

**BUSINESS PUBLICATION CIRCULATION STATEMENT  
FOR THE 6 MONTH PERIOD ENDED JUNE 2011**

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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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. Worldwide, BPA audits 2,600+ media properties—including over 1,500 B-to-B publications, more than 350 consumer magazines, 150 newspapers, 550+ web sites, 40 events, email newsletters, databases, wireless and other advertiser-supported media—as well as 2,700 advertiser and agency members.

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Issues Per Year: 6

**FIELD SERVED**

ITS INTERNATIONAL serves companies and organisations involved in the application of advanced technology to the efficient use of surface transportation. These include government transport departments, state highway authorities, transit authorities, urban planners, mass transit and public transit operators, traffic engineers, project management companies and specialist contractors, electronics companies, parking companies and associations, contractors, systems integrators, vehicle producers, transport companies, fleet owners, equipment suppliers, dealers, distributors, agents, research, education and training establishments, transport consultants, and others allied to the field.

**DEFINITION OF RECIPIENT QUALIFICATION**

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.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	540
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	317
Digital _____	-
All Other _____	-
<b>TOTAL</b>	<b>857</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	17,191	77.3	17,126	77.0	65	0.3
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	4,811	21.6	4,811	21.6	-	-
Multi-Copy Same Addressee _____	250	1.1	250	1.1	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>22,252</b>	<b>100.0</b>	<b>22,187</b>	<b>99.7</b>	<b>65</b>	<b>0.3</b>

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD			
2011 Issue	Number Removed	Number Added	Total Qualified
January/February _____	586	446	22,087
March/April _____	358	519	22,248
May/June _____	546	717	22,419
<b>TOTAL</b>	<b>1,490</b>	<b>1,682</b>	

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2011**  
 This issue is 1.1% or 251 copies above the average of the other 2 issues reported in Paragraph two.

BUSINESS CLASSIFICATION	TOTAL QUALIFIED	PERCENT OF TOTAL
1)National, regional or local government highway or transportation department, rail or mass transit authority, bus operator or other public transport operator, road owner/operator and law enforcement agency _____	9,813	43.8
2)Transportation consultant, traffic engineer, architect, urban planner, consulting engineer/highway engineering practice; quantity surveying practice_____	4,356	19.4
3)Systems integrators, equipment or materials manufacturer/supplier, vehicle component & vehicle or material producer/supplier, agent, distributor, dealer, importer or hirer, electrical, cabling, and IT contractors, sub-contractors, and project management companies_____	6,269	28.0
4)Research, education or training establishment_____	765	3.4
5)Parking company or association trade and professional organisation/association _____	573	2.6
6)Transport company or other road user _____	132	0.6
7)Bank, finance company, development agency, legal or accounting firm_____	121	0.5
8)Other related organisations not classified above _____	318	1.4
9)Paid _____	72	0.3
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>22,419</b>	<b>100.0</b>

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2011**

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request: _____	6,270	2,932	759	9,961	44.4
II. Request from recipient's company:_____	-	-	-	-	-
III. Membership Benefit:_____	4,811	-	-	4,811	21.5
IV. Communication from recipient or recipient's company (other than request):_____	-	-	-	-	-
V. <b>TOTAL</b> - Sources other than above (listed alphabetically):_____	7,647	-	-	7,647	34.1
Association rosters and directories _____	-	-	-	-	-
Business directories _____	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-
*Other sources _____	7,647	-	-	7,647	34.1
VI. Single Copy Sales:_____	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>18,728</b>	<b>2,932</b>	<b>759</b>	<b>22,419</b>	<b>100.0</b>
<b>PERCENT</b>	<b>83.5</b>	<b>13.1</b>	<b>3.4</b>	<b>100.0</b>	

\*See Additional Data

**3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2011**

MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function _____	18,755	83.7
Individuals by name only _____	3,414	15.2
Titles or functions only _____	-	-
Company names only _____	-	-
Multi-Copy Same Addressee copies _____	250	1.1
Single Copy Sales _____	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>22,419</b>	<b>100.0</b>

**4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2011**

State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified	Percent
Maine _____	44		Kentucky _____	25	
New Hampshire _____	19		Tennessee _____	153	
Vermont _____	16		Alabama _____	42	
Massachusetts _____	239		Mississippi _____	34	
Rhode Island _____	30		<b>EAST SO. CENTRAL</b>	<b>254</b>	<b>1.1</b>
Connecticut _____	89		Arkansas _____	4	
<b>NEW ENGLAND</b>	<b>437</b>	<b>1.9</b>	Louisiana _____	61	
New York _____	1,277		Oklahoma _____	11	
New Jersey _____	543		Texas _____	1,370	
Pennsylvania _____	395		<b>WEST SO. CENTRAL</b>	<b>1,446</b>	<b>6.4</b>
<b>MIDDLE ATLANTIC</b>	<b>2,215</b>	<b>9.9</b>	Montana _____	28	
Ohio _____	114		Idaho _____	32	
Indiana _____	46		Wyoming _____	6	
Illinois _____	450		Colorado _____	136	
Michigan _____	410		New Mexico _____	44	
Wisconsin _____	48		Arizona _____	280	
<b>EAST NO. CENTRAL</b>	<b>1,068</b>	<b>4.8</b>	Utah _____	127	
Minnesota _____	306		Nevada _____	44	
Iowa _____	61		<b>MOUNTAIN</b>	<b>697</b>	<b>3.1</b>
Missouri _____	100		Alaska _____	20	
North Dakota _____	36		Washington _____	251	
South Dakota _____	58		Oregon _____	105	
Nebraska _____	45		California _____	1,486	
Kansas _____	61		Hawaii _____	9	
<b>WEST NO. CENTRAL</b>	<b>667</b>	<b>3.0</b>	<b>PACIFIC</b>	<b>1,871</b>	<b>8.3</b>
Delaware _____	63		<b>UNITED STATES</b>	<b>11,277</b>	<b>50.3</b>
Maryland _____	339		U.S. Territories _____	-	
Washington, DC _____	543		Canada _____	546	
Virginia _____	579		Mexico _____	178	
West Virginia _____	12		Other International _____	10,418	
North Carolina _____	152		AP0/FPO _____	-	
South Carolina _____	21		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>22,419</b>	<b>100.0</b>
Georgia _____	270				
Florida _____	643				
<b>SOUTH ATLANTIC</b>	<b>2,622</b>	<b>11.7</b>			

**4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2011**

Region/Country	Total Qualified	Percent	Region/Country	Total Qualified	Percent
<b>ASIA</b>			Switzerland	101	
Afghanistan	2		Turkey	177	
Azerbaijan	1		Ukraine	23	
Bangladesh	20		United Kingdom	1,176	
Brunei Darussalam	4		unspecified Europe	123	
China	264		Subtotal	6,666	29.7
Georgia	7		<b>AFRICA</b>		
Hong Kong - SAR	81		Algeria	12	
India	188		Botswana	3	
Indonesia	48		Cameroon	5	
Japan	555		Congo	2	
Kazakhstan	16		Egypt	16	
Korea, Democratic People's Republic Of	2		Ethiopia	8	
Korea, Republic Of	84		Ghana	23	
Laos	1		Kenya	6	
Macao	2		Libyan Arab Jamahiriya	7	
Malaysia	158		Malawi	2	
Maldives	1		Mali	1	
Mongolia	6		Mauritania	1	
Myanmar	4		Mauritius	3	
Nepal	14		Morocco	21	
Pakistan	34		Mozambique	1	
Philippines	12		Namibia	2	
Singapore	109		Nigeria	31	
Sri Lanka	24		Reunion	1	
Taiwan	70		Rwanda	1	
Thailand	53		Senegal	4	
Turkmenistan	1		Seychelles	1	
Vietnam	37		Sierra Leone	3	
Subtotal	1,798	8.0	South Africa	204	
<b>MIDDLE EAST</b>			Sudan	1	
Bahrain	22		Swaziland	1	
Iran	76		Tanzania	10	
Iraq	3		Tunisia	11	
Israel	182		Uganda	1	
Jordan	11		Zambia	2	
Kuwait	10		Zimbabwe	4	
Lebanon	19		unspecified Africa	1	
Oman	18		Subtotal	389	1.7
Qatar	26		<b>NORTH AMERICA</b>		
Saudi Arabia	45		Canada	546	
Syrian Arab Republic	13		United States	11,277	
United Arab Emirates	150		Mexico	178	
unspecified Middle East	2		Subtotal	12,001	53.5
Subtotal	577	2.6	<b>CARIBBEAN</b>		
<b>EUROPE</b>			Aruba	3	
Albania	13		Cuba	1	
Andorra	3		Jamaica	4	
Austria	119		Netherlands Antilles	4	
Belarus	9		Puerto Rico	5	
Belgium	438		Bahamas	2	
Bosnia and Herzegovina	10		Trinidad and Tobago	11	
Bulgaria	33		Subtotal	30	0.1
Croatia	97		<b>CENTRAL AMERICA</b>		
Cyprus	31		Belize	1	
Czech Republic	83		Costa Rica	3	
Denmark	125		El Salvador	1	
Estonia	34		Guatemala	3	
Finland	139		Nicaragua	1	
France	379		Panama	1	
Germany	962		Subtotal	10	-
Greece	140		<b>SOUTH AMERICA</b>		
Hungary	88		Argentina	41	
Iceland	16		Bolivia	3	
Italy	268		Brazil	150	
Latvia	44		Chile	24	
Lithuania	61		Colombia	31	
Luxembourg	19		Ecuador	12	
Macedonia	18		Peru	14	
Malta	17		Suriname	1	
Moldova	2		Uruguay	10	
Netherlands	489		Venezuela	8	
Norway	121		Subtotal	294	1.3
Poland	185		<b>ASIA PACIFIC</b>		
Portugal	124		American Samoa	1	
Ireland	107		Australia	498	
Romania	127		Fiji	2	
Russian Federation	106		New Caledonia	1	
San Marino	1		New Zealand	151	
Slovakia	39		unspecified Asia Pacific	1	
Slovenia	103		Subtotal	654	2.9
Spain	332		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>22,419</b>	<b>100.0</b>
Sweden	184				

<b>AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS</b>						
6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	July - December 2008	January - June 2009	July - December 2009	January - June 2010	July - December 2010*	January - June 2011*
Total Audit Average Qualified:	22,056	22,186	22,080	22,283	22,262	22,252
Qualified Non-Paid: _____	21,937	22,081	21,987	22,198	22,187	22,187
Qualified Paid: _____	119	105	93	85	75	65
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 2010 - June 2011 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

\*\*NC = None Claimed.

#### ADDITIONAL DATA

##### PARAGRAPH 3b:

Other sources include 5 sources of circulation for quantities of 555 copies or 2.5% to 3,087 copies or 13.8%, including ITS World Congress.

#### PUBLISHER'S AFFIDAVIT

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

Andrew Barriball, Publisher

Preeti Lalli, Circulation Manager

(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 circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed July 15, 2011

State Swanley, Kent

Country United Kingdom

Received by BPA Worldwide July 15, 2011

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