysia	180		Mauritania	1	
Mongolia	6		Mauritius	8	
Myanmar	14		Morocco	112	
Nepal	13		Mozambique	9	
Pakistan	71		Namibia	6	
Philippines	142		Nigeria	142	
Singapore	260		Senegal	3	
Sri Lanka	63		Sierra Leone	2	
Taiwan	107		South Africa	321	
Thailand	96		Sudan	4	
Turkmenistan	3		Swaziland	2	
Uzbekistan	4		Tanzania	31	
Vietnam	75		Togo	1	
Subtotal	4,349	26.6	Tunisia	36	
MIDDDL EAST			Uganda	14	
Bahrain	35		Zambia	8	
Iran	175		Zimbabwe	17	
Iraq	12		unspecified Africa	3	
Israel	177		Subtotal	1,003	6.1
Jordan	10		NORTH AMERICA		
Kuwait	12		Canada	240	
Lebanon	22		Mexico	99	
Oman	49		United States	878	
Qatar	82		Subtotal	1,217	7.5
Saudi Arabia	111		CARIBBEAN		
Syrian Arab Republic	1		Aruba	1	
United Arab Emirates	220		Bahamas	2	
Yemen	2		Barbados	1	
unspecified Middle East	2		Bermuda	1	
Subtotal	910	5.6	Cayman Islands	1	
EUROPE			Cuba	1	
Albania	24		Dominican Republic	3	
Andorra	6		Jamaica	3	
Austria	241		Puerto Rico	9	
Belarus	30		Trinidad and Tobago	14	
Belgium	379		unspecified Caribbean	10	
Bosnia and Herzegovina	35		Subtotal	46	0.3
Bulgaria	93		CENTRAL AMERICA		
Croatia	123		Costa Rica	3	
Cyprus	45		Guatemala	6	
Czech Republic	117		Nicaragua	4	
Denmark	135		Panama	5	
Estonia	129		Subtotal	18	0.1
Finland	139		SOUTH AMERICA		
France	374		Argentina	55	
Germany	408		Bolivia	10	
Gibraltar	4		Brazil	149	
Greece	179		Chile	50	
Hungary	113		Colombia	158	
Iceland	30		Ecuador	14	
Ireland	151		Paraguay	5	
Italy	286		Peru	28	
Latvia	68		Suriname	4	
Lithuania	83		Uruguay	9	
Luxembourg	34		Venezuela	16	
Macedonia	32		Subtotal	498	3.0
Malta	33		ASIA PACIFIC		
Moldova	2		Australia	428	
Montenegro	4		Fiji	5	
Netherlands	611		New Caledonia	2	
Norway	159		New Zealand	205	
Poland	281		Papua New Guinea	2	
Portugal	174		Subtotal	642	3.9
Romania	203				
Russian Federation	285				
Serbia	52				
Slovakia	70				
Slovenia	148				
Spain	331				
Sweden	272				
Switzerland	177				
Turkey	351				
			TOTAL QUALIFIED CIRCULATION	16,356	100.0

*See Additional Data

E-NEWSLETTER CHANNEL

2017	World Highways E-Newsletter
JANUARY	
January 19	26,287
FEBRUARY	
February 2	26,097
MARCH	
March 30	25,787
APRIL	
April 13	30,728
April 27	36,315
MAY	
May 4	36,044
May 18	35,953
JUNE	
June 1	36,048
June 15	29,722
June 29	29,261
AVERAGE:	
31,224	

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

ADDITIONAL DATA

MAGAZINE:

PARAGRAPH 3b:

Other sources include 2 sources of circulation for quantities of 2,236 copies or 13.7% to 3,207 copies or 19.6%, including Intertraffic List and 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, Circulation & Database Manager	Date signed	July 13, 2017
Geoff Hadwick, Publisher	Country	United Kingdom
	City	Dartford, Kent
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)	Received by BPA Worldwide	July 13, 2017
IMPORTANT NOTE:	Type	BJ
This unaudited brand report has been checked against the previous audit report.	ID Number	W072B0J7
It will be included in the annual audit made by BPA Worldwide.		
About BPA Worldwide:		
A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.		