

25
OVER 25 YEARS
 AS THE MARKET-LEADER

WORLD HIGHWAYS
 ROUTES DU MONDE
 worldhighways.com



SERVING THE LARGEST SECTOR OF THE GLOBAL CONSTRUCTION MARKET SINCE 1991

The world's most requested international construction magazine

PLUS, more than 3 times as many requested print copies than its closest competitor*



*Source: June 2019 BPA Worldwide Circulation Statement

PRINT DIGITAL WEBSITE eNEWSLETTERS

MEDIA KIT 2020

16,765*

£

QUALIFIED CIRCULATION
 (PRINT & DIGITAL)

11,877*

DIRECT REQUESTS
 (PRINT & DIGITAL)

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worldhighways.com

The Informed Authority: committed to readership and editorial excellence

We are absolutely determined to ensure that *World Highways* goes on meeting the precise information needs of its readers and its advertisers... and that means regularly researching their opinions and reading habits. Every three years we analyse questionnaires from our direct request subscribers to get an up-to-date picture of the market's wants and likes.

Readership research* demonstrates editorial authority

95%

of respondents said *World Highways* helps them understand what's happening in the industry

89%

of printed copies are passed on to a colleague or kept for future reference

88%

of respondents rely on *World Highways* for information on where the industry is heading

82%

of respondents had read at least three of the last four copies of *World Highways* they had received

72%

of respondents said reading *World Highways* regularly helped them run their business more successfully

64%

of respondents say they have specified, recommended or purchased a product or service after seeing it in *World Highways*



Our requested subscribers returned an email questionnaire with a large number of very positive additional comments. Here are just a few:

"As much as we all are in the digital mood these days, I still love reading a hard copy of WH while commuting to work using public transportation."

"Articles and presentation is excellent."

"World Highways is an excellent magazine covering all events happening around world. I like the presentation of articles which are informative and useful for highway construction."

*Publisher's own survey

Circulation comparison with other international construction media: BPA Worldwide Audit statistics

TOTAL QUALIFIED CIRCULATION
16,765**

**Qualified circulation for World Highways June 2019 issue: June 2019 BPA Worldwide circulation audits

*June 2019 BPA Worldwide circulation audits

In the face of an ever-increasing range of digital media options, it is reassuring to know that *World Highways* still makes printed copies available to its worldwide audience on request... a fact which is supported by the data in its BPA Worldwide Audit Statement.

World Highways has the largest requested print circulation provided to qualified named individuals of any international construction publication audited by the BPA Worldwide – 11,803 vs 3,422 (closest competitor), a difference of 8,381 requested print subscribers.

What does this mean for advertisers:
Advertisers are assured that more than THREE TIMES as many qualified individuals have requested a regular printed copy of *World Highways* magazine on subscription than is the case for International Construction.

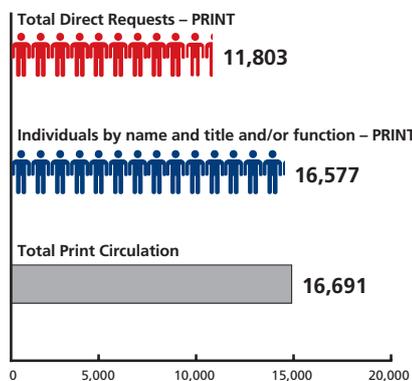
World Highways subscribers continue to request printed copies of the magazine due to its reputation in the market for in-depth editorial excellence within the construction industry.

Advertisers in *World Highways* know that their budgets are being wisely invested.

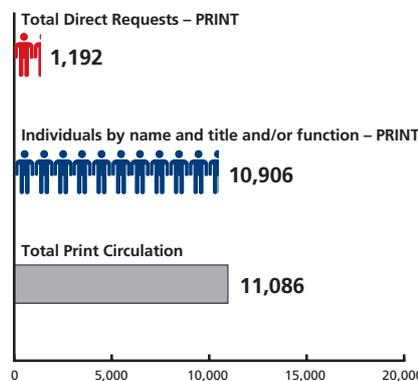
PRINT



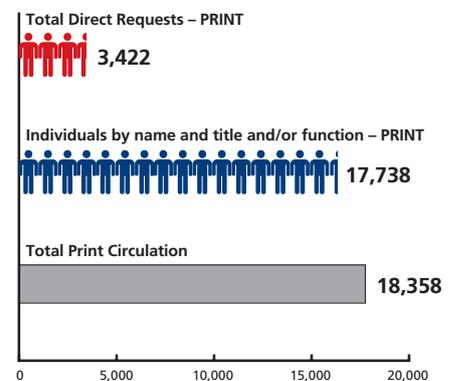
World Highways



Construction Europe



International Construction



Source: "Qualified circulations for all brands are the June issue: June 2019 BPA Worldwide Circulation Statements. For further information visit HYPERLINK "http://www.bpaww.com" www.bpaww.com"

What is the BPA?

The BPA Worldwide Audit is the international circulation standard demanded by leading agencies and advertisers around the world. The circulation information contained within the BPA Audit Statement provides advertisers with definitive and independent assurance that circulation claims are accurate and can be trusted. This means that advertisers can be 100% sure that *World Highways* is being circulated in line with the information on the BPA Audit Statement.

WORLD HIGHWAYS
STILL THE MOST REQUESTED PRINTED
GLOBAL CONSTRUCTION MAGAZINE



Circulation demographic: Business Classification



Global edition

The GLOBAL edition circulation:
16,700+ worldwide circulation incorporating all of the editorial detailed in the 2019 Editorial programme. To ensure that your message reaches the GLOBAL circulation this is the only place to advertise your company and its products.

World Highways offers you more:

- Full industry breakdown
- More requested subscribers than any other publication in the industry
- The highest percentage of requested copies sent to named individuals (print circulation)

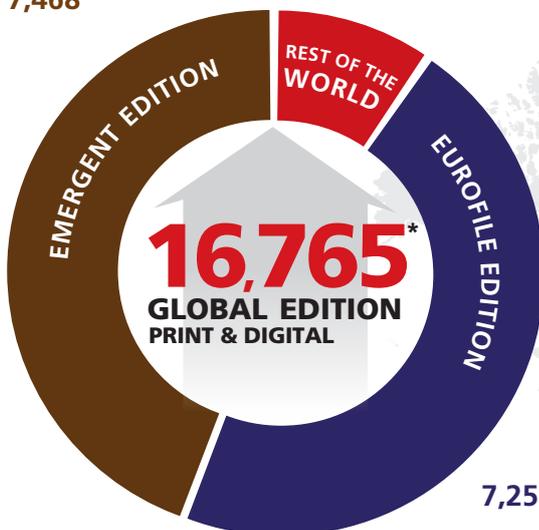


7,468

2,041



EUROFILE EDITION



Geographical analysis: Rest of the World

Australia:	403
Canada:	272
New Zealand:	177
USA:	1,120
Others in region:	69
TOTAL	2,041

Plus, the total circulations of both the EMERGENT and EUROFILE editions

EMERGENT edition:	7,468
EUROFILE edition:	7,256
Global edition:	2,041
TOTAL:	16,765

Source: June 2019 BPA Worldwide circulation statement

Civil & structural engineering, earthmoving, paving, road marking and safety contractors, sub-contractors, or project management companies.



National, regional or local government highway or transportation department, road owner/operator.



Transportation consultant, traffic engineer, architect, urban planner, consulting, engineer/highway engineering practice.



Equipment or materials manufacturer/supplier, vehicle component and vehicle or material producer/supplier.



Agent, distributor, dealer, importer or hirer of rental or plant equipment.



Research, education or training/establishment.



Trade and professional organisation/association



Bank, finance company, development agency, legal or accounting firm



Members of the International Road Federation, IRF World Congress delegates, members of national road associations and others not classified above



Paid 25



1,000 2,000 3,000 4,000 5,000 6,000 7,000

Circulation demographic: Emergent/Eurofile editions

Includes all the Global edition contents PLUS:-

BPA World Highways and all of its country demographics are audited by the BPA.



EMERGENT edition*

The EMERGENT edition circulation: This fast-growing section of *World Highways* is targeted at the world's most exciting and dynamic emerging economies. Over 7,400 individual subscribers receive copies of *World Highways'* in-depth EMERGENT edition in markets such as China, India, Mexico, Indonesia and Thailand.



EURO edition*

The EUROFILE edition circulation: An established route to Europe from *World Highways*. Europe's busy road networks are vital to its economy and will continue to attract funding, especially for the fast-developing central and eastern regions.

Geographical analysis

Asia

India	1,328
China	699
Indonesia	457
Japan	324
Korea, Republic Of	285
Russian Federation	400
Malaysia	198
Singapore	172
Philippines	142
Taiwan	107
Thailand	104
Hong Kong	98
Pakistan	91
Vietnam	75
Others In Region	186

Africa/ Middle East

Algeria	114
Bahrain	49
Egypt	48
Ghana	55
Iran	193
Israel	159
Kenya	47
Morocco	129
Nigeria	186
Oman	57
Qatar	93
Saudi Arabia	128
South Africa	323
Tanzania	40
Tunisia	36
UAE	244
Others	208

South & Central America

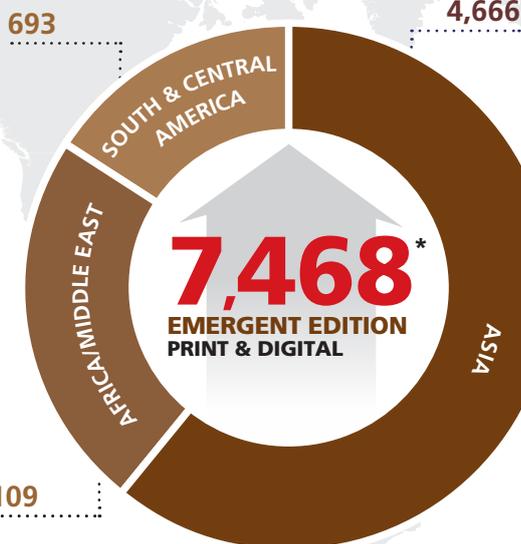
Argentina	72
Bolivia	9
Brazil	171
Chile	54
Colombia	178
Ecuador	15
Mexico	121
Peru	37
Uruguay	10
Venezuela	17
Others In Region	9

Total 4,666 **Total 2,109** **Total 693**

Geographical analysis

EUROPE

Austria	240	Ireland	141	Spain	332
Belarus	28	Italy	342	Sweden	273
Belgium	345	Latvia	69	Switzerland	176
Bosnia And Herzegovina	34	Lithuania	81	Turkey	347
Bulgaria	100	Luxembourg	35	Ukraine	40
Croatia	128	Macedonia, The Former Yugoslav Republic Of	47	United Kingdom	882
Cyprus	49	Malta	36	Others In Region	58
Czech Republic	125	Netherlands	603		
Denmark	134	Norway	161		
Estonia	131	Poland	288		
Finland	138	Portugal	163		
France	368	Romania	201		
Germany	432	Serbia	223		
Greece	177	Slovakia	53		
Hungary	109	Slovenia	134		
Iceland	33			Total	7,256



* Source: June 2019 BPA Worldwide Circulation Statement

Editorial programme 2020: special Publications

Each year *World Highways* produces focused supplements distributed to key buyers and specifiers from the combined circulations of *World Highways*, *Aggregates Business Europe/International* and *ITS International*. These supplements are offered to subscribers in both printed and digital formats.



CONEXPO-CON/AGG 2020 SHOW PREVIEW

PUBLISHED: **January/February 2020**
TOTAL CIRCULATION:
25,000* print and 46,000* digital

Make sure you promote your company at one of the world's largest trade fairs, CONEXPO-CON/AGG 2020. As ever, CONEXPO remains one of the best global gathering points for anyone interested in the equipment and technology involved in the highway engineering, general construction and aggregates industries. Our 2020 CONEXPO-CON/AGG Preview will be published in the January/February editions of *World Highways*, *Aggregates Business Europe* and *Aggregates Business International* magazines. With a global reach of 70,000+ this will be YOUR EXCLUSIVE OPPORTUNITY to showcase your company or products to our global construction audience.

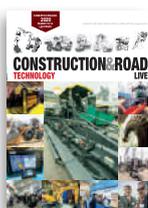


THE OFFICIAL INTERTRAFFIC AMSTERDAM 2020 PREVIEW

PUBLISHED: **Jan/Feb 2020**
TOTAL CIRCULATION:
60,000* print and digital

World Highways is once again THE OFFICIAL show publisher at Intertraffic in Amsterdam, the world's leading trade event for anyone involved in the roads, traffic and transport sector. Before the giant show opens its doors next April 2020, *World Highways*, along with its sister title *ITS International*, will produce a 2020 Intertraffic Preview as a standalone publication distributed with the Jan-Feb issue.

CONSTRUCTION & ROAD TECHNOLOGY LIVE AT CONEXPO 2020



PUBLISHED: **April 2020**
TOTAL CIRCULATION:
75,000* print and digital

Direct from CONEXPO-CON/AGG 2020 in Las Vegas, this will be the definitive guide to all the most significant new models at the world's leading construction equipment show next year. Covering all major equipment categories, our team of eight specialist reporters will be on site to bring our global audience up to speed...whether they were able to attend or not.



THE GLOBAL REPORT: CONSTRUCTION EQUIPMENT 2020

PUBLISHED: **June 2020**
TOTAL CIRCULATION:
20,000* print and 46,000* digital

Now in its 7th year and following its highly acclaimed launch in 2014, The *GLOBAL REPORT: Construction Equipment* is back for 2020 with even bigger and better in-depth expert views on the critical factors that today's users of construction equipment need to consider when specifying their machinery needs. As before, our team of specialist construction equipment reporters will join forces with a host of industry experts to provide a series of incisive insights into the most important developments and opportunities facing the market. We will give more than 60,000 industry decision-makers the inside track on which new ideas are likely to prevail, and why.



ROAD SURFACE TECHNOLOGY

PUBLISHED: **October 2020**
TOTAL CIRCULATION:
16,000* print and 46,000* digital

As budgets for new road construction are under pressure, maintenance is becoming an ever-increasing area of importance in keeping the quality of our roads at the highest level. With this in mind, *Road Surface Technology* is dedicated to surface treatment. This supplement will look at the latest technologies in milling, recycling, microsurfacing, bitumen slurry/emulsions, additives, miracle pothole repairs and modified binders and aims to provide an overview of the latest innovations in this area of business.



THE GLOBAL ROAD SAFETY REVIEW 2020

PUBLISHED: **December 2020**
TOTAL CIRCULATION:
50,000* digital copies worldwide

A special publication from the publisher of *World Highways* and *ITS International* magazines providing coverage of products, services and techniques to enhance global road safety.



Association of Equipment Manufacturers



Certified member of the Construction Equipment Association

ADVERTISEMENT DISCOUNTS

Series display advertisers in *World Highways* are entitled to discounts based on their total number of insertions.

Editorial programme 2020

★ Honourable mention at the prestigious global TABBIE B2B publications awards

ALL ISSUES	Jan/Feb	March	April	May	June	Jul/Aug	Sept	Oct	Nov/Dec
News	●	●	●	●	●	●	●	●	●
Technology	●	●	●	●	●	●	●	●	●
Diary	●	●	●	●	●	●	●	●	●
IRF section	●	●	●	●	●	●	●	●	●
★ Key Project Report	●	●	●	●	●	●	●	●	●
Onsite (Site Reports)	●	●	●	●	●	●	●	●	●
Equipment File	●	●	●	●	●	●	●	●	●
ROAD CONSTRUCTION EQUIPMENT AND TECHNIQUES	Jan/Feb	March	April	May	June	Jul/Aug	Sept	Oct	Nov/Dec
Airport Paving (Asphalt and Concrete)			●			●			
Asphalt Paving, Milling and Compaction		●		●			●		●
Equipment Service and Maintenance Packages					●				●
Bridge and Tunnel structures, Formwork, Piling and Concrete Pumping		●		●		●		●	
Concrete Paving and Slipforming	●				●			●	
Demolition - Breakers and Cutters								●	
Earthmoving and Compaction - Dozers, Excavators, ADTs, Compactors and Graders	●		●		●		●		●
Machine Control and Technology	●		●		●		●		●
Engines, Components, Tyres and Wear Parts			●			●			●
ROAD PAVING MATERIALS - EXTRACTION AND MANUFACTURING	Jan/Feb	March	April	May	June	Jul/Aug	Sept	Oct	Nov/Dec
High Performance Aggregate Production for Roads - Crushing and Screening				●				●	
Asphalt Plants and Production		●		●		●		●	
Concrete Plants and Production	●				●			●	
Materials Testing					●		●		
Bitumen Technology and Modification	●		●			●			
Recycling and Re-Use of Pavement Materials and Stabilisation		●		●			●		●
HIGHWAY NETWORK MANAGEMENT	Jan/Feb	March	April	May	June	Jul/Aug	Sept	Oct	Nov/Dec
Asset Management, Surveying, Data Capture, Software, GIS & WIM			●			●			●
Workzone Safety, Temp Barriers, Lighting Signage, Gen Sets and Portable Power		●			●			●	
Safety Barriers, Fixed and Moveable	●		●				●		
Bridge Maintenance					●			●	
Road Markings. Reflective Signage and VMS	●			●					
Lighting: Road and Tunnel Lighting and Emergency Systems		●					●		

EVENTS TO BE COVERED IN 2020 INCLUDE:



SaMoTer

INTERTRAFFIC



steinexpo

bauma CHINA

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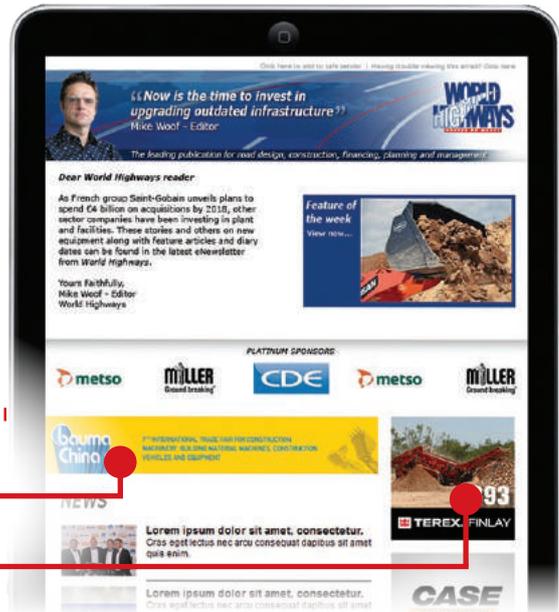
eNewsletter 2020

Direct to 26,704* industry professionals

Sent every two weeks to our database of 26,704* 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.

Why use our eNewsletter?

Our qualified database of industry professionals is made up exclusively of people who have subscribed to one of our print magazines, eNewsletters or *Daily News* online bulletins, or who have attended an industry event where we have supplied the official communications; many are also members of a relevant professional industry association.



eNEWSLETTER DATES

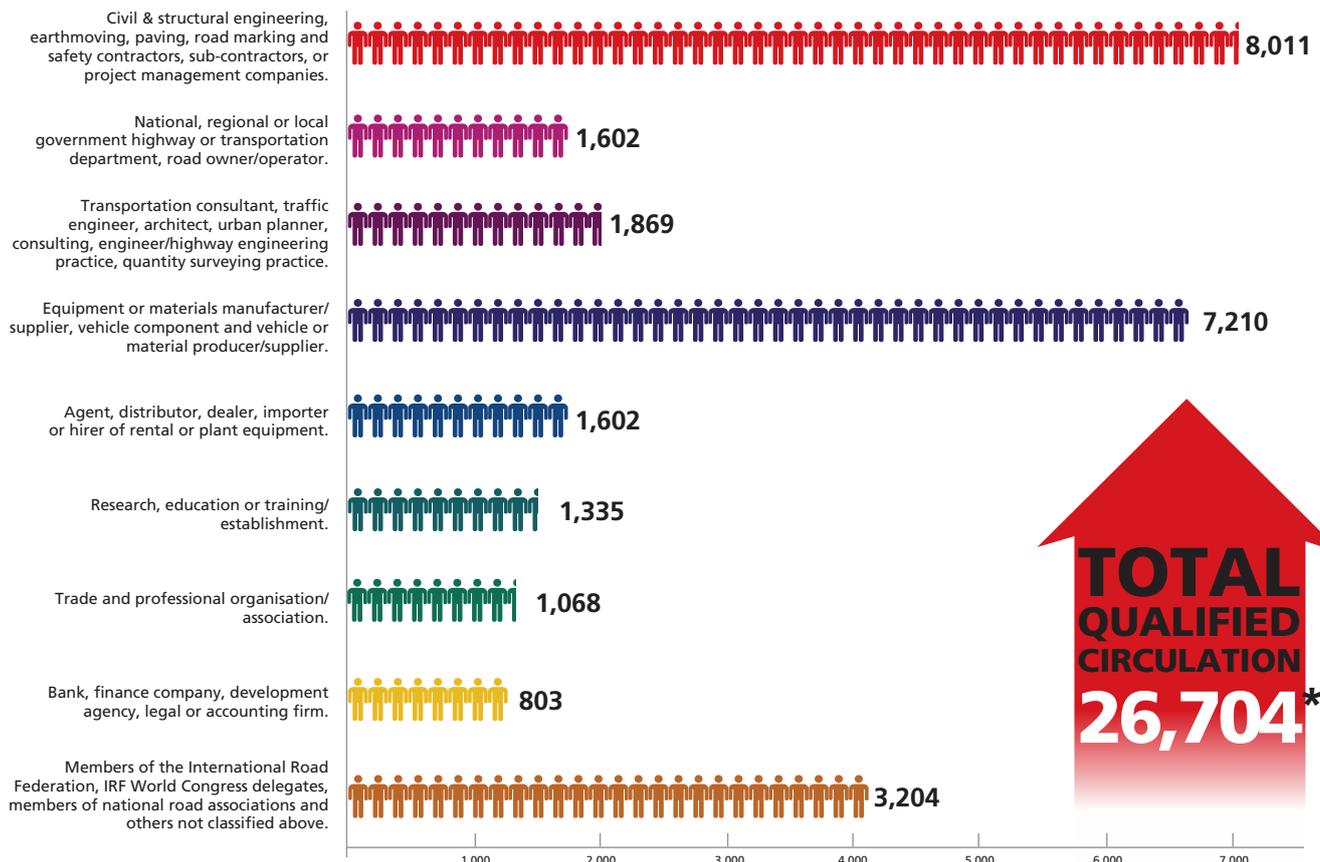
Plan your campaigns now for 2020...

- January 16th & 30th
- March 26th
- April 9th
- May 7th & 21st
- June 4th & 18th
- July 2nd, 16th & 30th
- August 13th & 27th
- September 10th & 24th
- October 8th & 22nd
- November 5th & 19th
- December 3rd & 17th

PROMOTIONAL OPPORTUNITIES

- Sponsorship Banner **£695 per banner**
440 x 75 pixels (72dpi Jpeg / Gif non animated)
- Side Banner **£455 per banner**
162 x 162 pixels (72dpi Jpeg / Gif non animated)

eNewsletter Business/Occupation breakout of qualified circulation*



* Source: publishers own data

Classified advertising

For manufacturers and service suppliers seeking new markets for products and services

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 industry sections, allowing readers to look up relevant adverts more easily:

- 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 would just like more visitors to your website, then advertise in our classified pages and your advertisement will be seen by over **16,765* 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 an image, together with up to 50 words of text (per panel) and a copy of your logo (which can be sent electronically) and we will create your 4-colour panel advert – at no extra charge.

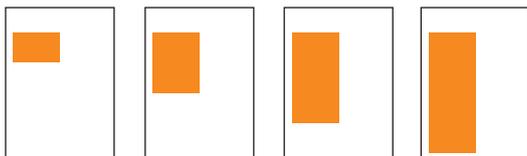
**BE SEEN BY
OVER
16,765*
HIGHWAY
PROFESSIONALS
WORLDWIDE!**

If display adverts are out of your budget, book a series of smaller affordable classified advertisements

Advertisement dimensions

All sizes are Depth x Width and are provided in millimetres and inches

Single:	Double:	Triple:	Quadruple:
45 x 90	92 x 90	140 x 90	191 x 90
1¾ x 3½	3⅝ x 3½	5½ x 3½	7½ x 3½



Classified advertising campaigns are invoiced in total at the beginning of the schedule. If you require individual invoices for each advertisement there will be a 15% administration charge added to the above rates.

CLASSIFIED Promote your company here! Call Yvonne Tindall on +44 1622 844027 or email ytindall@ropl.com

MARKINGS

MARKINGS

Rates per Insertion

FOUR COLOUR (CMYK)	5 Issues	10 Issues
4 Panels (2/5th page)	£1,465	£1,270
3 Panels (3/10th page)	£1,110	£955
2 Panels (1/5th page)	£780	£670
1 Panel (1/10th page)	£470	£400

*Source: June 2019 BPA Worldwide Brand Report. For further information see www.bpaww.com

Technical Information

We are here to help. If you require any technical assistance for supplying artwork for any of our publications, please don't hesitate to contact our Production Manager Nick Bond on +44 1322 612066 or email production@ropl.com

Print advert specifications

PDF files MUST be created to these specifications:

- Composite CMYK PDF as single pages - V1.3 PDF/X-1a:2001
- They must contain a Trim Box set to the trim size of the publication
- All fonts must be embedded
- Combined ink density should not exceed 300%

- Double page adverts use a gutter of 25.4mm down the centre of the advert. It is left to the designers' discretion if you encroach into this zone with text, as it may not be visible.

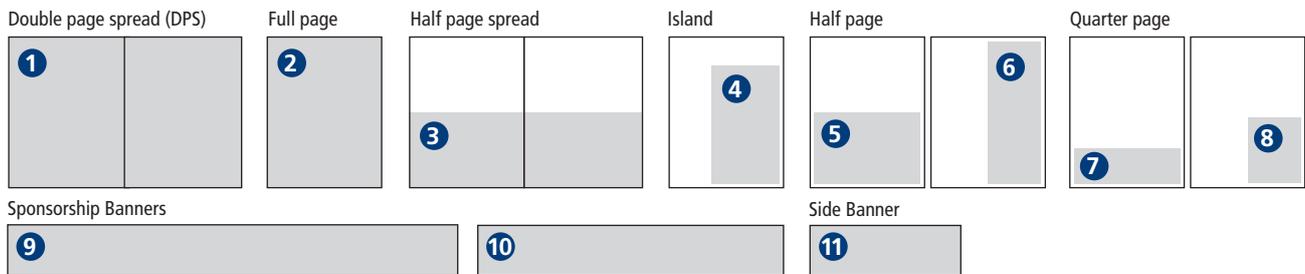
Please visit: www.pass4press.com for exact specifications and detailed information on how to create compliant PDF files.

Supplying Files

Please send all advertising artwork by email to: production@ropl.com
We can accept files up to 30MB. Files over 30MB - can be sent through www.yousendit.com

We make every effort to accurately publish advertisements. However, if a proof is not supplied or you are unable to adhere to the PDF specifications we cannot accept responsibility for any errors or omissions that may result.

All sizes are Depth x Width and are provided in millimetres and inches



OPTION	DESCRIPTION	FILE FORMAT	AD DIMENSIONS MM (depth x width)	AD DIMENSIONS INCHES (depth x width)
Print (Magazines, Supplements and Previews)				
1	Double page spread (DPS)	V1.3 PDF/X-1a:2001	Double page spread (DPS) adverts should be supplied as two separate full page PDFs	
2	Full page	V1.3 PDF/X-1a:2001	Bleed: 305 x 218 Trim: 297 x 210 Type Area: 256 x 184	Bleed: 12 x 8½ Trim: 11¾ x 8¼ Type Area: 10 x 7¼
3	Half page spread	V1.3 PDF/X-1a:2001	Bleed: 145 x 436 Trim: 137 x 420 Type Area: 110 x 395	Bleed: 5¾ x 17¼ Trim: 5½ x 16½ Type Area: 4½ x 15½
4	Island	V1.3 PDF/X-1a:2001	Trim: 193 x 118	Trim: 7½ x 4¾
5	Half page (Horizontal)	V1.3 PDF/X-1a:2001	Trim: 124 x 184	Trim: 5 x 7¼
6	Half page (Vertical)	V1.3 PDF/X-1a:2001	Trim: 256 x 92	Trim: 10 x 3½
7	Quarter page (Horizontal)	V1.3 PDF/X-1a:2001	Trim: 60 x 184	Trim: 2¼ x 7¼
8	Quarter page (Vertical)	V1.3 PDF/X-1a:2001	Trim: 124 x 92	Trim: 5 x 3½
WEB BANNERS				
9	Sponsorship banner	Jpeg / Gif / Flash*	925 x 100 pixels	n/a
10	Sponsorship banner	Jpeg / Gif / Flash*	610 x 95 pixels	n/a
11	Side banner	Jpeg / Gif / Flash*	295 x 110 pixels	n/a
LOGOS				
	Standard logo	Jpeg / Vector ai or eps	High resolution Jpeg (300dpi)	n/a
	Platinum Sponsor logo	Jpeg / Vector ai or eps	300dpi with a minimum file size of 1mb	or ai / eps vector artwork

*Flash files may not display on some mobile devices