



BRAND REPORT

FOR THE 6 MONTH PERIOD ENDED JUNE 2018



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 needed 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
16,774 average circulation

WORLD HIGHWAYS E-NEWSLETTER



7 issued in the period
28,571 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)	16,743	31	16,774
a. Print	15,031	31	15,062
b. Digital	1,712	-	1,712
1. Requested	1,712	-	1,712
2. Non Requested	-	-	-
WORLD HIGHWAYS E-NEWSLETTER (7 issued in the period)	28,571	-	28,571

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 and paid subscribers.

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	764
Allocated for Trade Shows and Conventions	211
All Other	-
TOTAL	975

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	16,724	99.7	16,693	99.5	31	0.2
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	50	0.3	50	0.3	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	16,774	100.0	16,743	99.8	31	0.2

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2018 Issue	Print	Digital	Total Qualified
January/February	14,766	1,426	16,192
March	14,882	1,592	16,474
April	14,894	1,637	16,531
May	15,933	2,172	18,105
June	14,834	1,732	16,566

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2018
This issue is 1.5% or 260 copies below the average of the other 4 issues reported in Paragraph 2.

Business and Industry (Note 1)	Total Qualified	Percent of Total	Print	Digital
1) Civil & structural engineering, earthmoving, paving, road marking, and safety contractors, sub-contractors, or project management companies	6,031	36.4	5,891	140
2) National, regional or local government highway or transportation department, road owner/operator	2,682	16.2	2,575	107
3) Transportation consultant, traffic engineer, architect, urban planner, consulting, engineer/highway engineering practice	3,096	18.7	2,999	97
4) Equipment or materials manufacturer/supplier, vehicle component & vehicle or material producer/supplier	2,833	17.1	2,233	600
5) Agent, distributor, dealer, importer or hirer, rental of plant or equipment	883	5.3	599	284
6) Research, education or training establishment	431	2.6	160	271
7) Trade and professional organisation/association	254	1.5	145	109
8) Bank, finance company, development agency, legal or accounting firm	84	0.5	45	39
9) Members of the Intl Road fedn, IRF World Cong. delegates & members of natl road associations	241	1.5	156	85
10) Paid Subscriber	31	0.2	31	-
TOTAL QUALIFIED CIRCULATION	16,566	100.0	14,834	1,732
PERCENT	100.0		89.5	10.5

Note 1: Qualified recipients include presidents, chief executives, managing directors, vice presidents, finance directors, owners, general managers, traffic engineers, project managers, consultants, and other titled and non-titled personnel in the above fields.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2018

Qualification Source	Qualified Within			Print	Digital	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	5,001	4,364	2,994	10,627	1,732	12,359	74.6
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):	4,207	-	-	4,207	-	4,207	25.4
Association rosters and directories	-	-	-	-	-	-	-
Business directories	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
*Other sources	4,207	-	-	4,207	-	4,207	25.4
VI. Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	9,208	4,364	2,994	14,834	1,732	16,566	100.0
PERCENT	55.6	26.3	18.1	89.5	10.5	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2018

Mailing Address	Print	Digital	Total Qualified	Percent
Individuals by name and title and/or function	14,355	1,726	16,081	97.1
Individuals by name only	420	6	426	2.6
Titles or functions only	-	-	-	-
Company names only	9	-	9	-
Multi-Copy Same Addressee copies	50	-	50	0.3
Single Copy Sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION	14,834	1,732	16,566	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 2015	January – June 2016	July – December 2016	January – June 2017	July – December 2017*	January – June 2018*
Total Audit Average Qualified:	17,539	17,528	15,823	15,606	16,244	16,774
Qualified Non-Paid:	17,494	17,492	15,794	15,577	16,208	16,743
Print:	17,494	17,492	15,794	15,577	14,573	15,031
Digital:	-	-	-	-	1,635	1,712
Qualified Paid:	45	36	29	29	36	31
Print:	45	36	29	29	36	31
Digital:	-	-	-	-	-	-
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 2017 – June 2018 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 2018*

Region/Country	Print	Digital	Total Qualified	Percent
ASIA				
Afghanistan	3	2	5	
Armenia	2	-	2	
Azerbaijan	1	-	1	
Bangladesh	23	2	25	
Brunei Darussalam	11	1	12	
Cambodia	1	-	1	
China	681	17	698	
East Timor (Timor-Leste)	-	1	1	
Georgia	15	1	16	
Hong Kong - SAR	90	6	96	
India	1,216	100	1,316	
Indonesia	438	19	457	
Japan	295	31	326	
Kazakhstan	11	4	15	
Korea, Republic Of	285	14	299	
Kyrgyzstan	1	-	1	
Laos	1	-	1	
Macao	4	-	4	
Malaysia	161	25	186	
Mongolia	7	-	7	
Myanmar	8	1	9	
Nepal	15	3	18	
Pakistan	85	8	93	
Philippines	135	6	141	
Singapore	148	21	169	
Sri Lanka	57	4	61	
Taiwan	103	3	106	
Thailand	89	11	100	
Turkmenistan	3	-	3	
Uzbekistan	4	3	7	
Vietnam	68	7	75	
Subtotal	3,961	290	4,251	25.7
MIDDLE EAST				
Bahrain	33	5	38	
Iran	186	20	206	
Iraq	12	1	13	
Israel	143	17	160	
Jordan	8	2	10	
Kuwait	17	-	17	
Lebanon	29	-	29	
Oman	47	5	52	
Qatar	81	7	88	
Saudi Arabia	115	8	123	
United Arab Emirates	212	22	234	
unspecified Middle East	2	-	2	
Subtotal	885	87	972	5.9
EUROPE				
Albania	23	1	24	
Andorra	9	-	9	
Austria	221	18	239	
Belarus	26	7	33	
Belgium	317	45	362	
Bosnia and Herzegovina	29	4	33	
Bulgaria	77	15	92	
Croatia	102	27	129	
Cyprus	44	5	49	
Czech Republic	120	8	128	
Denmark	125	9	134	
Estonia	126	4	130	
Faroe Islands	1	-	1	
Finland	119	20	139	
France	334	37	371	
Germany	376	69	445	
Gibraltar	4	-	4	
Greece	159	19	178	
Hungary	96	14	110	
Iceland	28	5	33	
Ireland	137	7	144	
Italy	301	42	343	
Latvia	66	4	70	
Lithuania	67	16	83	
Luxembourg	32	2	34	
Macedonia	40	5	45	
Malta	29	5	34	
Moldova	2	-	2	
Montenegro	4	1	5	
Netherlands	520	92	612	
Norway	153	6	159	
Poland	236	47	283	
Portugal	138	32	170	
Romania	177	22	199	
Russian Federation	248	34	282	
Serbia	163	18	181	
Slovakia	64	5	69	
Slovenia	123	24	147	
Spain	283	46	329	
Sweden	252	19	271	

*See Additional Data

Region/Country	Print	Digital	Total Qualified	Percent
Switzerland	165	10	175	
Turkey	307	41	348	
Ukraine	150	6	156	
United Kingdom	749	126	875	
unspecified Europe	12	3	15	
Subtotal	6,754	920	7,674	46.3
AFRICA				
Algeria	110	10	120	
Angola	1	-	1	
Botswana	6	-	6	
Cameroon	4	2	6	
Cape Verde	1	-	1	
Congo	2	-	2	
Egypt	41	6	47	
Ethiopia	20	4	24	
Ghana	41	4	45	
Kenya	36	4	40	
Lesotho	1	-	1	
Liberia	1	-	1	
Libyan Arab Jamahiriya	9	-	9	
Malawi	2	-	2	
Mauritius	4	2	6	
Morocco	115	14	129	
Mozambique	10	-	10	
Namibia	5	-	5	
Nigeria	169	9	178	
Reunion	-	1	1	
Rwanda	-	1	1	
Senegal	2	-	2	
Seychelles	1	-	1	
Sierra Leone	4	-	4	
South Africa	300	21	321	
Sudan	2	-	2	
Tanzania	40	-	40	
Togo	1	-	1	
Tunisia	33	3	36	
Uganda	14	5	19	
Zambia	8	2	10	
Zimbabwe	15	1	16	
unspecified Africa	6	1	7	
Subtotal	1,004	90	1,094	6.6
NORTH AMERICA				
Canada	204	33	237	
Mexico	109	14	123	
United States	889	147	1,036	
unspecified North America	1	1	2	
Subtotal	1,203	195	1,398	8.4
CARIBBEAN				
Aruba	1	-	1	
Bahamas	2	-	2	
Bermuda	1	-	1	
Cayman Islands	1	-	1	
Cuba	2	-	2	
Dominican Republic	1	1	2	
Jamaica	1	-	1	
Puerto Rico	9	-	9	
Trinidad and Tobago	11	3	14	
unspecified Caribbean	2	-	2	
Subtotal	31	4	35	0.2
CENTRAL AMERICA				
Costa Rica	1	2	3	
El Salvador	-	1	1	
Guatemala	2	1	3	
Honduras	1	-	1	
Nicaragua	4	1	5	
Panama	3	-	3	
Subtotal	11	5	16	0.1
SOUTH AMERICA				
Argentina	66	5	71	
Bolivia	9	-	9	
Brazil	126	23	149	
Chile	39	10	49	
Colombia	156	23	179	
Ecuador	13	1	14	
Paraguay	6	-	6	
Peru	32	5	37	
Suriname	6	-	6	
Uruguay	8	1	9	
Venezuela	15	1	16	
Subtotal	476	69	545	3.3
ASIA PACIFIC				
Australia	347	54	401	
Fiji	4	-	4	
New Caledonia	2	-	2	
New Zealand	154	18	172	
Papua New Guinea	1	-	1	
Vanuatu	1	-	1	
Subtotal	509	72	581	3.5
TOTAL QUALIFIED CIRCULATION	14,834	1,732	16,566	100.0

E-NEWSLETTER CHANNEL

2018	World Highways e-Newsletter
JANUARY	
January 18	29,430
FEBRUARY	
February 1	29,296
February 15	28,041
MARCH	
March 15	29,163
MAY	
May 17	27,834
May 31	28,161
JUNE	
June 14	28,073
AVERAGE:	
28,571	

World Highways e-Newsletter (7 issued in the period)

ADDITIONAL DATA

**MAGAZINE:
METHOD OF DISTRIBUTION:**

All qualified circulation conforms to the field served and definition of recipient qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients of the digital version are notified via email when the version is available.

STATEMENT OF CONTENT PLATFORM:

Editorial Replica – If a print edition exists, editorial and design are unchanged from the original print edition. Each issue’s content and design are identical to the original edition. Apart from minor updates, the content cannot change once the issue is made available.

PARAGRAPH 3b:

Other sources include 1 source of circulation for a quantity of 4,207 copies or 25.4%, including 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.		
Charmaine Douglas, Database Manager	Date signed	August 24, 2018
Geoff Hadwick, Publisher	Country	United Kingdom
	City	London
(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	August 24, 2018
IMPORTANT NOTE:	Type	BJ
This unaudited brand report has been checked against the previous audit report.	ID Number	W072B0J8
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.