

The following analysis has been taken from the last three BPA Worldwide Circulation Statements for the 6-month periods to June 2009, December 2009 and June 2010. The comparisons shown are between magazines that serve the highways construction and quarrying industries published by Route One Publishing Ltd (*World Highways* and *Aggregates Business Europe*) and KHL Group (*International Construction* and *Construction Europe*). For further information or copies of the full BPA Worldwide Circulation Statements go to www.bpaww.com

Q: Is Qualified enough to base your buying decision on?

The BPA audit verifies whether circulation claims are accurate, the supporting data is correct, and only those who genuinely qualify under the terms of the controlled circulation receive copies of the publication. Having a qualified readership - being able to prove who you are distributing your copies to - is the most basic requirement that all publishers should offer, **but with Route One Publishing's magazines you get much more.**

A: Turn to page 2 of the BPA Circulation Statement to see the real picture

Do you ever look beyond the claims made on the front page of the BPA Circulation Statement when comparing circulations? Some of the headline numbers can be impressive, but take a few moments to look at the rest of the Circulation Statement; where you can see the real story of a magazine's circulation. 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.

BPA Question 3a - A breakdown of the circulation by business classification

This section of the BPA Circulation Statement shows how the magazine circulation is broken down into Business and Occupation – the Business Classifications – to enable you to be sure that your message is reaching the right audience.

WORLD HIGHWAYS / June 2010		
3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010		
This issue is 1.1% or 161 copies below the average of the other 4 issues reported in Paragraph two.		
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 _____	4,987	33.0
2) National, regional or local government highway or transportation department, road owner/operator _____	2,560	16.9
3) Transportation consultant, traffic engineer, architect, urban planner, consulting, engineer/highway engineering practice _____	2,496	16.5
4) Equipment or materials manufacturer/supplier, vehicle component & vehicle or material producer/supplier, systems integrators _____	1,955	13.0
5) Agent, distributor, dealer, importer or hirer Rental of plant or equipment _____	1,532	10.1
6) Research, education or training establishment _____	604	4.0
7) Trade and professional organization/association _____	210	1.4
8) Transport company or other road user _____	97	0.6
9) Bank, finance company, development agency, legal or accounting firm _____	102	0.7
10) Members of the International Road Federation, IRF World Cong, delegates, members of national road associations & others not classified above _____	425	2.8
11) Paid Subscriber _____	151	1.0
TOTAL QUALIFIED CIRCULATION	15,119	100.0
PERCENT	100.0	

Source: BPA Worldwide Circulation Statement for World Highways June 2010

World Highways and *Aggregates Business Europe* provide a full breakdown of their circulations into 10 separate industry classifications ensuring you know exactly who is receiving each issue and seeing your advertisement.

Business classification breakdown for magazines compared

	<i>World Highways</i>	<i>International Construction</i>	<i>Construction Europe</i>	<i>Aggregates Business Europe</i>
Business Industry Categories	Broken down into 10 individual classifications	1 category supplied	1 category supplied	Broken down into 10 individual classifications

Source: BPA Worldwide Circulation Statements June 2010

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BPA Question 3b – Qualified circulation by source

This section of the BPA Circulation Statement shows how the magazine circulation is broken down by Qualification Source. This indicates whether someone has requested to receive regular copies of the magazine – or whether the publisher has selected lists to send the magazine to based on their own criteria.

Route One Publishing invests heavily in the quality of its circulations. *World Highways* has built up a total of **10,218** requested subscribers (for the printed magazine) within a circulation of 15,119; and after just 3 years, *Aggregates Business Europe* has built up a total of **3,469** requested subscribers (for the printed magazine) within a circulation of 10,143 who have **specifically asked to receive each issue of the printed magazine**.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010					
QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	7,022	3,191	5	10,218	67.6
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):	4,901	-	-	4,901	32.4
Association rosters and directories	-	-	-	-	-
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
*Other sources	4,901	-	-	4,901	32.4
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	11,923	3,191	5	15,119	100.0
*See Paragraph 8	PERCENT	78.9	21.1	-	100.0

Source: BPA Worldwide Circulation Statement for *World Highways* June 2010

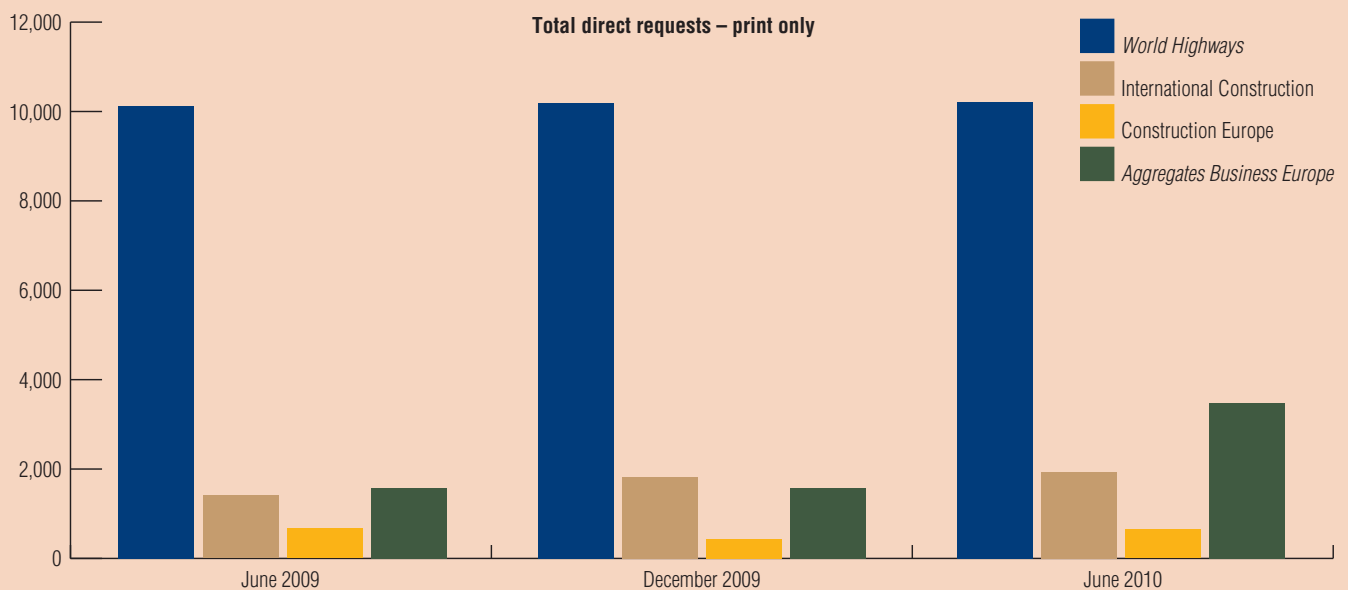
Question 3b also highlights the age of the data being used and what percentage of recipients have signed up or renewed their request within the last 12 months. The latest BPA Circulation Statements show that **78.9%** of *World Highways'* readership has been qualified within the 12 months up to the latest audit; with **83%** for *Aggregates Business Europe*, **24%** for *Construction Europe* and **41%** for *International Construction*.

The last 3 Circulation Statements clearly show the investment that *Route One Publishing* makes in its circulation, as each audit has shown a year on year increase in the number of direct requests, as well as the maintenance of requests that are within 12 months.

Individual Requests for subscriptions – printed magazine only

Total direct requests – print only 6-month period ending:	<i>World Highways</i>	<i>International Construction</i>	<i>Construction Europe</i>	<i>Aggregates Business Europe</i>
June 2010	10,218	1,938	647	3,469
December 2009	10,199	1,831	439	1,569
June 2009	10,131	1,408	671	1,569

Source: BPA Worldwide Circulation Statements for period shown



Source: BPA Worldwide Circulation Statements per 6 month periods as indicated

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BPA Question 3c – A breakdown of the qualified circulation by mailing address

Section 3c of the BPA Circulation Statement shows how the magazine circulation is broken down by Mailing Address - whether the magazines are being sent to a named individual, or a job title / department only or even just to a company address.

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010		
MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function	10,292	68.1
Individuals by name only	4,317	28.6
Titles or functions only	7	-
Company names only	443	2.9
Multi-Copy Same Addressee copies	60	0.4
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	15,119	100.0

Source: BPA Worldwide Circulation Statement for World Highways June 2010

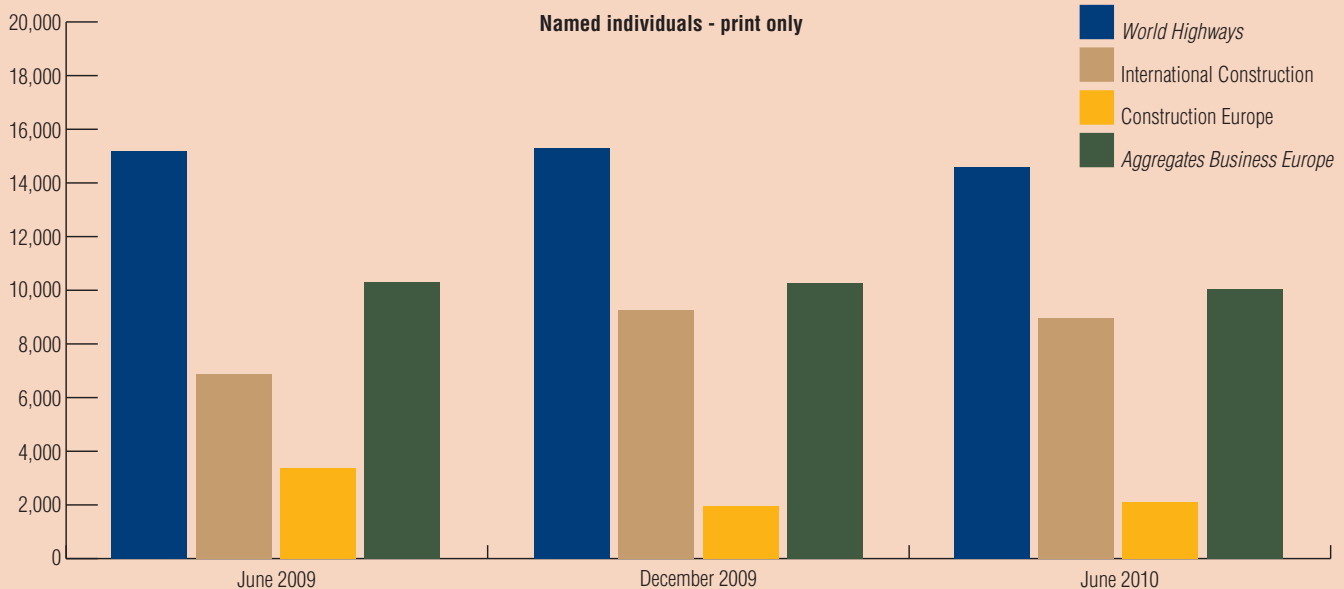
You want to be confident that your advertising investment is going to be seen by the right people and this can only be achieved if you know that the magazines are being sent to a named individual.

- **97%** of *World Highways'* circulation is sent to named individuals – not just job titles – that's **14,609** readers every issue.
- **99%** of *Aggregates Business Europe's* circulation is sent to named individuals – not just job titles – that's **10,049** readers every issue.
- **19%** of *Construction Europe's* printed circulation is sent to named individuals; with **49%** for *International Construction*.

Take a look at the figures below – can our competitors say the same?

Named individuals receiving the printed magazine only

Named individuals – print only	<i>World Highways</i>	<i>International Construction</i>	<i>Construction Europe</i>	<i>Aggregates Business Europe</i>
June 2010	14,609	8,956	2,089	10,049
December 2009	15,304	9,280	1,956	10,281
June 2009	15,203	6,890	3,370	10,322



BPA Worldwide Circulation Statements per 6 month periods as indicated

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