AGGREGATES BUSINESS

MEDIA KIT 2022

THE leading global information source for quarry operators since 2007

ROUTE ONE PUBLISHING LTD
The Informed Authority

Specialist coverage of the minerals production industry

We offer highly specialist magazines for the quarrying/aggregates industry through 2 magazines, 1 websites and 1 eNewsletters. We are focused 100% on the quarrying industries of Europe, Asia, Africa and the Middle East.

Aggregates Business Europe is entering its 16th year in 2022 and it continues to cover the aggregates production industry in 42 European countries.
Aggregates Business International serves the fastest growing producers and consumers of aggregates across Asia, Africa and the Middle East.

Regular features
Every issue includes a regular feature on;
- Crushing and Screening
- Loading, including Excavators and Wheeled Loaders
- Hauling, including Rigid dump trucks and Articulated dump trucks

bauma 2022
Through our comprehensive coverage of the show we can offer before, during and after publicity in PRINT, via our Previews and magazines, DIGITAL via our websites and eNewsletters and VIDEO.

Worldwide exhibitions/Events
You can meet us at the major shows around the world including;
- Agg1 USA 2022
- bauma CTT Russia
- Hillhead, Buxton UK,
- SIM 2022, France
- bauma, Germany
- bauma, China

Guy joined *Route One Publishing* in 2011 after more than eight years at the Nottingham Post, where he was the Crime Correspondent. Prior to that he worked as a senior reporter at the Southern Daily Echo in Southampton, Hampshire, at the Lancashire Evening Post in Preston, Lancashire, and as a reporter at The Kirkintilloch Herald, a North Glasgow-based weekly newspaper. He has been a journalist since 1998 and became the Editor of *Aggregates Business Europe/International* in July 2014, after more than two-and-a-half years as Assistant Editor of *World Highways*. He is also involved in producing special publications for *Route One Publishing*, including live at show Daily News print and ConstructionTV.TV channel video editorial.

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www.aggbusiness.com

Proud to maintain the highest standards in circulation management

The comprehensive nature of the BPA Worldwide audit process provides advertisers with the assurance that *Aggregates Business* is circulated exactly where claimed. This independent report enables our clients to invest their budgets in the magazine with total confidence.

The audit verifies that circulation claims are accurate, that the supporting data is correct, and that only those who genuinely qualify under the terms of the controlled circulation receive copies of the publication.

BPA Worldwide, a not-for-profit organisation, was established in 1931 and is the world's most recognised independent auditing company for the publishing industry. Its remit is to protect advertisers from inaccurate or inflated circulation claims by publishers attempting to secure advertising support.

Protect your advertising budgets with audited circulations

Agg-intel
The Intelligent Source

Your single source for global aggregates information online and in print

Agg-intel has got the aggregates market covered. Bringing you timely and valuable information on the aggregates industry, it provides a number of different ways for industry professionals and advertisers to broaden their knowledge and reach within the industry.

Supported by *Aggregates Business*

- Undertake aggregates research
- Sponsor an AGG-intel conference
- Raise awareness of your brand via banners on www.aggbusiness.com
- Advertise in the Aggregates Business magazines – over 15,106** total copies
- Advertise on our regular expert eNewsletters

***Aggregates Business Europe, BPA Worldwide May/June 2021 Brand Report - 7,301; Aggregates Business International, Publisher's Own Data - 7,805 as of June 2021.*

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Circulation Demographic: *Aggregates Business Europe*

5,811
Quarrying/Asphalt and Ready Mix Concrete and Concrete Products

283
Equipment Manufacturing

217
Consulting Engineers/Geologists

267
Government Department/Local Authorities
Includes: National, Regional or Local Government Highway or Transportation Department.

287
Plant Hire

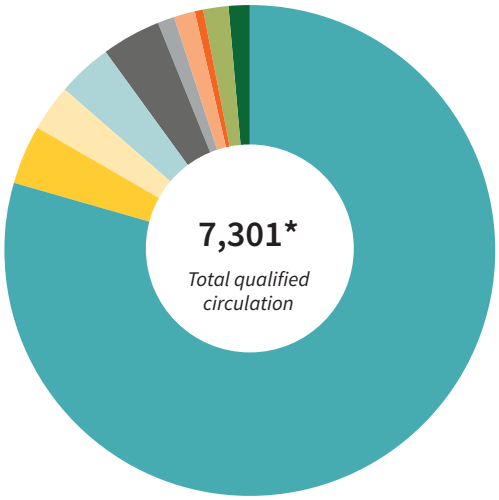
76
Specialist Contracting
Includes: Civil & Structural Engineering, Earthmoving, Paving, Road Marking, Safety Contractors, Sub-Contractors, and Project Management Companies.

108
Equipment Dealerships

36
Recycling and Landfill

115
Other Professional/ Industry Organisations

101
Others Allied to the Field / Paid



Geographical Analysis of qualified circulation*

Countries			
Albania	7	Macedonia	12
Austria	258	Malta	21
Belgium	162	Montenegro	14
Bosnia and Herzegovina	88	Netherlands	231
Bulgaria	233	Norway	104
Croatia	170	Poland	599
Cyprus	25	Portugal	379
Czech Republic	262	Romania	320
Denmark	95	Russian Federation	473
Estonia	56	Serbia	54
Finland	92	Serbia And Montenegro	6
France	293	Slovakia	95
Germany	877	Slovenia	109
Greece	123	Spain	132
Hungary	41	Sweden	95
Iceland	23	Switzerland	201
Ireland	117	Turkey	143
Italy	776	Ukraine	41
Kosovo	12	United Kingdom	274
Latvia	162	Others in region	13
Lithuania	84		
Luxembourg	29	**TOTAL**	**7,301***

BPA WORLDWIDE **Aggregates Business Europe, BPA Worldwide May/June 2021 Brand Report. For further information visit www.bpaww.com*

Combined circulation 15,106**

We can now offer an advertising / editorial option for the combined circulations of both magazines.

15,106** copies to quarry owners and managers across Europe and the fastest growing regions of Asia, Africa and the Middle East.

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Circulation Demographic: *Aggregates Business International**

4,599
Quarrying/Asphalt and Ready Mix Concrete and Concrete Products

481
Consulting Engineers/Geologists

2,209
Equipment Manufacturing

46
Equipment Dealerships

77
Government Department/Local Authorities
Includes: National, Regional or Local Government Highway or Transportation Department.

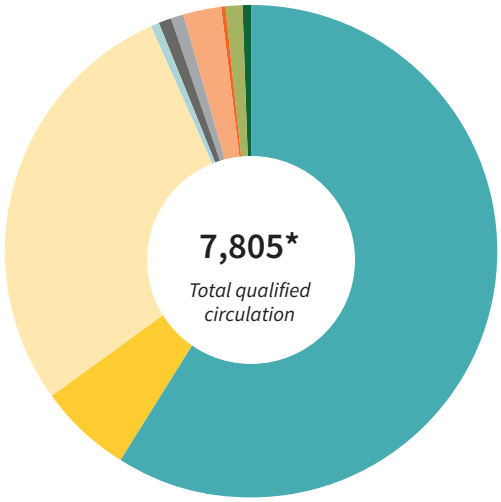
63
Specialist Contracting
Includes: Civil & Structural Engineering, Earthmoving, Paving, Road Marking, Safety Contractors, Sub-Contractors, and Project Management Companies.

179
Plant Hire

35
Recycling and Landfill

74
Other Professional/ Industry Organisations

42
Others Allied to the Field



Geographical Analysis of qualified circulation*

Africa	**1,119**
Algeria	123
Egypt	79
Ethiopia	20
Ghana	41
Kenya	63
Morocco	154
Nigeria	148
South Africa	403
Tanzania	26
Tunisia	33
Zimbabwe	8
Others In Region	21
Asia	**5,287**
Bangladesh	21
China	1,126
Hong Kong	461
India	1,224
Indonesia	163
Japan	236
Kazakhstan	387
Korea, Republic Of	332
Malaysia	86
Pakistan	163
Philippines	134
Singapore	461
Sri Lanka	58
Taiwan	209
Thailand	182
Vietnam	30
Others In Region	14
Asia Pacific	**1**
Australia	1
Middle East	**1,394**
Bahrain	84
Iran, Islamic Republic Of	63
Iraq	30
Israel	106
Jordan	25
Kuwait	55
Lebanon	29
Oman	54
Qatar	205
Saudi Arabia	129
United Arab Emirates	613
Yemen	1
North America	**4**
United States	4
Grand Total	**7,805**

Combined circulation 15,106**

We can now offer an advertising / editorial option for the combined circulations of both magazines.

15,106** copies to quarry owners and managers across Europe and the fastest growing regions of Asia, Africa and the Middle East.

** Aggregates Business International, Publisher's Own Data*
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Editorial Features 2022

January/February
- Crushing/Screening
- Hauling, ADT/RDT
- Loading, Excavators / Wheeled Loaders
- Agg1 USA preview
- Conveyors/ Stackers / Stockpiler 1
- Screening buckets / Attachments 1
- Tyres/ tyre protection / Chains 1
- Concrete Plant
- Market reports, France, Vietnam, Thailand & The Philippines

BONUS DISTRIBUTION:
- World of Asphalt, Nashville Tennessee, 29-31 March 2022

March/April
- Crushing/Screening
- Hauling, ADT/RDT
- Loading, Excavators / Wheeled Loaders
- Drill rigs / hammers / Breakers 1
- Washing 1
- Screening media
- Market reports Germany/ Korea

bauma CTT Russia. 24-27 May 2022
Dedicated eNewsletter dates TBC

May/June
- Crushing/Screening
- Hauling, ADT/RDT
- Loading, Excavators/Wheeled Loaders
- Hillhead 2022 preview
  Dedicated eNewsletters sent 27th May & 10th June
- Engines / Drivelines / Oils and lubricants 1
- Portable Power Gen sets / compressors / lighting towers/ pumps 1
- Recycling 1
- Wear Parts / Spares
- Market reports UK / Ireland / Middle East

BONUS DISTRIBUTION:
- Hillhead, Buxton UK, 21-23 June 2022

July/August
- Crushing / Screening
- Hauling, ADT/RDT
- Loading, Excavators / Wheeled Loaders
- Conveyors / Stackers / Stockpilers 2
- Screening buckets / Attachments 2
- Dewatering
- Asphalt Plant
- Market reports Italy / Indonesia

September/October
- Crushing / Screening
- Hauling, ADT / RDT
- Loading, Excavators / Wheeled Loaders
- Tyres / tyre protection Chains 2
- Drill rigs / hammers / Breakers 2
- Water recycling / Management / Filtration
- Blasting and alternatives
- Market reports Germany / India
- SIM 2022 preview
  Dedicated eNewsletter, Dates TBC

BONUS DISTRIBUTION:
- SIM 2022, France, Dates TBC
- bauma, Germany, 24-30 October 2022
- bauma, China, 22-25 November 2022

November/December
- Crushing / Screening
- Hauling, ADT / RDT
- Loading, Excavators / Wheeled Loaders
- Washing 2
- Recycling 2
- Portable Power Gen sets / compressors / lighting towers / pumps2
- Engines / Drivelines / Oils and lubricants 2
- Market reports Eastern Europe / China

Route One Publishing guarantees high quality editorial content for our high-calibre magazine subscribers and website visitors

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European circulation 7,301*

Advertisers in *Aggregates Business* have the flexibility of three targeted options: The Aggregates Business Europe demographic, the Aggregates Business International demographic, OR the 16,465** combined circulation of both magazines.

**Aggregates Business Europe, BPA Worldwide May/June 2021 Brand Report. For further information visit www.bpaww.com*

Aggregates Business Europe rate card (£)				
Four colour (CMYK)	**1x**	**3x**	**6x**	**9x**
Double Page Spread				
Full Page				
Half Page				
Quarter Page				
Special Programmes available for 6x advertisers. Contact us for more details.				

Extra Charges	
First DPS: (pp4-5)	
IFC/OBC:	
IBC:	

International circulation 7,805**

Aggregates Business International rate card (£)				
Four colour (CMYK)	**1x**	**3x**	**6x**	**9x**
Double Page Spread				
Full Page				
Half Page				
Quarter Page				
Special Programmes available for 6x advertisers. Contact us for more details.				

Extra Charges	
First DPS: (pp4-5)	
IFC/OBC:	
IBC:	

Combined circulation 15,106**

Combined Circulation rate card (£)				
Four colour (CMYK)	**1x**	**3x**	**6x**	**9x**
Double Page Spread				
Full Page				
Half Page				
Quarter Page				
Special Programmes available for 6x advertisers. Contact us for more details.				

Extra Charges	
First DPS: (pp4-5)	
IFC/OBC:	
IBC:	

Advertisement dimensions (All sizes are depth x width)					
Full Page (Inches)		**Half Page** (Inches)		**Quarter Page** (Inches)	
Bleed:	12 x 8 5/16	Horiz:	5 x 7¼	Horiz:	2 x 7¼
Trim:	11¾ x 8¼	Vertical:	10 x 3½	Vertical:	5 x 3½
Type area:	10 x 7¼				
Full Page (mm)		**Half Page** (mm)		**Quarter Page** (mm)	
Bleed:	305 x 218	Horiz:	124 x 184	Horiz:	60 x 184
Trim:	297 x 210	Vertical:	256 x 92	Vertical:	124 x 92
Type area:	256 x 184				

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.

For further information on supplying files please contact **production@ropl.com**

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www.aggbusiness.com

Aggregates Business eNewsletter circulation

Now incorporates US & Canadian content from Aggregateresearch.com

ari AGGREGATE RESEARCH.COM
Aggregates News, Every Weekday.

7,280
Equipment Manufacturing

6,671
Quarrying/Asphalt and Ready Mix Concrete and Concrete Products

3,988
Specialist Contracting
Includes: Civil & Structural Engineering, Earthmoving, Paving, Road Marking, Safety Contractors, Sub-Contractors, and Project Management Companies

3,888
Government Department/Local Authorities
Includes: National, Regional or Local Government Highway or Transportation Department

2,906
Equipment Dealerships

1,102
Consulting Engineers/Geologists

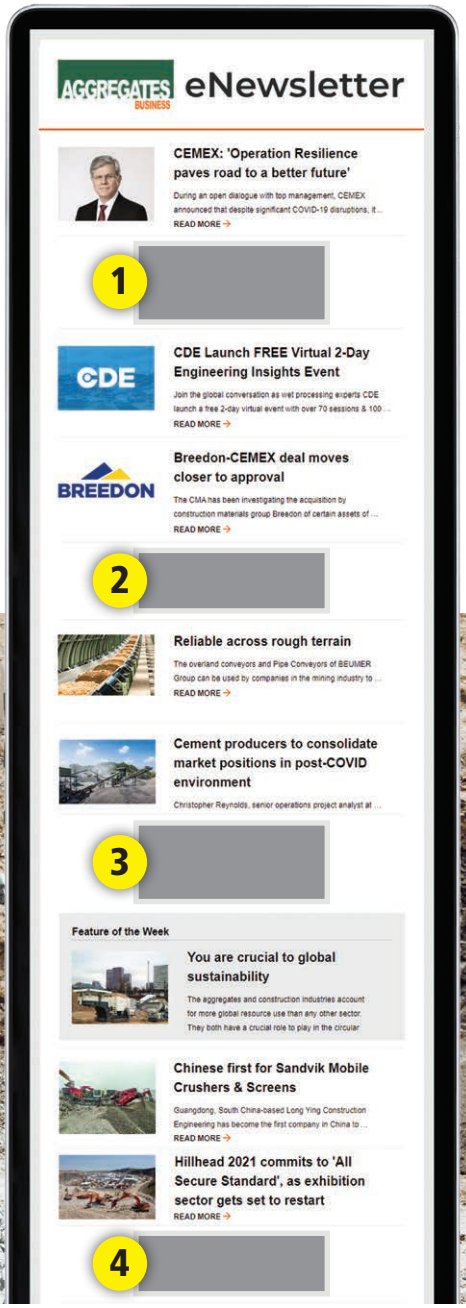
298
Recycling and Landfill

147
Plant Hire

868
Other Professional/ Industry Organisations

1,651
Others Allied to the Field

28,799* *Total circulation*



eNewsletter dates
Plan your 2022 campaigns now

- January 7, 21
- February 4, 18
- March 4, 18
- April 1, 15, 29
- May 13, 27
- June 10, 24
- July 8, 22
- August 5, 19
- September 2, 16, 30
- October 7, 21
- November 4, 18
- December 2, 16

Only 4 banner positions available per eNewsletter with 2 different size banner options

Banner (size A) 300 pixels x 125 pixels

Banner (size B) 300 pixels x 100 pixels

Direct to over 28,799* industry professionals

Sent every two weeks to our database of 28,799* 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.

Now incorporates US & Canadian content from Aggregateresearch.com

ari AGGREGATE RESEARCH.COM
Aggregates News, Every Weekday.

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 media, or who are members of a relevant professional industry association.

**Publisher's own data*

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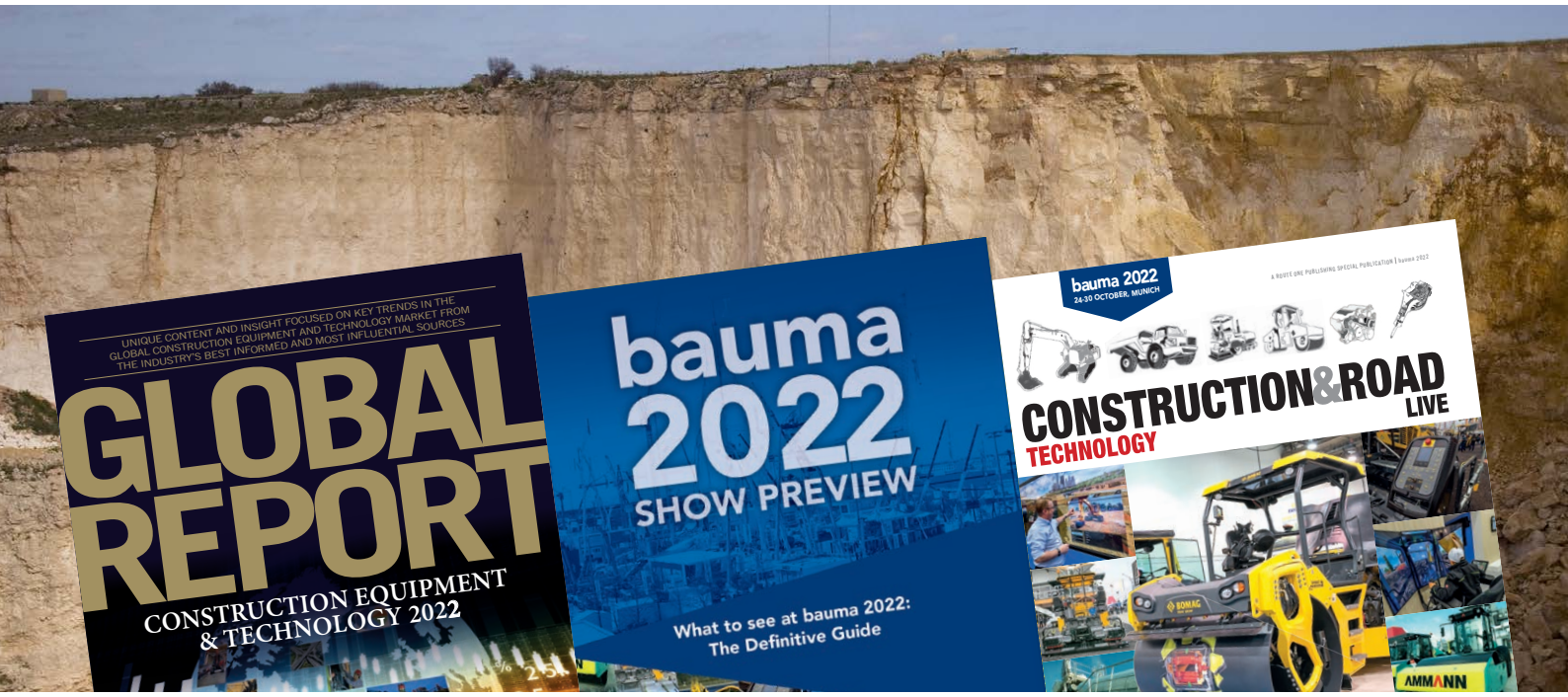
Special Publications 2022

In 2022, Agg-intel will be producing focused supplements providing analysis of industry sectors and regions. With insight from our expert editorial team, these supplements ensure our subscribers receive important coverage of specific topics and areas of interest, and they offer advertisers a unique and cost-effective way of reaching a targeted audience in both print and digital formats.

The Global Report Construction Equipment
Now in its 8th year and following its highly acclaimed launch in 2014, The GLOBAL REPORT: Construction Equipment is back for 2022 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 70,000 industry decision-makers the inside track on which new ideas are likely to prevail, and why.

bauma Show Preview
Make sure you promote your company at one of the world's largest trade fairs bauma 2022. As ever, bauma remains one of the best global gathering points for anyone interested in the equipment and technology used in the aggregates, highway engineering and general construction and aggregates industries. Our 2022 bauma Show Preview will be seperatly bound and mailed with the September/October editions of *Aggregates Business Europe* and *World Highways*. With a global reach of 100,000 this represents a fantastic opportunity to showcase your company or products in Print, Video, Web eNewsletter or Social Media. Further details can be found on our seperate bauma brochure

Construction & Road Technology LIVE
Direct from bauma, Germany this will be the definitive guide to all the most significant new models at one of the world's leading construction equipment show in 2022. Covering all major equipment categories, our team of specialist reporters will be on site to bring our global audience up to speed... whether they were able to attend or not.



Published: June 2022
Print Circulation: 20,000*
Digital Circulation: 46,000 *

Published: September 2022
Print & Digital Circulation: 100,000*

Published: November 2022
Print & Digital Circulation: 75,000*

** Publisher's own data*

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