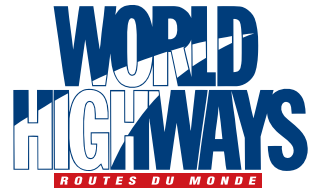


Media Information 2012

www.worldhighways.com



World Highways has 3 times more requested print subscribers than its two closest competitors combined

See page 3 for full details.



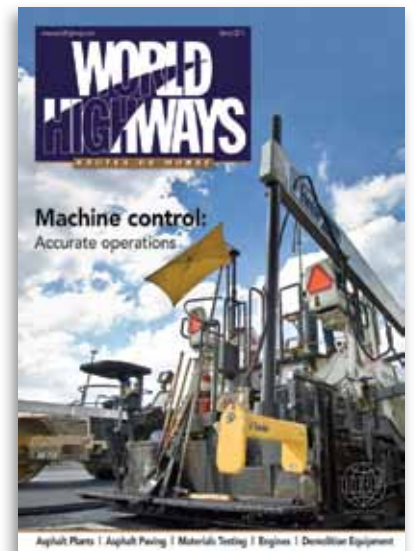
Website



eNewsletter



Daily News



Magazine

- 2 Editorial Excellence
- 3 Industry-leading excellence
- 4 Circulation breakdown
- 5-6 Editorial Features
- 7 Global Edition
- 8 Eurofile Edition
- 9 Emergent Edition
- 10-11 Specials and Supplements
- 12 Classified
- 13 World Highways eNewsletter
- 14 Technical Information

**Now available in three regional editions!
PLUS increase in circulation for 2012.**





1991 - 2011

20 years of editorial excellence

The world's roads are a cornerstone for the global economy, providing transport links that boost communications and help trade. Traffic volumes continue to grow and quickest of all in fast developing economies such as Brazil, China and India, with governments and highway authorities being required to improve and expand existing links and add new road connections. There is also regulatory pressure ensuring that new roads and highways comply with safety laws and environmental requirements. All this has led to a complex situation with authorities trying to meet growing demand for road space. However, in developed nations there is a transport crisis looming, with countries slashing road repair and maintenance budgets and putting new-build road projects on hold.

The September 2011 issue marked 20 years since the launch of *World Highways* magazine. This milestone was commemorated by a special issue that included an extended circulation, specially commissioned articles written by industry leaders and leading technology providers who provided an informed view of the issues and challenges facing the industry. Plus a brand new design as the look of the industry's most respected and widely-read magazine was refreshed.

World Highways is committed to continually improving the quality of the magazine to ensure that we are meeting the needs of both our readers and our advertisers. With this in mind, in 2012, *World Highways* brings to the market a substantial increase in circulation - the first overall increase in 15 years - all of which is going to the countries that have significant road construction planned or already under way. In order to enable advertisers to address this vital market in the most cost-effective and targeted way possible, we are introducing the EMERGENT Edition. See page 9 for full details.

Informed Authority

We guarantee high quality editorial for our high calibre readership. Mike Woof is the editor of *World Highways* and Patrick Smith is the managing editor; between them they possess over 50 years relevant editorial and industry experience.

Articles are independently researched, written and selected on the basis of relevance, not vested interest. Consequently the editorial integrity of *World Highways* is unparalleled in the sector, which has resulted in it achieving exceptional reader loyalty.

World Highways
is part of the team
delivering an
INTERMAT endorsed
multi-channel,
multi-media solution.

**CONTACT US NOW
FOR DETAILS.**

**For more information
please contact...**

Mike Woof
World Highways, Editor
E-mail: mwoof@ropi.com
Tel: +44 1322 612129
Mobile: +44 7879 405324

Patrick Smith
World Highways, Managing Editor
E-mail: mwoof@ropi.com
Tel: +44 115 950 8098
Mobile: +44 7769 695213





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. For further information see www.bpaww.com

For more information please contact...

Manuel Battista, Sales Director, World Highways
 E-mail: mbattista@ropl.com
 Tel: +44 1322 612069
 Mobile: +44 7768 876463

Portfolio Sales

Philip Woodgate
 E-mail: pwoodgate@ropl.com
 Tel: +44 1322 612067
 Mobile: +44 7795 951373

Dan Emmerson
 E-mail: demmerson@ropl.com
 Tel: +44 1322 612068
 Mobile: +44 7979 911819

Roger Adshead, Publisher
 E-mail: radshead@ropl.com
 Mobile: +44 7768 178163

The BPA audit verifies whether circulation claims are accurate and the supporting data is correct. 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 *World Highways* you get much more. **98%** of *World Highways*' circulation is sent to **named individuals** – not to job titles or departments only – with **10,115** subscribers who have specifically asked to receive each printed 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.

World Highways has the largest requested, printed circulation of any international title serving the road construction sector. We circulate **15,295*** copies per issue. Therefore, whether you need to promote your company to the international market, or to specific areas, *World Highways* 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 and services, you will gain access to a wealth of opportunities through advertising in the pages of *World Highways* and via the e-media options.

15,254
 TOTAL NAMED
 INDIVIDUALS

Intertraffic Amsterdam attendees read *World Highways*

Amsterdam Rai, the show organiser of the world leading Intertraffic Amsterdam exhibition, released the results of the 2010 International Visitor Research. One of the questions asked of attendees is which trade magazines their visitors most frequently read.

World Highways was rated second only to its sister title *ITS International* as the most widely and frequently read publication by this highly informed audience, providing advertisers with unparalleled exposure to the global transportation sector.

World Highways has the largest requested, printed circulation of any international title serving the road construction sector.

Business Industry Categories

World Highways 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

World Highways invests heavily in the quality of its circulation and has built up a circulation of **10,115 requested subscribers** who have specifically asked to receive each issue of the printed magazine.

**BPA Question 3b

Sent to named individuals

98% of *World Highways*' circulation is sent to **named individuals** – not job titles – that's **15,254 subscribers** every issue.

**BPA Question 3c

	WORLD HIGHWAYS	CONSTRUCTION EUROPE	INTERNATIONAL CONSTRUCTION
Total Average Circulation*	15,295	12,348	21,765
Total Print Circulation (Single audit issue)	15,544	10,914	18,480
Named individuals – print only	15,254	4,108	8,268
Total Direct Requests – print only	10,115	629	2,375
Business Industry Categories	Broken down into 10 individual classifications	1 category supplied	1 category supplied

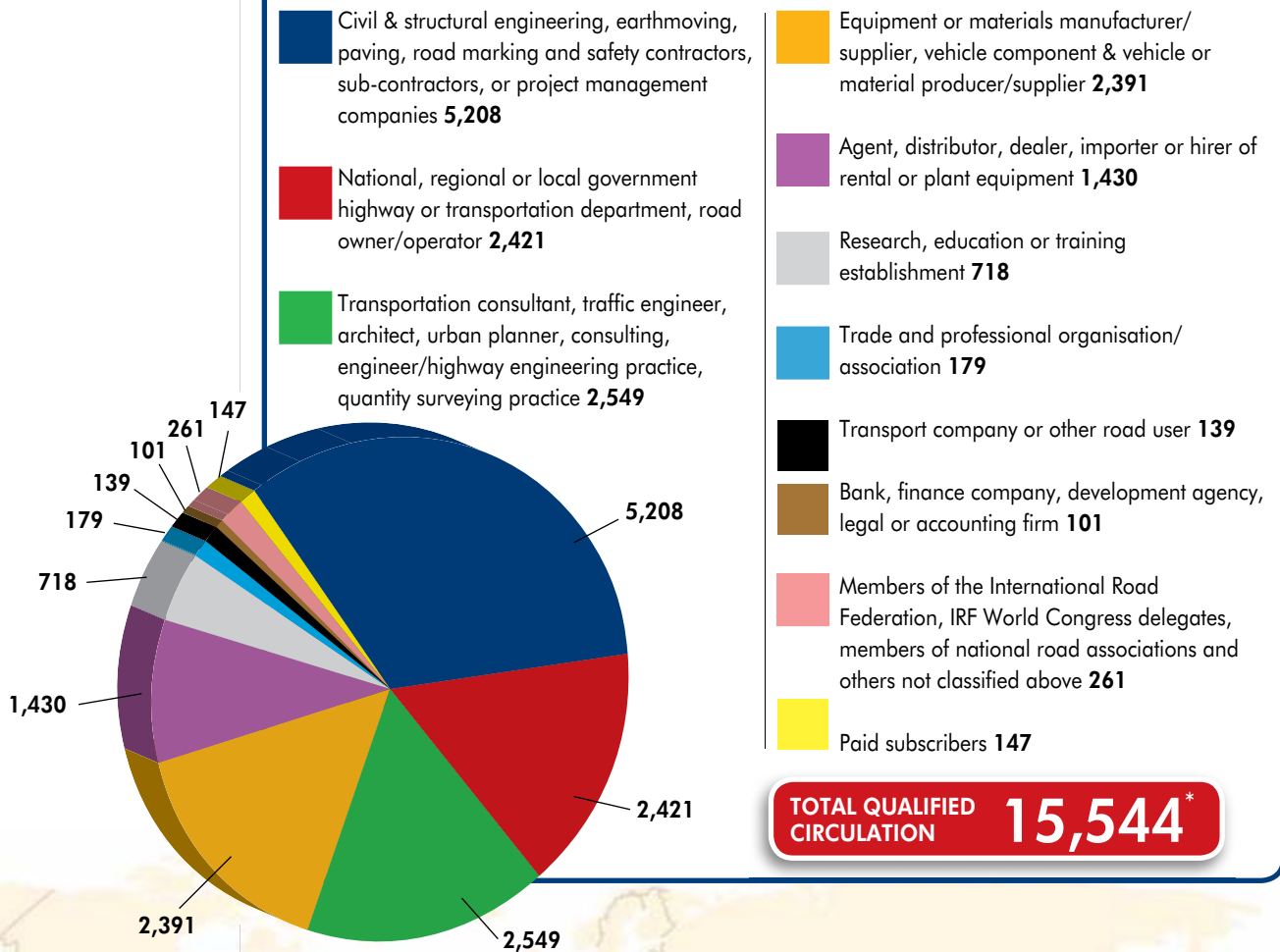
Source: June 2011 BPA Worldwide Circulation Statements for *World Highways* and *Construction Europe*.

For International Construction figures provided are the latest available; December 2010. For further information visit www.bpaww.com



Business Breakdown of World Highways – BPA Worldwide Circulation Statement June 2011

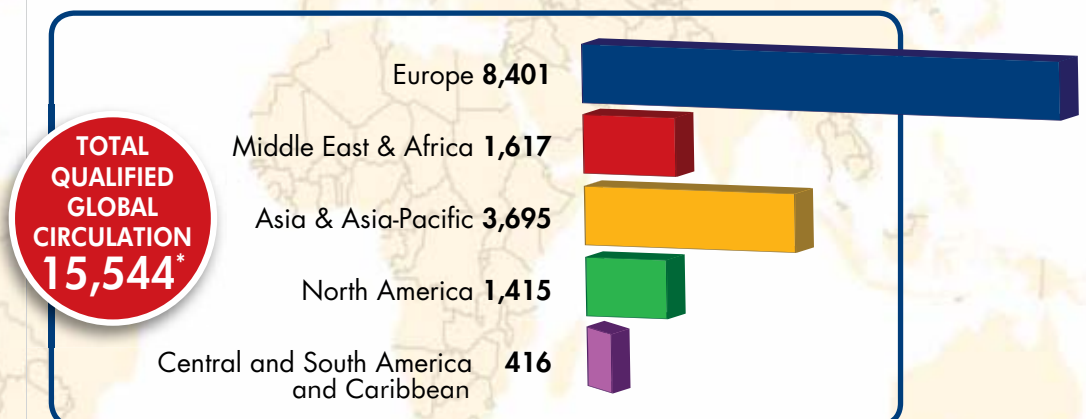
Business Classification



TOTAL QUALIFIED CIRCULATION 15,544*

Geographical Breakdown of World Highways – BPA Worldwide Circulation Statement June 2011

* World Highways circulation for the May 2011 issue. For further information visit www.bpaww.com



TOTAL QUALIFIED GLOBAL CIRCULATION 15,544*

See page 7 for details of our increased circulation



World Highways Supplements

Each year *World Highways* produces focused supplements to be distributed to key buyers and specifiers from the combined circulations of *World Highways*, *ITS International* and *Aggregates Business Europe*. See page 10 for more details.

World Highways is part of the team delivering an INTERMAT endorsed multi-channel, multi-media solution.

CONTACT US NOW FOR DETAILS.

For more information please contact...

Manuel Battista, Sales Director,
World Highways
E-mail: mbattista@ropl.com
Tel: +44 1322 612069
Mobile: +44 7768 876463

Portfolio Sales
Philip Woodgate
E-mail: pwoodgate@ropl.com
Tel: +44 1322 612067
Mobile: +44 7795 951373

Dan Emmerson
E-mail: demmerson@ropl.com
Tel: +44 1322 612068
Mobile: +44 7979 911819

Roger Adshead, Publisher
E-mail: radshead@ropl.com
Mobile: +44 7768 178163

January/February

- Compaction technology – 1
- Bitumen technology – 1
- Aggregate production – 1
- Road recycling/stabilisation – 1
- Concrete paving – 1
- Earthmoving (ADTs) – 1
- World of Asphalt and World of Aggregates PREVIEWS

World Report – India

SAFETY FOCUS

- Road markings – 1
- Safety Barriers – 1
- Workzones (inc crash cushions) – 1

March

- Asphalt plants – 1
- Asphalt paving – 1
- Materials testing – 1
- GPS – 1
- Demolition Equipment – 1

World Report – Latin America

TRAFFIC FOCUS

- Tolling – 1
- Weigh in Motion – 1
- VMS – 1
- Temporary speed zones – 1

BONUS CIRCULATION

- World of Asphalt, 13-15 March, Charlotte
- World of Aggregates, 13-15 March, Charlotte
- Intertraffic Amsterdam 27-30 March, Amsterdam
- Brazil Road Expo, 2-4 April, Sao Paolo



April

- Bitumen technology – 2
- GIS & Software – 1
- Formwork – 1
- Road Tunnels – 1
- Drainage inc. Geosynthetics – 1
- Earthmoving (loaders and excavators) – 2
- Engines/components – 1

BONUS CIRCULATION

- Intermat 2012, 16-21 April, Paris
- Transport Research Arena 2012, 23-26 April, Athens



May

- Compaction technology – 2
- Asphalt paving – 2
- Asphalt plants – 2
- Asphalt testing – 2
- Road recycling/stabilisation – 2
- GPS – 2
- Utility Equipment – 1
- Eurasphalt & Eurobitume PREVIEW
- Hillhead PREVIEW

BONUS CIRCULATION

- CTT, 29 May – 2 June, Moscow
- 5th Eurasphalt & Eurobitume Congress, 13-15 June, Istanbul



Continued on page 6

Continued from page 5

June

- Concrete paving – 2
- Concrete plants – 1
- Concrete testing – 1
- Aggregate production – 2
- Surface drilling and excavation
- GIS & software – 2

World Report – Africa

BRIDGE FOCUS

- Formwork – 2
- Bridge maintenance/repairs – 1

BONUS CIRCULATION

- Hillhead 2012,
19-21 June, Buxton



July/August

- Airport paving
- Bitumen technology – 3
- GPS – 3
- Compaction technology – 3
- Winter maintenance

World Report – Russia/Turkey/Black Sea & Silk Routes

SAFETY FOCUS – 2

- Safety Barriers – 2
- Road markings – 2
- Workzones – 2

September

- Asphalt paving – 3
- Aggregate production – 3
- Road recycling/stabilisation – 3
- Engines/components/ – 2
- Earthmoving (graders, dozers) – 3
- Drainage inc Geosynthetics – 2

World Report – Mexico and Central America

TRAFFIC FOCUS – 2

- Tolling – 2
- Weigh in Motion – 2
- VMS – 2

October

- Concrete paving – 3
- Utility equipment – 2
- Asphalt plants – 3
- Demolition equipment – 2
- Tunnel construction – 2
- GPS – 4
- Bitumen technology – 4

World Report – China

BONUS CIRCULATION

- Bauma China,
27-30 November,
Shanghai



November/December

- Earthmoving – 4
- Materials testing – 2
- GIS & software – 3
- Lane control/markings
- Barriers – 3
- Engines – 3

BRIDGE FOCUS

- Formwork – 3
- Bridge maintenance/repairs – 2



World Highways Supplements

Each year World Highways produces focused supplements to be distributed to key buyers and specifiers from the combined circulations of World Highways, ITS International and Aggregates Business Europe. **See page 10 for more details.**

For more information please contact...

Manuel Battista, Sales Director, World Highways
E-mail: mbattista@ropl.com
Tel: +44 1322 612069
Mobile: +44 7768 876463

Portfolio Sales
Philip Woodgate
E-mail: pwoodgate@ropl.com
Tel: +44 1322 612067
Mobile: +44 7795 951373

Dan Emmerson
E-mail: demmerson@ropl.com
Tel: +44 1322 612068
Mobile: +44 7979 911819

Roger Adshead, Publisher
E-mail: radshead@ropl.com
Mobile: +44 7768 178163

50% INCREASE
IN CIRCULATION
TO KEY COUNTRIES
FOR 2012



1 great database, 3 targeted options!

The GLOBAL Edition: 17,500 worldwide circulation incorporating all of the editorial detailed in the 2012 Editorial Programme.

Advertisers in World Highways have the flexibility to select one of three circulation options: the Global offering, the European demographic (see page 8) or the NEW EMERGENT edition (see page 9).

World Highways is published 9 times per year, with each issue including exclusive information provided by the International Road Federation. World Highways' remit is to provide the industry professional with the latest information on new technology and best practice for all aspects of road construction and maintenance, through to their safe operation and management.

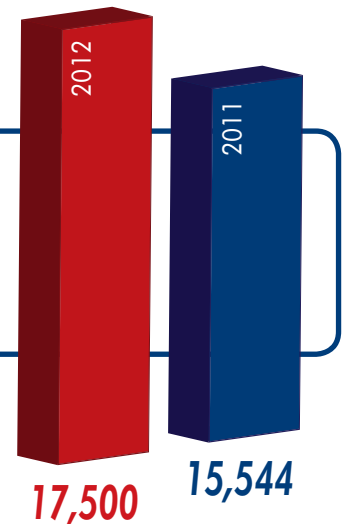
To ensure that your message reaches the GLOBAL circulation then this is the only place that you should place your advertisements.



New for 2012!

From January 2012 the World Highways circulation will be increased to 17,500 with emphasis on those countries that have strong activity on the road-building sector.

Includes a 50% circulation increase to key countries. See page 9 for details



For more information please contact...

Manuel Battista, Sales Director,
World Highways
E-mail: mbattista@ropl.com
Tel: +44 1322 612069
Mobile: +44 7768 876463

Portfolio Sales
Philip Woodgate
E-mail: pwoodgate@ropl.com
Tel: +44 1322 612067
Mobile: +44 7795 951373

Dan Emmerson
E-mail: demmerson@ropl.com
Tel: +44 1322 612068
Mobile: +44 7979 911819

Roger Adshead, Publisher
E-mail: radshead@ropl.com
Mobile: +44 7768 178163



An established route to Europe from World Highways

The EUROFILE Edition: 8,000 plus Pan-European circulation with an emphasis on the faster-growing Central and Eastern European markets.

EUROFILE is a bound-in edition within World Highways' 8,000 European copies combining the latest in news, projects and research, European equipment and comment and analysis of European and national programmes.

This EUROFILE section is now an established route for advertisers. It provides a focused editorial on this important region and enables companies that wish to focus on the European market the option to advertise within *World Highways* without needing to invest in copies that would be of no direct benefit.

Book an insertion into both the EUROFILE & EMERGENT Editions and receive a 10% discount. This gives you the option of running two different advertisements promoting different products to different regions.



**TOTAL
EUROPE-ONLY
CIRCULATION
8,401**

European Geographical Breakdown of World Highways: BPA Worldwide Circulation Statement June 2011

Albania	18	Germany	695	Portugal	216
Andorra	3	Greece	149	Ireland	178
Austria	202	Hungary	110	Romania	174
Belarus	20	Iceland	29	Russian Federation	117
Belgium	817	Italy	407	Slovakia	32
Bosnia & Herzegovina	20	Latvia	60	Slovenia	107
Bulgaria	55	Lithuania	77	Spain	460
Croatia	111	Luxembourg	26	Sweden	248
Cyprus	55	Macedonia	26	Switzerland	186
Czech Republic	88	Malta	28	Turkey	275
Denmark	182	Moldova	3	Ukraine	35
Estonia	57	Netherlands	656	United Kingdom	1280
Finland	172	Norway	129	unspecified Europe	165
France	510	Poland	223	TOTAL	8401

World Highways, for the 6 month period ending June 2011. For further information visit www.bpaww.com

For more information please contact...

**Manuel Battista, Sales Director,
World Highways**
E-mail: mbattista@ropl.com
Tel: +44 1322 612069
Mobile: +44 7768 876463

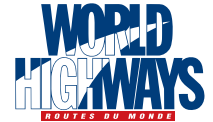
Portfolio Sales

Philip Woodgate
E-mail: pwoodgate@ropl.com
Tel: +44 1322 612067
Mobile: +44 7795 951373

Dan Emmerson
E-mail: demmerson@ropl.com
Tel: +44 1322 612068
Mobile: +44 7979 911819

Roger Adshead, Publisher
E-mail: radshead@ropl.com
Mobile: +44 7768 178163

New Circulation: EMERGENT Edition



Figures quoted using Publisher's own data.



50% INCREASE IN CIRCULATION TO KEY COUNTRIES FOR 2012

A NEW option for advertisers in 2012

The EMERGENT Edition: 7,500 circulation concentrated in all of the countries that are investing in road infrastructure at a higher rate than many of the developed economies.

Despite the economic difficulties in the US and Western Europe, there are many parts of the world where infrastructure spending and road construction is booming. From the expansion of the *BRIC economies, to oil-rich Central Asia and the Middle East, the *TIGER economies of Southeast Asia and the Emerging economies of South America and Northern Africa there is strong activity in the road-building sector.

The NEW EMERGENT Edition provides a focused editorial on these important regions and enables companies that wish to focus their advertising on these markets the option to do so. The EMERGENT edition will include all of the new World Highways subscribers that have been added to the circulation in these areas, which means a **50% increase** to these important countries.

Book an insertion into both the EUROFILE & EMERGENT Editions and receive a 10% discount. This gives you the option of running two different advertisements promoting different products to different regions.

FULL EMERGENT CIRCULATION 7,500

*BRIC – Brazil, Russia, India and China
*TIGER – Japan, South Korea, Singapore, Hong Kong and Taiwan

For more information please contact...

Manuel Battista, Sales Director, World Highways
E-mail: mbattista@ropl.com
Tel: +44 1322 612069
Mobile: +44 7768 876463

Portfolio Sales
Philip Woodgate
E-mail: pwoodgate@ropl.com
Tel: +44 1322 612067
Mobile: +44 7795 951373

Dan Emmerson
E-mail: demmerson@ropl.com
Tel: +44 1322 612068
Mobile: +44 7979 911819

Roger Adshead, Publisher
E-mail: radshead@ropl.com
Mobile: +44 7768 178163

Geographical Breakout of EMERGENT Edition of World Highways – projected circulation 2012

South & Central America	Africa / Middle East	Asia	
Argentina 201	Qatar 104	Silk Road States 72	
Brazil 317	Saudi Arabia 210	China 921	
Chile 112	Algeria 71	Hong Kong 210	
Columbia 107	Egypt 112	India 779	
Ecuador 52	South Africa 372	Indonesia 235	
Mexico 327	Morocco 51	Philippines 197	
Peru 121	Sudan 33	Taiwan 151	
Uruguay 47	Tunisia 58	Thailand 194	
Venezuela 43	Tanzania 72	Vietnam 165	
Others in region 123	Others in region 967	Others in the region 1076	
TOTAL 1450	TOTAL 2050	TOTAL 4000	

The main focus of the **50% increase in circulation** is for the highlighted countries in the table above

Figures quoted using Publisher's own data.

World Highways is part of the team delivering an **INTERMAT** endorsed multi-channel, multi-media solution.

CONTACT US NOW FOR DETAILS.

Each year *World Highways* produces specials and supplements to be distributed to key buyers and specifiers from the combined circulations of *World Highways*, *ITS International* and *Aggregates Business Europe*. With insight from our expert editorial team, these specials and supplements ensure our subscribers receive important coverage of specific topics and areas of interest and offer advertisers a unique cost-effective way of reaching a targeted audience.

These specials and supplements are offered to readers in both printed and digital formats.

EQUIPMENT REVIEW
2012

TOTAL CIRCULATION
70,000
COPIES
WORLDWIDE

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 58,300 industry professionals will receive a Digital Edition.**

INTERMAT
SHOW PREVIEW

TOTAL CIRCULATION
200,000
COPIES
WORLDWIDE

Intermat Preview Publication

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

PUBLISHED: February 2012

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

Safety & Security

TOTAL CIRCULATION
65,000
COPIES
WORLDWIDE

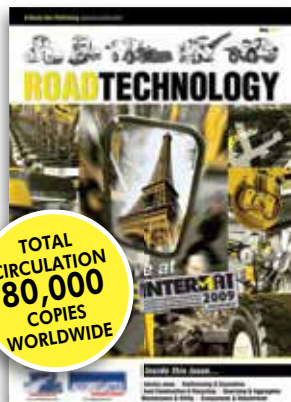
Safety & Security for Road Infrastructure

PUBLISHED: March and October

The UN Decade of Action for Road Safety is intended to tackle the spiralling death toll on the world's roads. From 2011 to 2020, improving road safety is a key focus for the UN. According to data, more than 1.3 million people die in road accidents/year and the problem is getting worse. There are specific areas where the problem needs to be addressed in particular, as around 90% of road fatalities occur in emerging and developing countries. The mixture of population growth and higher numbers of vehicles due to rising incomes are proving a deadly combination, as infrastructure and the regulatory environment have difficulty keeping pace.

The *Safety & Security* supplements, which bring together the combined expertise of *ITS International* and *World Highways* tackle this huge and vitally important subject head on.

Figures quoted using Publisher's own data.



TOTAL CIRCULATION
80,000
COPIES
WORLDWIDE

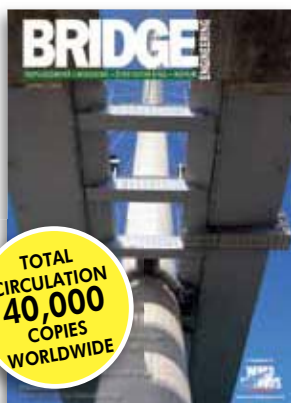
Road Technology LIVE

PUBLISHED: May 2011

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).



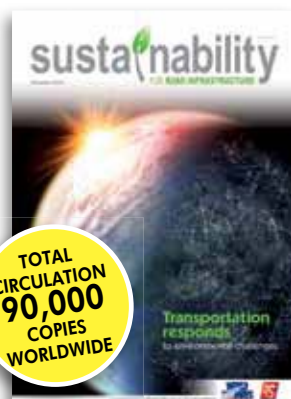
TOTAL CIRCULATION
40,000
COPIES
WORLDWIDE

Bridge Engineering

PUBLISHED: September 2012

As the economies of more countries around the world improve, transport infrastructure becomes more important, with bridges being vital links in such infrastructure. However, while new, record-breaking structures are being erected, many highways still rely on ageing bridges, which were not built to take current traffic loads.

Each year many such structures collapse, are closed down or restricted, and recent events have highlighted just how fragile they can be when faced with the forces of nature. Worldwide there are thousands of bridges in need of replacement, strengthening, or repair to cope with the amount of traffic on today's roads.



TOTAL CIRCULATION
90,000
COPIES
WORLDWIDE

Sustainability for Road Infrastructure

PUBLISHED: September 2012

Mobility is an indispensable commodity, underpinning as it does all aspects of our lives. However, demand continues to increase dramatically and this makes any attempt to reduce its effects on our surroundings a complicated task; simply curtailing mobility is not an option, and so different ways must be found to lessen the environmental consequences of moving goods and people.

Sustainability for Road Infrastructure, now in its third year of publication, continues to track and report on the latest developments intended in road building, maintenance and operation. This edition will look at the complex policies, legislation and technologies needed to cope with the increasing burdens that growing populations and aspirations place on our world.



TOTAL CIRCULATION
31,000
DIGITAL EDITIONS
WORLDWIDE

Software for Road Infrastructure

PUBLISHED: December 2012

Construction software has come a long way since the 1980s when the first purpose-developed programs were devised and the benefits to the user have multiplied. Employing the latest sophisticated software can boost efficiency, speed the design process, reduce the need for rework, cut project time and slash overall costs. The latest innovations allow engineers to accurately simulate and evaluate complex projects in minute detail, prior to any physical construction activity.

This supplement provides a close look at some of the most important advances in construction software and how this has been used in major projects to improve efficiency. The articles also examine the benefits of using new software as well as the various trends in this market, while revealing some of the latest products coming to market.

For more information please contact...

Manuel Battista,
Sales Director,
World Highways
E-mail: mbattista@ropl.com
Tel: +44 1322 612069
Mobile: +44 7768 876463

Portfolio Sales
Philip Woodgate
E-mail: pwoodgate@ropl.com
Tel: +44 1322 612067
Mobile: +44 7795 951373

Dan Emmerson
E-mail: demmerson@ropl.com
Tel: +44 1322 612068
Mobile: +44 7979 911819

Roger Adshead
Publisher
E-mail: radshead@ropl.com
Mobile: +44 7768 178163



50% INCREASE IN CIRCULATION TO KEY COUNTRIES FOR 2012

*Source: June 2011 BPA Worldwide Circulation Statement. For further information see www.bpaww.com

The classified pages of World Highways allow advertisers a cost-effective way of reaching highway professionals around the world. The easy-to-read design of these pages gives the adverts maximum impact which in turn generates more sales leads for the advertiser.

Classified advertisements now appear within colour-coded industry sections, allowing readers to look up relevant adverts more easily e.g. Agents/Dealers Wanted; Conferences/Courses; Markings; Signs; Testing Equipment; Asphalt Paving; Bridge Maintenance; Operations Management; Work Zone Safety etc.

Whether you want to increase your sales, have a new product/service to be promoted, need new agents/distributors around the world or just need more visitors to your website, then advertise in our classified pages and your advertisement will be seen by over **15,000 highway professionals worldwide**.

You can have any size advertisement from one panel (1/10th page) to a full page. All you have to do is provide us with either a brochure photo or electronic image, together with up to 50 words of text (per panel), a copy of your logo (which can also be sent to us electronically) and we will create your 4 colour panel advert at **no extra charge**.

BE SEEN BY OVER 15,000* HIGHWAY PROFESSIONALS WORLDWIDE!

For more information please contact...

Yvonne Tindall
Classified Advertising
E-mail: ytindall@ropl.com
Tel: +44 1622 844027
Fax: +44 870 751 8776
Mobile: +44 7769 585836





Figures quoted using Publisher's own data.

Direct to 50,000* 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 50,000 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...

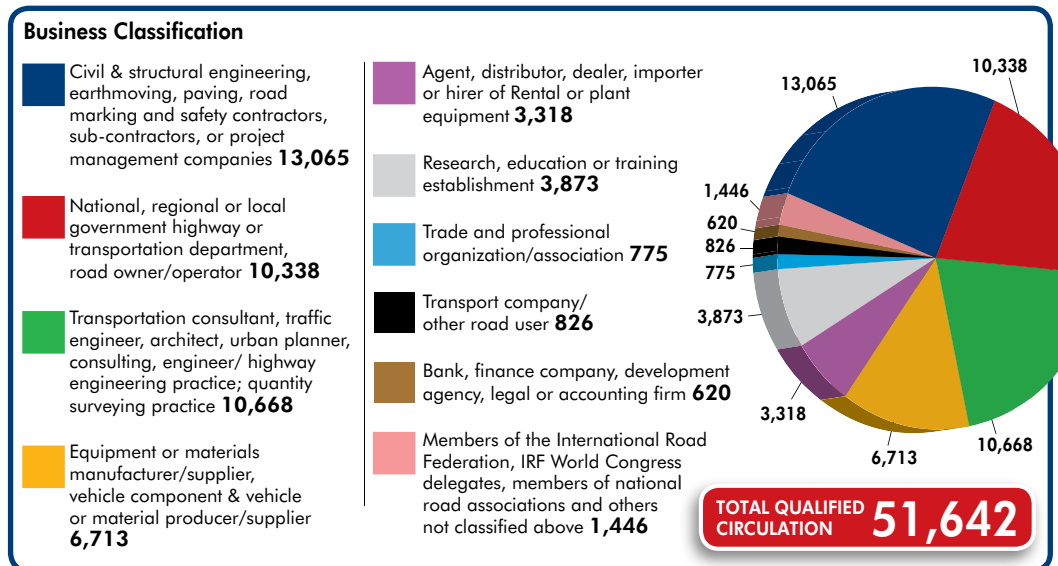
- 12 / 26 January
- 23 February
- 22 March
- 3 / 17 / 31 May
- 14 / 28 June
- 12 / 26 July
- 9 / 23 August
- 6 / 20 September
- 4 / 18 October
- 1 / 15 / 29 November
- 13 December

For more information please contact...

Manuel Battista, Sales Director,
World Highways
E-mail: mbattista@ropl.com
Tel: +44 1322 612069
Mobile: +44 7768 876463

Roger Adshead, Publisher
E-mail: radshead@ropl.com
Mobile: +44 7768 178163

World Highways eNewsletter circulation



Side Banner

- 162 pixels x 162 pixels dimension

Sponsorship Banners

- 597 pixels x 95 pixels dimension

Press Release option for New Product/Event Launch (Rate also includes Sponsorship Banner)



Guidelines for creating PDF files

- Composite CMYK PDF 1.3, high resolution press-optimized single pages
- All artwork must contain a 4mm bleed outside of the trim size of the advert
- All fonts must be embedded and artwork flattened prior to high resolution PDF creation
- Combined ink density should not exceed 300%
- For exact specifications and detailed information on how to create compliant PDF files, please visit www.pass4press.com

File delivery

- e-mail: production@ropl.com
- FTP: please e-mail production@ropl.com for FTP details
- Post: CD/DVD/USB with a proof. Please post to Production at: Route One Publishing Ltd, Horizon House, Azalea Drive, Swanley, Kent, BR8 8JR

We make every effort to accurately publish advertisements, however, if a proof is not supplied or the specified criteria not met, we are unable to accept responsibility for any errors or omissions that may result

Advertisement dimensions (millimetres)

Double page spread Bleed: 305 x 436 Trim: 297 x 420 Type area: 256 x 368		Two-Thirds Page Horizontal: 172 x 184 Vertical: 256 x 118		One-Third Page Horizontal: 86 x 184 Vertical: 256 x 59	
Full Page Bleed: 305 x 218 Trim: 297 x 210 Type area: 256 x 184		Half page Island: 193 x 118 Horizontal: 124 x 184 Vertical: 256 x 92		Quarter Page Horizontal: 60 x 184 Vertical: 124 x 92	

Advertisement dimensions (inches)

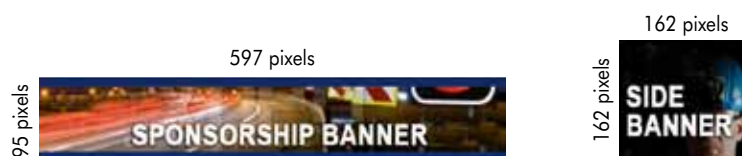
Double page spread Bleed: 12 17/2 Trim: 11 3/4 x 16 1/2 Type area: 10 x 14 1/4		Two-Thirds Page Horizontal: 6 3/4 x 7 Vertical: 10 x 4 5/8		One-Third Page Horizontal: 3 1/4 x 7 Vertical: 10 x 2 1/4	
Full Page Bleed: 12 x 8 5/16 Trim: 11 3/4 x 8 1/4 Type area: 10 x 7		Half page Island: 7 5/8 x 4 5/8 Horizontal: 4 7/8 x 7 Vertical: 10 x 3 1/2		Quarter Page Horizontal: 2 3/8 x 7 Vertical: 4 7/8 x 3 1/2	

For more information please contact...

Manuel Battista, Sales Director,
 World Highways
 E-mail: mbattista@ropl.com
 Tel: +44 1322 612069
 Mobile: +44 7768 876463

Nick Bond,
 Production Department
 E-mail: production@ropl.com
 Tel: +44 1322 612065

eNewsletter banner dimensions (pixels)



Banners to be provided as a static gif 72dpi or jpg 72dpi.