

Media Information 2012

www.aggbusiness.com

AGGREGATES

BUSINESS EUROPE

Over 6 times more direct requested subscribers than our closest competitor!

See page 3 for full details



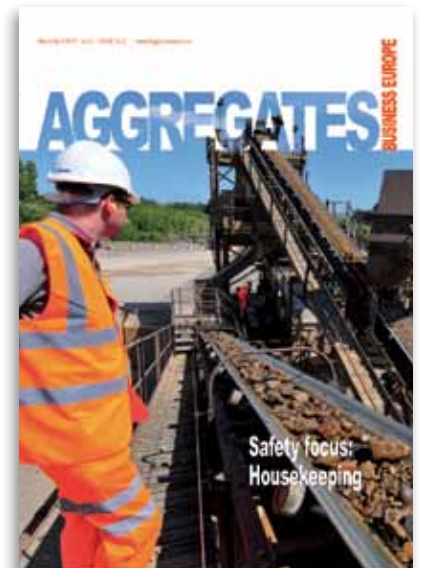
Website



eNewsletter



Daily News



Magazine



- 2 Editorial Excellence
- 3 Industry-leading Circulation
- 4 Circulation Breakdown
- 5 Editorial Features
- 6 Specials and Supplements
- 7 E-Media

Meeting the demand for construction materials in Europe, while balancing calls for increased sustainability and improved efficiency, is a major challenge for quarry operators in the region. Despite the need for higher than ever levels of quality, safety and environmental awareness, Europe's quarries still have to find a profitable way to produce 7tonnes of aggregates used on behalf of every person in the region each year.

Aggregates Business Europe aims to bring information about the latest legislation, technology and best practice direct to over **10,000* quarry professionals across Europe** to help them deliver the necessary performance and efficiency improvements.

Published 6 times a year, *Aggregates Business Europe* provides unbiased information on the latest equipment innovations and systems available to quarry operators for every aspect of their operation, from the production of construction aggregates through to quarry products, including cement, concrete and asphalt.

Informed Authority

We guarantee quality editorial for our high calibre readership. Patrick Smith is the Editor of *Aggregates Business Europe*. Patrick joined Route One Publishing in 1994 from the award-winning Nottingham Evening Post where he was Business Editor for seven years. Having originally worked in the construction industry, he has been a journalist for over 30 years, and is also responsible for assisting in producing *World Highways* and other titles and special publications in Route One Publishing's portfolio.



* Source: June 2011 BPA Worldwide Circulation Statement.

INTERMAT 2012

Aggregates Business Europe is part of the team delivering an INTERMAT endorsed multi-channel, multi-media solution.

CONTACT US NOW FOR DETAILS.

For more information please contact...

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What is the BPA?

BPA Worldwide was established in 1931 and is the world's most recognised independent auditing company for the publishing industry, serving over 2,000 B2B publications, 500 consumer magazines, plus newspapers, events, websites, databases and eNewsletters. The remit of BPA Worldwide, a not-for-profit organisation, is to protect advertisers from inaccurate or inflated circulation claims from publishers attempting to secure advertising support.



* Source: June 2011 BPA Worldwide Circulation Statement.

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The BPA audit verifies whether circulation claims are accurate and the supporting data is correct. Only those who genuinely qualify under the terms of the controlled circulation receive copies of the publication.

Having a qualified readership i.e. being able to prove who you are distributing your copies to is the most basic requirement that all publishers should offer – but with *Aggregates Business Europe* you get much more. **99%** of *Aggregates Business Europe*'s circulation is sent to named individuals – not to job titles or departments only – with **4,197*** subscribers who have specifically asked to receive each issue of the magazine. Take a look at the figures below – can our competitors say the same?

BPA Questions 3a, 3b and 3c** are the definitive test of a circulation, without which you have no guarantee that your advertising message will reach your intended audience.

Aggregates Business Europe is the only pan-European specialist magazine serving the quarrying sector. We circulate **10,227*** copies per issue. Therefore, when you need to promote your company to the European market, *Aggregates Business Europe* is the most targeted, accurate and cost effective means to achieve your objectives.



Advertise here to get increased sales ...

If you are a manufacturer or a service supplier seeking new markets for your products, you will gain access to a wealth of opportunities through advertising in the pages of *Aggregates Business Europe* and via the E-media options.

10,365* copies to quarry owners & managers in 42 European countries

Business Industry Categories
Aggregates Business Europe is the only magazine in the sector to provide a full breakdown of its circulation into **10 separate industry classifications** ensuring you know exactly who is reading each issue and seeing your advertisement.
**BPA Question 3a

Direct requests
After just 4 years *Aggregates Business Europe* has built up a circulation of **4,197 requested subscribers** who have specifically asked to receive each issue of the printed magazine.
**BPA Question 3b

Sent to named individuals
99% of *Aggregates Business Europe*'s circulation is sent to **named individuals** – not job titles – that's **10,345 subscribers** every issue.
**BPA Question 3c

	AGGREGATES BUSINESS EUROPE	CONSTRUCTION EUROPE	QUARRY MANAGEMENT
Sources	June 2011 BPA Worldwide Circulation Statement	June 2011 BPA Worldwide Circulation Statement	December 2010 ABC International Certificate of Circulation
Business Industry Categories	Broken down into 10 individual classifications	1 category supplied	1 category supplied
Total Audited Circulation - print (Single audit issue)	10,365*	10,914	4,790
Total Direct Requests – print only	4,197	629	Data not available
Named individuals – print only	10,345	4,108	Data not available

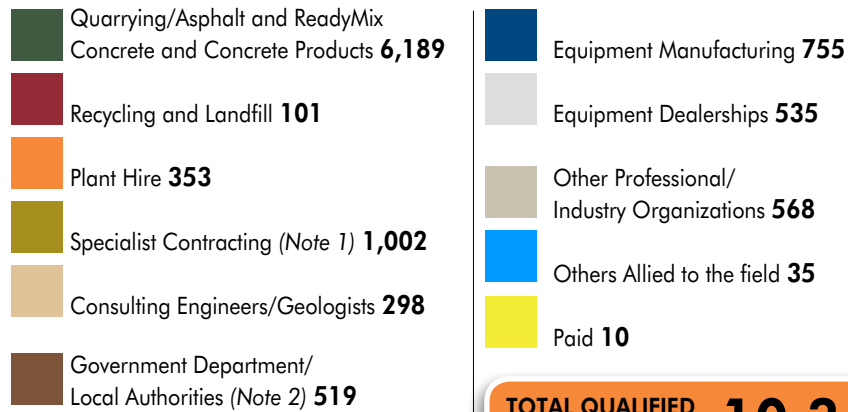
Source: June 2011 BPA Worldwide Circulation Statements. For further information visit www.bpaww.com

Source: Figures provided are the latest available. For further details visit www.abc.org.uk

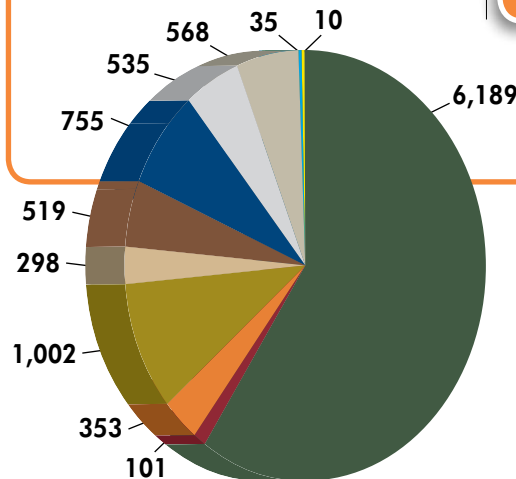


Business Breakdown of Aggregates Business Europe – BPA Worldwide Circulation Statement June 2011

Business Classification



TOTAL QUALIFIED CIRCULATION 10,365



Note 1: Includes: Civil & Structural Engineering, Earthmoving, Paving, Road Marking, Safety Contractors, Sub-Contractors, and Project Management Companies.

Note 2: Includes: National, Regional, or Local Government Highway or Transportation Department.

*Qualified recipients include Directors, Owners, Executives, General Managers, Regional Managers, Area Managers, Quarry Managers, Site Managers, Works Managers, Project Managers, Maintenance Managers, Contract Managers, Training Managers, Health & Safety Managers, Environmental Managers, Engineers or Technical Specialists, Sales Managers or Representatives and other titled and non-titled personnel allied to the above fields.

European Geographical Breakout of Qualified Circulation: Aggregates Business Europe May/June 2011

Albania	9	Estonia	43	Luxembourg	27	Slovenia	78
Andorra	3	Finland	206	Macedonia	2	Spain	587
Austria	503	France	561	Malta	14	Sweden	355
Belarus	4	Germany	1935	Netherlands	405	Switzerland	347
Belgium	766	Greece	86	Norway	93	Turkey	170
Bosnia and Herzegovina	6	Hungary	58	Poland	223	Ukraine	22
Bulgaria	40	Iceland	20	Portugal	189	United Kingdom	1077
Croatia	55	Italy	1078	Ireland	408	unspecified Europe	76
Cyprus	29	Latvia	27	Romania	210		
Czech Republic	117	Liechtenstein	1	Russian Federation	54		
Denmark	265	Lithuania	22	Slovakia	194		
						TOTAL	10,365

INTERMAT 2012

Aggregates Business Europe is part of the team delivering an INTERMAT endorsed multi-channel, multi-media solution.

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Aggregates Business Europe Specials and Supplements

Each year Aggregates Business Europe produces focused specials and supplements to be distributed to key buyers and specifiers from the combined circulations of Aggregates Business Europe and World Highways. See page 7 for more details.

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January/February

- Environment – Energy efficiency
- Health & safety – Equipment
- Market report – Poland
- Equipment focus – Loading: excavators and wheeled loaders
- Equipment focus – Maintenance: wear parts and service packages
- Equipment focus – Concrete plants
- Applications – Recycled concrete
- **INTERMAT preview**

March/April

- Environment – Quarry restoration
- Health & safety – Housekeeping
- Market report – France
- Equipment focus – Crushing: static and mobile
- Equipment focus – Engines – 1
- Equipment focus – Weighing: on-board systems and weighbridges
- Applications – Road construction
- **INTERMAT show issue**

BONUS DISTRIBUTION

- **Intermat,**
16-21 April
- 

May/June

- Environment – Biodiversity
- Health & safety – Training
- Market report – UK
- Equipment focus - Washing, including process pumps, cyclones and screens
- Equipment focus – Hauling: ADTs, RDTs and conveyors
- Equipment focus – Survey and quarry planning
- Applications – Concrete construction
- **Hillhead preview**

BONUS DISTRIBUTION

- **Hillhead,**
19-21 June
- 

July/August

- Environment – Recycling
- Health & safety – Auditing
- Market report – Sweden
- Equipment focus – Screening: static and mobile
- Equipment focus – Asphalt plants
- Equipment focus – Tyres and tyre chains
- Applications – Airports

September/October

- Environment – Carbon reduction
- Health & safety – Maintenance
- Market report – Portugal
- Equipment focus – Water recycling, management and filtration
- Equipment focus – Primary and secondary breaking; drilling and blasting and hydraulic breakers
- Equipment focus – Dewatering pumps
- Applications – Recycled asphalt

November/December

- Environment – Water management
- Health & safety – Competence
- Market report – Baltic region
- Equipment focus – Crushing and screening
- Equipment focus – Site maintenance: graders, dozers, bowsers and wheel washers
- Equipment focus – Dust monitoring and management
- Equipment focus – Engines – 2
- Applications – Road construction



Each year Aggregates Business Europe produces focused specials and supplements distributed to key buyers and specifiers from the combined circulations of Aggregates Business Europe and World Highways.

These special publications are offered to subscribers in both printed and digital formats.

The Equipment Review 2012

PUBLISHED: January 2012

The Equipment Review 2012, is published early in 2012 to be distributed to key buyers and specifiers from the combined circulations of Aggregates Business Europe and World Highways.

Compiled by Group Equipment Editor, Mike Woof, *The Equipment Review 2012* includes updated information on every new piece of equipment that Aggregates Business Europe and World Highways editorial teams have reported on in the past 12 months.

The Equipment Review 2012 will be distributed to requested readers of Aggregates Business Europe and World Highways magazines. Only those readers from establishments that purchase and/or specify equipment have been selected, giving you exclusive access to a unique **print circulation of 11,700. PLUS 58,500 industry professionals will receive a Digital Edition.**



TOTAL
CIRCULATION
70,000
COPIES
WORLDWIDE



Intermat Preview Publication

PUBLISHED: February 2012

Published jointly by *World Highways*, *Aggregates Business Europe* and *Construction Equipment* magazines

Compiled by a team of expert construction equipment writers, The INTERMAT Preview is without doubt the No 1 advertising medium for all exhibitors at INTERMAT 2012. **Endorsed by INTERMAT**, and dedicated to all the new equipment that will be on show, **this is the only show preview** that is **guaranteed to reach ALL pre-registered visitors.**

Sent to **200,000 industry professionals** worldwide including the circulations of *World Highways*, *Aggregates Business Europe*, *Construction Equipment* and all **pre-registered visitors**. The digital issue of the INTERMAT Preview will have LIVE links to exhibitors' websites.

Circulation 25,000 print PLUS 200,000 digital issues



Road Technology Live

PUBLISHED: May 2012

Road Technology LIVE at INTERMAT 2012 is a unique publication. It provides visitors, exhibitors and construction industry professionals worldwide with a summary of the INTERMAT 2012 story in one volume. It is by far a more comprehensive overview than could ever be obtained by a single individual, and is an exceptional reference to the year's most important equipment show.

Featuring interviews with the major manufacturers, industry news and announcements, expert coverage and LIVE photography of all the most significant product introductions from the key categories on show at INTERMAT 2012. It is essential reading for all road contractors and quarry operators worldwide, whether or not they attended the show.

Circulation: 80,000 (20,000 print and 60,000 digital global distribution).

Figures quoted using
Publisher's own data.

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Direct to 18,000* industry professionals

In today's hectic working environment, publishers must be capable of delivering information to subscribers in a variety of formats. Advances in technology enable content to be delivered directly to the desktop at the touch of a button. This immediacy and convenience makes the eNewsletter a popular option amongst our subscribers, especially for receiving time-sensitive information.

Sent every two weeks to our database of 18,000 industry professionals, each eNewsletter includes a selection of advertising options that will enable you to present your products and services directly to this vitally important audience. As well as Side Banner and Sponsorship Banner packages we also offer a New Product/Events launch package option. If you have a special announcement to make you can take a package that includes a Sponsorship Banner and a Press Release of your choice, included under the sponsored link section. This provides a direct link to your website and can maximise your impact across the sector.

Why use our eNewsletter?

Our qualified database of industry professionals is made up exclusively of people that have subscribed to one of our print magazines, eNewsletters or Daily News online bulletins, or have attended an industry event where we have supplied the official communications, or who are members of a relevant professional industry association. By adopting this policy, you can be sure that any promotion on one of our eNewsletters is reaching a qualified and receptive audience which has asked to receive eCommunications from us... and therefore represents a good return on your investment.

eNewsletter dates

Plan your campaigns now for 2012...

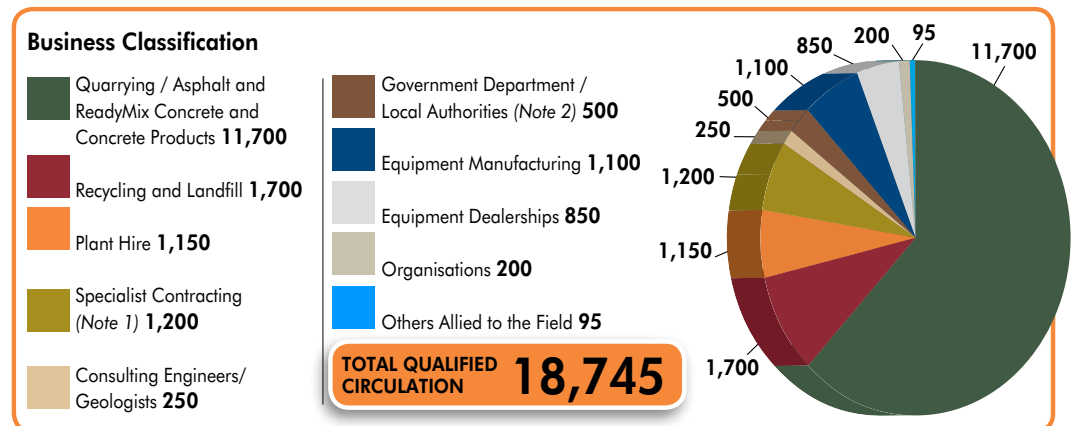
- 5 / 19 January
- 2 / 16 February
- 1 / 15 / 29 March
- 12 April
- 10 / 24 May
- 7 / 21 June
- 5 / 19 July
- 2 / 16 / 30 August
- 13 / 27 September
- 11 / 25 October
- 8 / 22 November
- 6 / 20 December

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Aggregates Business Europe eNewsletter circulation



Note 1: (includes Civil & Structural Engineering category from World Highways)

Note 2: (includes National, regional or local government World Highways category)