

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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**WORLD HIGHWAYS** is a globally-recognized B2B brand designed to provide the international road planning, design, construction, financing and management sectors with all the news, data, analysis and business-support information needed to be successful. First published in 1991, the World Highways group of magazines, supplements, websites, email newsletters, video and Daily News products gives readers and users all the latest technical and operation information they need. The editorial scope of World Highways is precisely targeted to its readers needs and offers Global, Emergent and Eurofile editions, as well as exclusive information provided by the International Road Federation. World Highways is the official publication of the IRF.

### MAGAZINE CHANNEL FORMAT – PRINT AND DIGITAL ISSUES

**WORLD HIGHWAYS** 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. Except for the July/August and November/December issues, which are replicas of the print issue, the digital issues (September and October) are distributed to a different audience from the print edition.

### BRAND REPORT PURPOSE

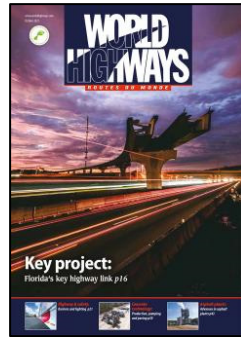
The Brand Report provides a deeper understanding and identification of all audited touch points with customers that have interest in the brand. It is designed to present analysis of all communication channels, including a brand’s unique users within each channel of, but not across, multiple media platforms. 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

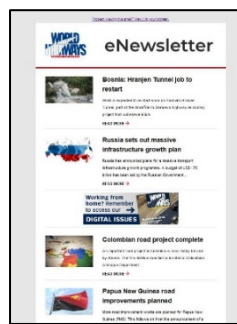
### WORLD HIGHWAYS PRINT MAGAZINE



### WORLD HIGHWAYS DIGITAL MAGAZINE DISTRIBUTION



### WORLD HIGHWAYS E-NEWSLETTER



## EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
<b>WORLD HIGHWAYS PRINT MAGAZINE</b> (3 issues in the period)	12,813	17	12,830
(See Paragraph 3b for Source)			
<b>WORLD HIGHWAYS DIGITAL MAGAZINE DISTRIBUTION</b> (4 issues in the period)	21,859	-	21,859
<b>WORLD HIGHWAYS E-NEWSLETTER</b> (12 issued in the period)	21,781	-	21,781

**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**

WORLD HIGHWAYS serves project and construction management companies; civil and structural engineering, earthmoving, paving, road marking, safety contractors, sub-contractors, project management companies; government, highway or transportation department, road owners and operating companies; transportation consultants, traffic engineers, architect, urban planner, consulting engineers/highway engineering practices; equipment or material producers and suppliers, vehicle component & vehicle or material producers/suppliers; agents, distributors, dealers, importer or hirer, rental of plant or equipment; research, education or training establishments; trade and professional organizations; bank, finance company, development agency, legal or accounting firm, Members of the International Road Federation, IRF World Congress delegates, members of national road associations, paid subscribers 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	682
Allocated for Trade Shows and Conventions	50
All Other	-
<b>TOTAL</b>	<b>732</b>

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD**

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	12,813	99.9	12,796	99.8	17	0.1
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	17	0.1	17	0.1	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>12,830</b>	<b>100.0</b>	<b>12,813</b>	<b>99.9</b>	<b>17</b>	<b>0.1</b>

**2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD**

2021 Issue	Total Qualified
July/August	9,783
September/October	11,848
November/December	16,858

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2021**  
**This issue is 55.9% or 6,042 copies above the average of the other 2 issues reported in Paragraph 2. (See Additional Data)**

Business and Industry (Note 1)	Total Qualified	Percent of Total
1) Civil & structural engineering, earthmoving, paving, road marking, and safety contractors, sub-contractors, or project management companies	6,354	37.7
2) National, regional or local government highway or transportation department, road owner/operator	2,725	16.2
3) Transportation consultant, traffic engineer, architect, urban planner, consulting, engineer/highway engineering practice	3,343	19.8
4) Equipment or materials manufacturer/supplier, vehicle component & vehicle or material producer/supplier	2,849	16.9
5) Agent, distributor, dealer, importer or hirer, rental of plant or equipment	896	5.3
6) Research, education or training establishment	187	1.1
7) Trade and professional organisation/association	177	1.1
8) Bank, finance company, development agency, legal or accounting firm	219	1.3
9) Members of the Intl Road fedn, IRF World Cong. delegates & members of natl road associations	91	0.5
10) Paid Subscriber	17	0.1
11) Others Allied to the Field	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>16,858</b>	<b>100.0</b>
<b>PERCENT</b>	<b>100.0</b>	

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

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

Qualification Source	Qualified Within				Total Qualified	Percent
	1 Year	2 Years	3 Years	4 Years		
I. Direct Request:	<b>466</b>	<b>735</b>	<b>3,451</b>	<b>4,887</b>	<b>9,539</b>	<b>56.6</b>
II. Request from recipient's company:	-	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-	-
IV. Communication (other than request):	-	-	-	-	-	-
V. <b>TOTAL</b> - Sources other than above (listed alphabetically):	<b>7,319</b>	-	-	<b>N/A</b>	<b>7,319</b>	<b>43.4</b>
Association rosters and directories	-	-	-	N/A	-	-
Business directories	-	-	-	N/A	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	N/A	-	-
*Other sources	7,319	-	-	N/A	7,319	43.4
VI. Single Copy Sales:	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>7,785</b>	<b>735</b>	<b>3,451</b>	<b>4,887</b>	<b>16,858</b>	<b>100.0</b>
<b>PERCENT</b>	<b>46.2</b>	<b>4.4</b>	<b>20.5</b>	<b>29.0</b>	<b>100.0</b>	

\*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 NOVEMBER/DECEMBER 2021**

Mailing Address	Total Qualified	Percent
Individuals by name and title and/or function	16,804	99.7
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	4	-
Multi-Copy Same Addressee copies	50	0.3
Single Copy Sales	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>16,858</b>	<b>100.0</b>

**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:	16,697	16,781	18,786	13,160	12,528	12,830
Qualified Non-Paid:	16,673	16,754	18,759	13,132	12,511	12,813
Print:	14,118	14,235	10,405	13,132	12,511	12,813
Digital:	2,555	2,519	8,354	-	-	-
Qualified Paid:	24	27	27	28	17	17
Print:	24	27	27	28	17	17
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\***

Region/Country	Total Qualified	Percent	Region/Country	Total Qualified	Percent
<b>ASIA</b>			<b>AFRICA</b>		
Afghanistan	4		Algeria	115	
Armenia	1		Angola	1	
Azerbaijan	1		Botswana	6	
Bangladesh	32		Cameroon	3	
Brunei Darussalam	14		Cape Verde	2	
China	699		Egypt	49	
Georgia	11		Ethiopia	22	
Hong Kong - SAR	98		Ghana	59	
India	1,329		Kenya	48	
Indonesia	459		Lesotho	1	
Japan	325		Libyan Arab Jamahiriya	5	
Kazakhstan	16		Malawi	1	
Korea, Republic Of	293		Mauritius	9	
Kyrgyzstan	1		Morocco	129	
Laos	1		Mozambique	9	
Macao	2		Namibia	6	
Malaysia	198		Nigeria	216	
Mongolia	3		Reunion	1	
Myanmar	8		Rwanda	1	
Nepal	18		Senegal	2	
Pakistan	90		Seychelles	1	
Philippines	143		Sierra Leone	6	
Singapore	173		South Africa	335	
Sri Lanka	68		Sudan	3	
Taiwan	108		Tanzania	38	
Thailand	105		Togo	1	
Turkmenistan	1		Tunisia	47	
Uzbekistan	6		Uganda	19	
Vietnam	75		Zambia	16	
Subtotal	4,282	25.4	Zimbabwe	10	
<b>MIDDLE EAST</b>			unspecified Africa	7	
Bahrain	49		Subtotal	1,168	6.9
Iran	157		<b>NORTH AMERICA</b>		
Iraq	14		Canada	284	
Israel	159		Mexico	121	
Jordan	13		United States	1,122	
Kuwait	20		unspecified North America	2	
Lebanon	33		Subtotal	1,529	9.1
Oman	57		<b>CARIBBEAN</b>		
Qatar	91		Aruba	1	
Saudi Arabia	128		Bahamas	3	
Syrian Arab Republic	1		Bermuda	1	
United Arab Emirates	263		Cayman Islands	2	
unspecified Middle East	2		Cuba	2	
Subtotal	987	5.8	Dominican Republic	3	
<b>EUROPE</b>			Jamaica	4	
Albania	24		Netherlands Antilles	1	
Andorra	2		Puerto Rico	6	
Austria	240		Trinidad and Tobago	17	
Belarus	29		Virgin Islands, British	1	
Belgium	350		unspecified Caribbean	2	
Bosnia and Herzegovina	34		Subtotal	43	0.2
Bulgaria	101		<b>CENTRAL AMERICA</b>		
Croatia	128		Costa Rica	4	
Cyprus	52		El Salvador	1	
Czech Republic	99		Guatemala	2	
Denmark	135		Honduras	1	
Estonia	131		Nicaragua	3	
Faroe Islands	2		Panama	2	
Finland	138		Subtotal	13	0.1
France	369		<b>SOUTH AMERICA</b>		
Germany	452		Argentina	72	
Gibraltar	3		Bolivia	9	
Greece	191		Brazil	172	
Hungary	109		Chile	54	
Iceland	32		Colombia	178	
Ireland	143		Ecuador	15	
Italy	342		Paraguay	5	
Latvia	69		Peru	46	
Lithuania	81		Suriname	4	
Luxembourg	38		Uruguay	10	
Macedonia	46		Venezuela	17	
Malta	35		Subtotal	582	3.5
Moldova	2		<b>ASIA PACIFIC</b>		
Montenegro	20		Australia	407	
Netherlands	608		Fiji	3	
Norway	163		New Caledonia	1	
Poland	291		New Zealand	186	
Portugal	166		Vanuatu	1	
Romania	201		unspecified Asia Pacific	2	
Russian Federation	401		Subtotal	600	3.6
Serbia	171		<b>TOTAL QUALIFIED CIRCULATION</b>		
Slovakia	54		<b>16,858</b>	<b>100.0</b>	
Slovenia	135				
Spain	332				
Sweden	273				
Switzerland	176				
Turkey	348				
Ukraine	40				
United Kingdom	883				
unspecified Europe	15				
Subtotal	7,654	45.4			

\*See Additional Data

## DIGITAL MAGAZINE DISTRIBUTION CHANNEL

2021	Digital Distribution
July/August	22,024
September	21,955
October	21,798
November/December	21,660
<b>AVERAGE:</b>	<b>21,859</b>

## E-NEWSLETTER CHANNEL

2021	World Highways E-Newsletter
<b>JULY</b>	
July 1	22,073
July 15	22,013
July 29	21,953
<b>AUGUST</b>	
August 26	21,882
<b>SEPTEMBER</b>	
September 9	21,830
September 23	21,823
<b>OCTOBER</b>	
October 7	21,753
October 21	21,691
<b>NOVEMBER</b>	
November 4	21,638
November 18	21,594
<b>DECEMBER</b>	
December 2	21,600
December 16	21,519
<b>AVERAGE:</b>	<b>21,781</b>

World Highways E-Newsletter (12 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:

July/August 2021 and November/December 2021 are an editorial replica of the print edition - editorial and design are unchanged from the original print edition. The content and design are identical to the original print edition. Apart from minor updates, the content hasn't changed once the issue is made available. September and October 2021 do not have a print counterpart and are sent to a different audience from the print edition.

### PARAGRAPH 3a:

The November/December 2021 issue is 55.9% or 6,042 copies above the average of the other 2 issues reported in Paragraph 2.

### PARAGRAPH 3b:

Other sources include 1 source of circulation for quantity of 7,319 or 43.4%, including Dun & Bradstreet.

### GEOGRAPHIC DISTRIBUTION:

Geographic data for Digital Magazine Distribution and E-Newsletter 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	February 18, 2022
City	London
Country	United Kingdom
Received by BPA Worldwide	February 18, 2022
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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.

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