

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.

Route One Publishing Ltd.
Waterbridge Court
50 Spital Street
Dartford, Kent DA1 2DT
United Kingdom
Tel. No.: +44 1322 612055
Fax No.: +44 1322 788063
www.aggbusiness.com
media@ropl.com

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.

MAGAZINE CHANNEL FORMAT – PRINT AND DIGITAL ISSUES

AGGREGATES BUSINESS EUROPE is produced in print and digital formats. The editorial for the print copy is the same for all recipients. The digital edition is written and designed for the digital reading experience, accessed by a computer, mobile phone, or tablet. The digital issues are partially distributed to some audience of the print editions.

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

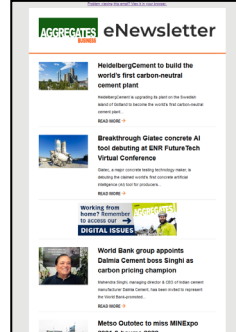
AGGREGATES BUSINESS EUROPE PRINT MAGAZINE



AGGREGATES BUSINESS EUROPE DIGITAL MAGAZINE DISTRIBUTION



AGGREGATES BUSINESS EUROPE E-NEWSLETTER



EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
AGGREGATES BUSINESS EUROPE PRINT MAGAZINE (3 issues in the period)	5,826	-	5,826
(See Paragraph 3b for Source)			
AGGREGATES BUSINESS EUROPE DIGITAL MAGAZINE DISTRIBUTION (3 issues in the period)	13,017	-	13,017
AGGREGATES BUSINESS EUROPE E-NEWSLETTER (10 issued in the period)	29,141	-	29,141

MAGAZINE CHANNEL FORMAT: This magazine is produced in print and digital formats.

No attempt has been made to identify or eliminate duplication that may exist across media channels.

FIELD SERVED

AGGREGATES BUSINESS EUROPE serves Quarrying, Mining, 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	318
Allocated for Trade Shows and Conventions	-
All Other	-
TOTAL	318

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	5,809	99.7	5,809	99.7	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	17	0.3	17	0.3	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	5,826	100.0	5,826	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2021 Issue	Total Qualified
*January/February	5,087
March/April	5,089
*May/June	7,301

*See Additional Data

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2021

This issue is 43.5% or 2,213 copies above the average of the other 2 issues reported in Paragraph 2. (See Additional Data)

Business/Industry*	Total Qualified	Percent of Total
Quarrying, Mining, Asphalt & Ready Mix Concrete, and Concrete Products	5,811	79.6
Recycling and Landfill	36	0.5
Plant Hire/Equipment Rental	287	3.9
Specialist Contracting (Note 1)	76	1.0
Consulting Engineers/Geologists	217	3.0
Government Department/Local Authorities (Note 2)	267	3.6
Equipment Manufacturing (Note 3)	283	3.9
Equipment Dealerships (Note 4)	108	1.5
Other Professional/Industry Organisations	115	1.6
Others Allied to the Field	101	1.4
TOTAL QUALIFIED CIRCULATION	7,301	100.0
PERCENT	100.0	

*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 2021

Qualification Source	Qualified Within				Total Qualified	Percent
	1 Year	2 Years	3 Years	4 Years		
I. Direct Request:	39	192	518	564	1,313	18.0
II. Request from recipient's company:	-	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-	-
IV. Communication (other than request):	-	-	-	-	-	-
V. TOTAL – Sources other than above (listed alphabetically):	5,988	-	-	-	5,988	82.0
Association rosters and directories	-	-	-	-	-	-
Business directories	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-
*Other sources	5,988	-	-	-	5,988	82.0
VI. Single Copy Sales:	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	6,027	192	518	564	7,301	100.0
PERCENT	82.6	2.6	7.1	7.7	100.0	

*See Additional Data

Note: In these unprecedented times caused by the coronavirus (COVID-19) pandemic, resulting in workplace closures, sporadic workplace visits and work-from-home solutions, consent and renewal campaigns are impacted. Therefore, BPA has granted an exception permitting publishers to carry as "qualified" circulation sources aging beyond 36 months but not to exceed 48 months.

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2021

Mailing Address	Total Qualified	Percent
Individuals by name and title and/or function	7,251	99.3
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	50	0.7
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	7,301	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 2018	January – June 2019	July – December 2019	January – June 2020	July – December 2020*	January – June 2021*
Total Audit Average Qualified:	8,521	8,646	8,778	9,731	5,645	5,826
Qualified Non-Paid Total:	8,521	8,646	8,778	9,730	5,644	5,826
Print:	5,755	6,230	6,185	4,569	5,644	5,826
Digital:	2,766	2,416	2,593	5,161	-	-
Qualified Paid Total:	-	-	-	1	1	-
Print:	-	-	-	1	1	-
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 2020 – June 2021 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2021*

Region/Country	Total Qualified	Percent	Region/Country	Total Qualified	Percent
EUROPE			Luxembourg	29	
Albania	7		Macedonia	12	
Andorra	2		Malta	21	
Austria	258		Moldova	1	
Belarus	6		Montenegro	14	
Belgium	162		Netherlands	231	
Bosnia and Herzegovina	88		Norway	104	
Bulgaria	233		Poland	599	
Croatia	170		Portugal	379	
Cyprus	25		Romania	320	
Czech Republic	262		Russian Federation	473	
Denmark	95		Serbia	60	
Estonia	56		Slovakia	95	
Faroe Islands	1		Slovenia	109	
Finland	92		Spain	132	
France	293		Sweden	95	
Germany	877		Switzerland	201	
Gibraltar	1		Turkey	143	
Greece	123		Ukraine	41	
Hungary	41		United Kingdom	274	
Iceland	23		unspecified Europe	14	
Ireland	117		Subtotal	7,301	100.0
Italy	776				
Latvia	162		TOTAL QUALIFIED CIRCULATION	7,301	100.0
Lithuania	84				

*See Additional Data

DIGITAL MAGAZINE DISTRIBUTION CHANNEL

2021	Digital Distribution
January/February	13,261
March/April	13,029
May/June	12,760
AVERAGE:	13,017

E-NEWSLETTER CHANNEL

2021	Aggregates Business Europe eNewsletter
JANUARY	
January 21	29,528
FEBRUARY	
February 4	29,402
February 18	29,324
MARCH	
March 4	29,373
March 18	29,260
APRIL	
April 1	29,202
April 15	29,021
MAY	
May 13	28,855
May 27	28,779
JUNE	
June 10	28,667
AVERAGE:	29,141

Aggregates Business Europe eNewsletter (10 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:

January/February 2021, March/April 2021 and May/June 2021 digital issues are editorial replicas of the print editions - editorial and design are unchanged from the original print editions. The contents and designs are identical to the original print editions. The digital issues are partially distributed to some audience of the print editions.

PARAGRAPH 2 - LATE MAILING OF ISSUES:

1,011 copies or 10.3% of the total copies distributed for the January/February 2021 issue were distributed March 4, 2021.
279 copies or 2.8% of the total copies distributed for the May/June 2021 issue were distributed July 2, 2021.

PARAGRAPH 3a:

The May/June 2021 issue is 43.5% or 2,213 copies above the average of the other 2 issues reported in Paragraph 2.

PARAGRAPH 3b:

Other Sources include 2 sources of circulation for quantities of 1,781 copies or 24.4% to 4,207 or 57.6%, including BusinessListUK and Dun&Bradstreet.

GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletter and Digital Magazine Distribution are 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/Database 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	October 25, 2021
Country	United Kingdom
City	London
Received by BPA Worldwide	October 25, 2021
Type	BJ
ID Number	A539B0J1

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.

MAGAZINE CHANNEL FORMAT: This magazine is produced in print and digital formats.

Copyright © 2021 BPA Worldwide. All rights reserved.