



BRAND REPORT

FOR THE 6 MONTH PERIOD ENDED DECEMBER 2021



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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ITS INTERNATIONAL is a globally-recognised B2B brand designed to provide the world-wide traffic management and urban mobility sectors with all the news, data, analysis and business-support information they need to be successful. First published in 1995, the ITS International group of magazines, supplements, websites, email newsletters, video and Daily News products is renowned for its in-depth coverage of how the technology that runs intelligent transport systems around the world is deployed and designed. Strategically-managed systems now span whole countries and continents by tracking, adopting and adapting the latest technologies from the ICT, Mobility as a Service, automotive and consumer electronics industries as the ITS industry expands into daily life. Cars and drivers, for instance, are already being used as ITS information gatherers and providers.

MAGAZINE CHANNEL FORMAT – PRINT AND DIGITAL ISSUES

ITS INTERNATIONAL is produced in print and digital formats. The editorial for the print copy is the same for all recipients. The digital format is written and designed for the digital reading experience, accessed by a computer, mobile phone, or tablet. Digital formats may include features such as videos and surveys allowing for user interaction with the brand.

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

ITS INTERNATIONAL PRINT AND DIGITAL MAGAZINE



ITS INTERNATIONAL E-NEWSLETTER



EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
ITS INTERNATIONAL PRINT AND DIGITAL MAGAZINE (3 issues in the period)	21,729	15	21,744
a. Print	10,159	15	10,174
b. Digital	11,570	-	11,570
(See Paragraph 3b for Source)			
ITS INTERNATIONAL E-NEWSLETTER (8 issued in the period)	37,502	-	37,502

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

ITS INTERNATIONAL serves government transport departments, state highway authorities, rail or mass transit authorities, bus operators or other public transport operator, road-owners/operators, transportation consultants, traffic engineers, architects, urban planners, consulting engineers/highway engineering practices, quantity surveying practices, systems integrators, equipment or materials manufacturer/supplier, vehicle component & vehicle or material producers/suppliers, agents, distributors, dealers, importer or hirer, electrical, cabling and IT contractors, sub-contractors, and project management companies, research, education or training establishments, parking companies/associations, trade and professional organizations/associations, bank, finance companies, development agencies, legal or accounting firms, paid subscribers and others not classified as reported in paragraph 3a.

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	345
Allocated for Trade Shows and Conventions	233
All Other	-
TOTAL	578

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	21,727	99.9	21,712	99.9	15	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	17	0.1	17	0.1	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	21,744	100.0	21,729	100.0	15	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2021 Issue	Print	Digital	Total Qualified
July/August	6,250	15,493	21,743
September/October	6,252	15,492	21,744
November/December	18,020	3,725	21,745

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2021

This issue is -% or 1 copy above the average of the other 2 issues reported in Paragraph 2.

Business Classification (Note 1)	Total Qualified	Percent of Total	Print	Digital	1-3 years and 4 year Request	Other 4 years (Note 2)
1) National, regional or local government highway or transportation department, rail or mass transit authority, bus operator or other public transport operator, road owner/operator	8,912	41.0	8,496	416	6,571	2,341
2) Transportation consultant, traffic engineer, architect, urban planner, consulting engineer/highway engineering practice; quantity surveying practice	3,710	17.0	2,802	908	3,710	-
3) Systems integrators, equipment or materials manufacturer/supplier, vehicle component & vehicle or material producer/supplier, agent, distributor, dealer, importer or hirer, electrical, cabling, and IT contractors, sub-contractors, and project management companies	7,792	35.8	5,608	2,184	7,792	-
4) Research, education or training establishment	64	0.3	59	5	64	-
5) Parking company or association trade and professional organisation/association	432	2.0	361	71	432	-
6) Bank, finance company, development agency, legal or accounting firm	241	1.1	221	20	241	-
7) Other related organisations not classified above	579	2.7	458	121	579	-
8) Paid	15	0.1	15	-	15	-
TOTAL QUALIFIED CIRCULATION	21,745	100.0	18,020	3,725	19,404	2,341
PERCENT	100.0		82.9	17.1	89.2	10.8

Note 1: Qualified recipients are titled and non-titled professionals working in the field served.

Note 2: See Paragraph 3b, Qualification Source Breakout of Qualified Circulation for Issue of November/December 2021

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2021

Qualification Source	Qualified Within				Print	Digital	Total Qualified	Percent
	1 Year	2 Years	3 Years	4 Years				
I. Direct Request:	550	710	2,989	5,593	8,203	1,639	9,842	45.3
II. Request from recipient's company:	-	-	-	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-	-	-	-
IV. Communication (other than request):	-	-	-	-	-	-	-	-
V. *Sources other than above, including: Association rosters and directories; Business directories; Manufacturer's, distributor's and wholesaler's lists; and Other sources:	5,867	-	3,695	2,341	9,817	2,086	11,903	54.7
VI. Single Copy Sales:	-	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	6,417	710	6,684	7,934	18,020	3,725	21,745	100.0
PERCENT	29.5	3.3	30.7	36.5	82.9	17.1	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. For the period beginning January 2022 the COVID-19 exception lapses and all qualified circulation must revert to being within 36 months.

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2021

Mailing Address	Print	Digital	Total Qualified	Percent
Individuals by name and title and/or function	15,261	2,521	17,782	81.8
Individuals by name only	2,705	1,204	3,909	18.0
Titles or functions only	-	-	-	-
Company names only	4	-	4	-
Multi-Copy Same Addressee copies	50	-	50	0.2
Single Copy Sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION	18,020	3,725	21,745	100.0

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	January - June 2019	July - December 2019	January - June 2020	July - December 2020	January - June 2021	July - December 2021*
Total Audit Average Qualified:	21,329	21,518	20,556	21,563	21,676	21,744
Qualified Non-Paid:	21,313	21,501	20,539	21,547	21,662	21,729
Print:	16,054	16,053	8,805	10,156	10,156	10,159
Digital:	5,259	5,448	11,734	11,391	11,506	11,570
Qualified Paid:	16	17	17	16	14	15
Print:	16	17	17	16	14	15
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 - December 2021 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

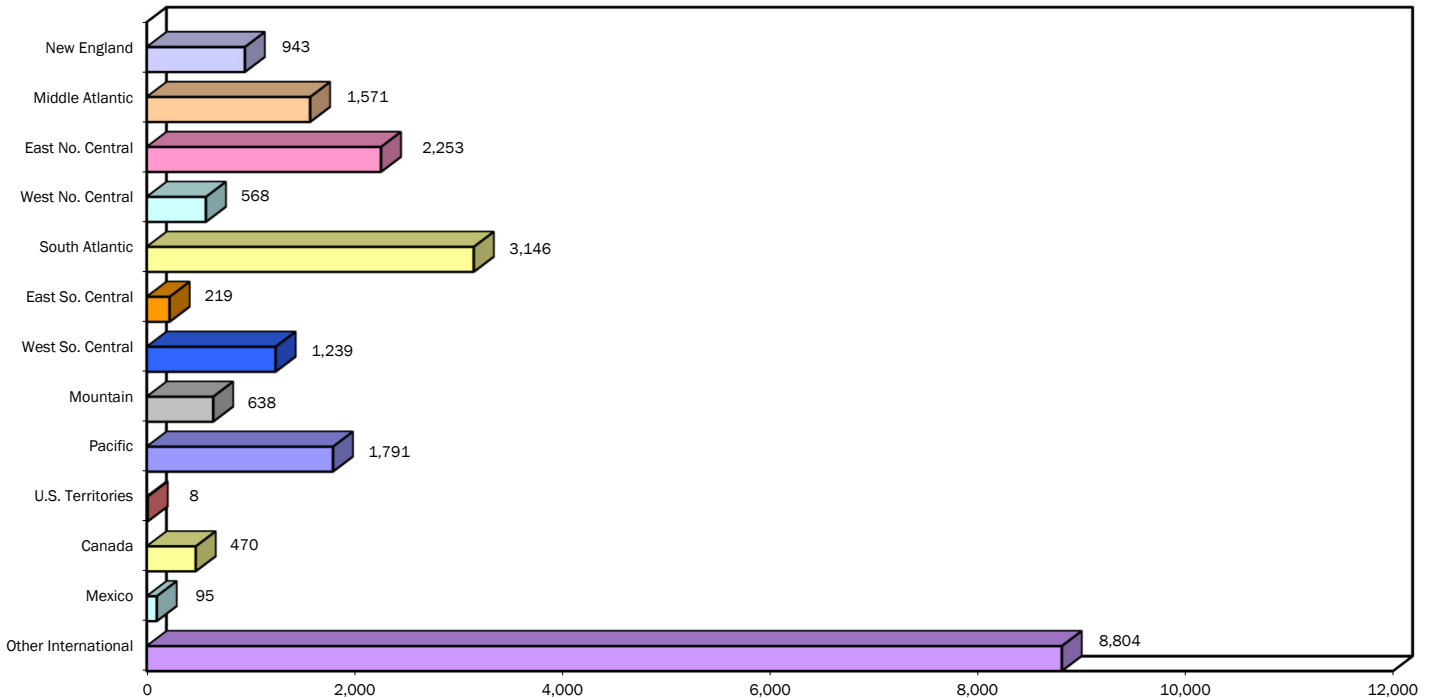
**NC = None Claimed.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2021*

State	Print	Digital	Total Qualified	Percent	State	Print	Digital	Total Qualified	Percent
Maine	25	2	27		Kentucky	26	6	32	
New Hampshire	672	3	675		Tennessee	113	37	150	
Vermont	26	1	27		Alabama	3	7	10	
Massachusetts	110	34	144		Mississippi	26	1	27	
Rhode Island	12	6	18		EAST SO. CENTRAL	168	51	219	1.0
Connecticut	38	14	52		Arkansas	16	-	16	
NEW ENGLAND	883	60	943	4.4	Louisiana	54	11	65	
New York	714	98	812		Oklahoma	82	10	92	
New Jersey	257	51	308		Texas	864	202	1,066	
Pennsylvania	332	119	451		WEST SO. CENTRAL	1,016	223	1,239	5.7
MIDDLE ATLANTIC	1,303	268	1,571	7.2	Montana	12	4	16	
Ohio	105	65	170		Idaho	12	-	12	
Indiana	1,056	4	1,060		Wyoming	4	1	5	
Illinois	346	57	403		Colorado	179	30	209	
Michigan	402	109	511		New Mexico	25	7	32	
Wisconsin	97	12	109		Arizona	233	19	252	
EAST NO. CENTRAL	2,006	247	2,253	10.4	Utah	54	6	60	
Minnesota	216	53	269		Nevada	52	-	52	
Iowa	62	-	62		MOUNTAIN	571	67	638	2.9
Missouri	71	13	84		Alaska	13	5	18	
North Dakota	7	1	8		Washington	235	20	255	
South Dakota	31	10	41		Oregon	99	20	119	
Nebraska	26	12	38		California	1,206	182	1,388	
Kansas	58	8	66		Hawaii	9	2	11	
WEST NO. CENTRAL	471	97	568	2.6	PACIFIC	1,562	229	1,791	8.2
Delaware	161	3	164		UNITED STATES	10,405	1,963	12,368	56.9
Maryland	338	115	453		U.S. Territories	8	-	8	
Washington, DC	441	164	605		Canada	371	99	470	
Virginia	490	181	671		Mexico	91	4	95	
West Virginia	32	2	34		Other International	7,145	1,659	8,804	
North Carolina	131	42	173		APO/FPO	-	-	-	
South Carolina	24	13	37						
Georgia	229	64	293						
Florida	579	137	716						
SOUTH ATLANTIC	2,425	721	3,146	14.5					
					TOTAL QUALIFIED CIRCULATION	18,020	3,725	21,745	100.0

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION



GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2021*

Region/Country	Print	Digital	Total Qualified	Percent	Region/Country	Print	Digital	Total Qualified	Percent
ASIA					Sweden	132	8	140	
Armenia	1	-	1		Switzerland	72	4	76	
Azerbaijan	4	-	4		Turkey	215	14	229	
Bangladesh	14	4	18		Ukraine	37	4	41	
Brunei Darussalam	5	1	6		United Kingdom	462	38	500	
China	60	10	70		unspecified Europe	-	7	7	
Georgia	13	-	13		Subtotal	5,065	289	5,354	24.6
Hong Kong - SAR	26	13	39		AFRICA				
India	251	150	401		Algeria	7	11	18	
Indonesia	31	17	48		Botswana	3	-	3	
Japan	134	41	175		Cameroon	6	-	6	
Kazakhstan	25	2	27		Egypt	18	23	41	
Korea, Republic Of	39	29	68		Ethiopia	16	5	21	
Kyrgyzstan	2	-	2		Gambia	-	1	1	
Laos	-	1	1		Ghana	17	11	28	
Macao	2	-	2		Kenya	18	14	32	
Malaysia	80	38	118		Lesotho	1	-	1	
Mongolia	2	-	2		Libyan Arab Jamahiriya	1	1	2	
Myanmar	8	1	9		Malawi	-	1	1	
Nepal	13	1	14		Mauritius	4	1	5	
Pakistan	33	32	65		Morocco	11	29	40	
Philippines	37	5	42		Mozambique	2	1	3	
Singapore	80	8	88		Namibia	4	-	4	
Sri Lanka	27	2	29		Nigeria	40	81	121	
Taiwan	56	13	69		Reunion	1	-	1	
Tajikistan	4	1	5		Rwanda	1	-	1	
Thailand	17	31	48		Senegal	2	-	2	
Uzbekistan	1	-	1		Seychelles	1	-	1	
Vietnam	12	10	22		Sierra Leone	2	2	4	
Subtotal	977	410	1,387	6.4	South Africa	101	27	128	
MIDDLE EAST					Sudan	2	-	2	
Bahrain	15	12	27		Tanzania	12	9	21	
Iran	87	68	155		Tunisia	9	14	23	
Iraq	6	1	7		Uganda	14	6	20	
Israel	60	84	144		Zambia	4	4	8	
Jordan	5	6	11		Zimbabwe	4	1	5	
Kuwait	8	2	10		unspecified Africa	1	4	5	
Lebanon	13	14	27		Subtotal	302	246	548	2.5
Oman	17	17	34		NORTH AMERICA				
Qatar	29	34	63		Canada	371	99	470	
Saudi Arabia	44	57	101		Mexico	91	4	95	
United Arab Emirates	65	66	131		United States	10,413	1,963	12,376	
unspecified Middle East	-	1	1		Subtotal	10,875	2,066	12,941	59.5
Subtotal	349	362	711	3.3	CARIBBEAN				
EUROPE					Aruba	-	1	1	
Albania	15	-	15		Bahamas	2	-	2	
Andorra	9	1	10		Cayman Islands	1	1	2	
Austria	116	13	129		Cuba	2	1	3	
Belarus	5	-	5		Dominican Republic	4	-	4	
Belgium	260	9	269		Jamaica	2	2	4	
Bosnia and Herzegovina	28	1	29		Netherlands Antilles	-	1	1	
Bulgaria	60	3	63		Puerto Rico	5	3	8	
Croatia	74	-	74		Trinidad and Tobago	7	1	8	
Cyprus	28	2	30		unspecified Caribbean	2	-	2	
Czech Republic	77	4	81		Subtotal	25	10	35	0.1
Denmark	73	3	76		CENTRAL AMERICA				
Estonia	34	3	37		Costa Rica	6	-	6	
Faroe Islands	1	-	1		El Salvador	2	-	2	
Finland	71	7	78		Guatemala	1	2	3	
France	379	9	388		Honduras	1	-	1	
Germany	342	10	352		Nicaragua	2	-	2	
Gibraltar	3	1	4		Panama	3	-	3	
Greece	133	13	146		Subtotal	15	2	17	0.1
Hungary	67	4	71		SOUTH AMERICA				
Iceland	8	-	8		Argentina	24	21	45	
Ireland	115	12	127		Bolivia	6	3	9	
Italy	333	17	350		Brazil	84	77	161	
Latvia	38	1	39		Chile	22	20	42	
Lithuania	72	2	74		Colombia	32	34	66	
Luxembourg	18	1	19		Ecuador	7	1	8	
Macedonia	22	2	24		Paraguay	1	1	2	
Malta	24	-	24		Peru	9	14	23	
Moldova	1	1	2		Uruguay	4	4	8	
Montenegro	5	-	5		Venezuela	3	-	3	
Netherlands	525	18	543		Subtotal	192	175	367	1.7
Norway	63	10	73		ASIA PACIFIC				
Poland	164	17	181		Australia	162	129	291	
Portugal	144	13	157		Fiji	-	2	2	
Romania	129	7	136		New Caledonia	1	-	1	
Russian Federation	131	6	137		New Zealand	55	34	89	
Serbia	106	8	114		Vanuatu	1	-	1	
Slovakia	49	6	55		unspecified Asia Pacific	1	-	1	
Slovenia	118	1	119		Subtotal	220	165	385	1.8
Spain	307	9	316		TOTAL QUALIFIED CIRCULATION				
						18,020	3,725	21,745	100.0

*See Additional Data

E-NEWSLETTER CHANNEL

2021	ITS INTERNATIONAL E-Newsletter
JULY	
July 8	38,199
July 22	38,016
AUGUST	
August 19	37,829
SEPTEMBER	
September 2	37,651
September 16	37,557
OCTOBER	
October 28	37,080
NOVEMBER	
November 11	36,903
November 25	36,781
AVERAGE:	
	37,502

ITS INTERNATIONAL E-Newsletter (8 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 3b:

Other Sources include 6 sources of circulation for quantities of 4 copies or -% to 4,155 or 19.1%, including ITS America Member's List 2019, ITS Detroit 2019, ITS America Registration 2021, ITS Research 2018, IBTTA 2019 & ITS America Member List 2021.

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.

Andrew Barriball, 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	February 18, 2022
Country	United Kingdom
City	London
Received by BPA Worldwide	February 18, 2022
Type	BJ
ID Number	I175B0D1

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.

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