

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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AGGREGATES BUSINESS EUROPE is designed to provide senior quarry managers and others involved in supplying aggregates with all the news, data, analysis and business-support information they need to be successful. ABE was launched in 2007 to meet the information needs of the increasingly complex, competitive and regulated European quarrying sector and provide it with an independent voice. Our subscribers are quarry owners, operators and managers who oversee and control the leading quarries, asphalt/ready-mixed concrete sites, precast concrete product lines and plant and machinery budgets across these regions.

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

AGGREGATES BUSINESS EUROPE MAGAZINE



3 issues in the period
8,646 average circulation

AGGREGATES BUSINESS EUROPE E-NEWSLETTER



11 issued in the period
19,238 average per occurrence

EXECUTIVE SUMMARY

Below are the average contacts per occurrence, including frequency per period reported.

	Non-Paid	Paid	Average
AGGREGATES BUSINESS EUROPE MAGAZINE (3 issues in the period)	8,646	-	8,646
a. Print	6,230	-	6,230
b. Digital	2,416	-	2,416
1. Requested	2,416	-	2,416
2. Non-Requested	-	-	-
AGGREGATES BUSINESS EUROPE E-NEWSLETTER (11 issued in the period)	19,238	-	19,238

FIELD SERVED

AGGREGATES BUSINESS EUROPE serves Quarrying, Asphalt and Ready-Mix operators & Concrete and Concrete Product suppliers, Recycling and Landfill, Plant Hire/Equipment Rental, Specialist Contracting, Consulting Engineers/Geologists, Government Departments and Local Authorities, Equipment Manufacturing, Equipment Dealers, Other Professional/ Industry Organizations, and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are titled and non-titled professionals working in the field served.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	348
Allocated for Trade Shows and Conventions	100
All Other	-
TOTAL	448

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	8,596	99.4	8,596	99.4	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	50	0.6	50	0.6	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	8,646	100.0	8,646	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2019 Issue	Print	Digital	Total Qualified
*January/February	5,700	2,871	8,571
March/April	5,700	2,936	8,636
*May/June	7,289	1,442	8,731

*See Additional Data

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2019

This issue is 1.5% or 127 copies above the average of the other 2 issues reported in Paragraph 2.

Business/Industry*	Total Qualified	Percent of Total	Print	Digital
Quarrying/Asphalt and Ready Mix Concrete and Concrete Products	5,877	67.3	5,873	4
Recycling and Landfill	86	1.0	26	60
Plant Hire	350	4.0	347	3
Specialist Contracting (See Note 1)	293	3.3	124	169
Consulting Engineers/Geologists	461	5.3	157	304
Government Department/Local Authorities (See Note 2)	364	4.2	360	4
Equipment Manufacturing (See Note 3)	559	6.4	228	331
Equipment Dealerships (See Note 4)	234	2.7	53	181
Other Professional/Industry Organizations	297	3.4	85	212
Others Allied to the Field	210	2.4	36	174
TOTAL QUALIFIED CIRCULATION	8,731	100.0	7,289	1,442
PERCENT	100.0		83.5	16.5

*Qualified recipients are titled and non-titled professionals working in the field served.

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

Note 3: Includes: Equipment or materials manufacturer/supplier, vehicle component & vehicle or material producer/supplier

Note 4: Includes: Agent, distributor, dealer, importer or hirer.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2019

Qualification Source	Qualified Within			Print	Digital	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	1,160	1,151	753	1,622	1,442	3,064	35.1
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):	5,667	-	-	5,667	-	5,667	64.9
Association rosters and directories	-	-	-	-	-	-	-
Business directories	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
*Other sources	5,667	-	-	5,667	-	5,667	64.9
VI. Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	6,827	1,151	753	7,289	1,442	8,731	100.0
PERCENT	78.2	13.2	8.6	83.5	16.5	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2019

Mailing Address	Print	Digital	Total Qualified	Percent
Individuals by name and title and/or function	7,225	1,438	8,663	99.2
Individuals by name only	14	4	18	0.2
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	50	-	50	0.6
Single Copy Sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION	7,289	1,442	8,731	100.0

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED BRAND REPORTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	July – December 2016	January – June 2017	July – December 2017	January – June 2018	July – December 2018*	January – June 2019*
Unique Total Audit Average Qualified Total:***	8,641	8,611	8,381	8,784	8,521	8,646
Unique Qualified Non-Paid Total:***	8,641	8,611	8,381	8,784	8,521	8,646
Print:	6,439	6,447	6,408	6,974	5,755	6,230
Digital:	3,218	2,164	1,973	1,810	2,766	2,416
Unique Qualified Paid Total:***	-	-	-	-	-	-
Print:	-	-	-	-	-	-
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 2018 – June 2019 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

***Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2019*

Region/Country	Print	Digital	Total Qualified	Percent	Region/Country	Print	Digital	Total Qualified	Percent
EUROPE					Moldova	4	2	6	
Albania	4	6	10		Montenegro	14	-	14	
Austria	228	23	251		Netherlands	230	61	291	
Belarus	4	5	9		Norway	102	14	116	
Belgium	144	81	225		Poland	597	51	648	
Bosnia and Herzegovina	89	5	94		Portugal	344	70	414	
Bulgaria	239	14	253		Romania	313	63	376	
Croatia	171	19	190		Russian Federation	469	10	479	
Cyprus	22	9	31		San Marino	6	-	6	
Czech Republic	263	23	286		Serbia	52	37	89	
Denmark	95	17	112		Slovakia	96	9	105	
Estonia	70	16	86		Slovenia	107	21	128	
Finland	87	31	118		Spain	121	102	223	
France	293	77	370		Sweden	85	51	136	
Germany	922	68	990		Switzerland	200	25	225	
Greece	123	54	177		Turkey	141	60	201	
Hungary	36	20	56		Ukraine	41	7	48	
Iceland	23	7	30		United Kingdom	244	238	482	
Ireland	125	25	150		unspecified Europe	14	2	16	
Italy	822	76	898		Subtotal	7,289	1,442	8,731	100.0
Latvia	163	7	170						
Lithuania	132	12	144						
Luxembourg	28	6	34						
Macedonia	8	8	16						
Malta	18	10	28						
					TOTAL QUALIFIED CIRCULATION	7,289	1,442	8,731	100.0

*See Additional Data

E-NEWSLETTER CHANNEL

2019

Aggregates Business Europe eNewsletter

2019		Aggregates Business Europe eNewsletter
JANUARY		
January 10		16,878
January 24		16,104
FEBRUARY		
February 7		16,046
February 21		20,656
MARCH		
March 7		20,454
APRIL		
April 18		20,273
MAY		
May 2		20,418
May 16		20,451
May 30		20,378
JUNE		
June 13		20,337
June 27		19,626
	AVERAGE:	19,238

Aggregates Business Europe eNewsletter (11 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 2 – LATE MAILING OF ISSUES:

 305 copies or 3.6% of the total copies distributed for the January/February 2019 issue were distributed on March 5, 2019.
 51 copies or 0.6% of the total copies distributed for the May/June 2019 issue were distributed on July 5, 2019.

PARAGRAPH 3b:

Other sources include 1 source of circulation for a quantity of 5,667 copies or 64.9%, including Dun & Bradstreet.

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.

Geoff Hadwick, Publisher

Charmaine Douglas, Data 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 brand report has been checked against the previous audit report.
 It will be included in the annual audit made by BPA Worldwide.

Date signed

July 24, 2019

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United Kingdom

City

London

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About BPA Worldwide

A not-for-profit organization since 1931 and headquartered in Shelton, Connecticut, USA, BPA has a global membership, spanning more than 20 countries. The organization conducts 2,500+ audits for media brands in print, online/digital and live events. In addition, the BPA-iCompli division verifies compliance to defined industry standards, provides technology assurance, and certifies organization's sustainability practices and reporting. BPA is supported by 4,000+ advertiser and agency members. The latest innovation to move the industry forward is the BPA Media Exchange, a brand-safe and audited cooperative marketplace which offers automated solutions for the buying and selling of digital advertising.