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# MEDIA KIT 2024

The world's most requested international road construction, maintenance and road network management magazine



**ROUTE ONE**  
PUBLISHING LTD  
The Informed Authority

EVENTS COVERED IN 2024



## The Informed Authority

Road Infrastructure absorbs well over half of all construction spending. Well managed and safe roads are a key delineator between developing and developed nations. *World Highways'* remit is to write about new technology and best practice for all aspects of road construction and maintenance, through to their safe operation and management.

*World Highways* is published 6 times per year.

We guarantee high quality editorial for our high calibre readership. Mike Woof is the editor of *World Highways* and David Arminas is the assistant editor; between them they bring over 40 years relevant editorial and industry experience.

Editor Mike Woof has over 30 years experience in the international business press, writing about construction and related extraction industries.

### ► Mike Woof Editor

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## Circulation Excellence

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.

*World Highways* has the largest requested print circulation of any international construction publication.

**The requested figure for *World Highways* print circulation is 12,226**

### What does this mean for advertisers:

For more than 25 years *World Highways* has demonstrated high request levels for the printed magazine. It continues building on its reputation for producing the best and most highly regarded content in the road construction market.

This demand for content ensures continued high levels of requests for the publication...a clear indicator of the value that readers attach to *World Highways* expertly researched and written content.

To discuss specific requirements, please contact:

### ► David Arminas

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### ► Geoff Hadwick

Publisher and Editorial Director

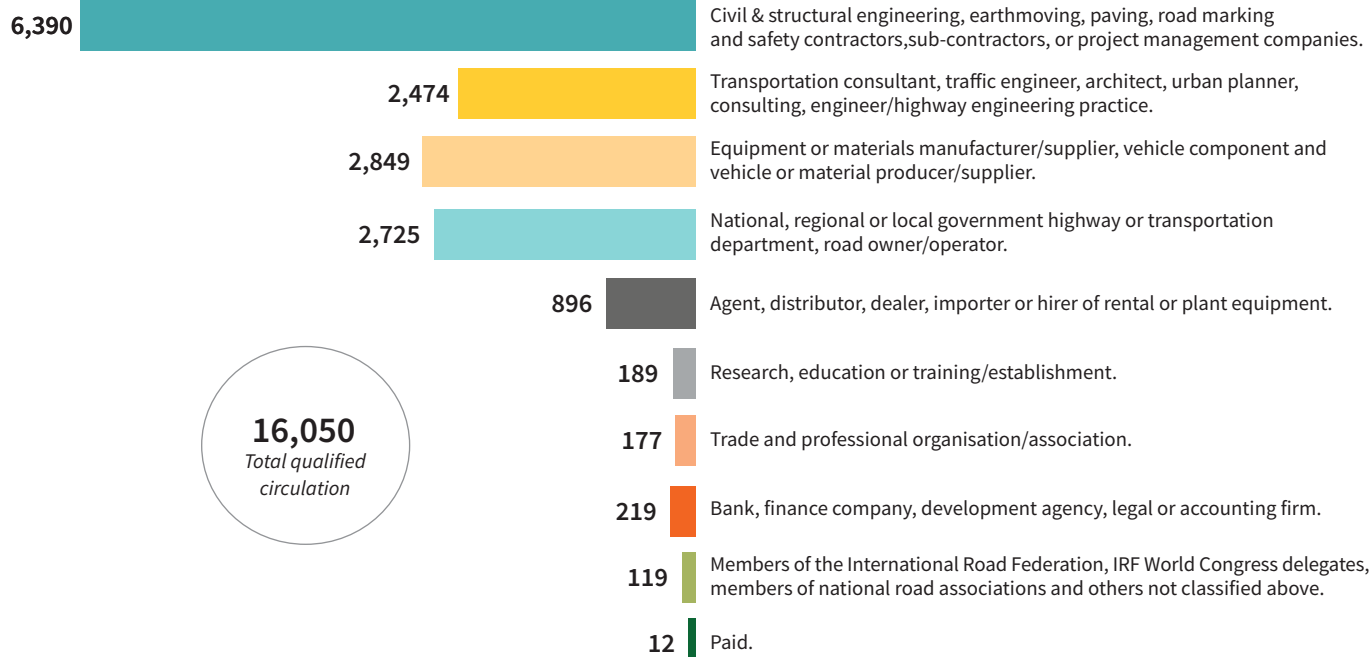
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## Circulation Demographic



### Total Global Circulation

16,050 worldwide circulation incorporating all of the editorial detailed in the 2024 Editorial programme. To ensure that your message reaches the GLOBAL circulation this is the only place to advertise your company and its products.

EMERGENT circulation: 6,787  
 EUROFILE circulation: 7,238  
 Rest of the world: 2,025  
**TOTAL: 16,050**

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## EMERGENT circulation 6,787

 <b>EMERGENT</b>			
Geographical Analysis of qualified circulation			
<b>Asia</b>		<b>South Africa</b>	285
China	682	Tanzania	35
Hong Kong	96	Tunisia	47
India	1,129	Bahrain	49
Indonesia	443	Iran, Islamic Republic Of	159
Japan	325	Israel	146
Kazakhstan	11	Oman	57
Korea, Republic Of	332	Qatar	90
Malaysia	198	Saudi Arabia	109
Pakistan	89	United Arab Emirates	257
Philippines	90	Others	209
Russian Federation	115	<b>TOTAL</b>	<b>1,974</b>
Singapore	163		
Sri Lanka	69	<b>South America &amp; Mexico</b>	
Taiwan	108	Argentina	66
Thailand	105	Bolivia	9
Vietnam	69	Brazil	164
Others	221	Chile	54
<b>TOTAL</b>	<b>4,119</b>	Colombia	178
		Ecuador	15
<b>Africa/Middle East</b>		Mexico	124
Algeria	115	Peru	46
Egypt	49	Uruguay	11
Ghana	59	Venezuela	17
Kenya	52	Others	10
Morocco	51	<b>TOTAL</b>	<b>694</b>
Nigeria	205		

## EUROFILE circulation 7,238

 <b>EUROFILE</b>			
Geographical Analysis of qualified circulation			
Austria	239	Luxembourg	38
Belarus	28	Macedonia, The Former	
Belgium	384	Yugoslav Republic Of	44
Bosnia And Herzegovina	35	Malta	36
Bulgaria	101	Netherlands	609
Croatia	128	Norway	163
Cyprus	52	Poland	290
Czech Republic	99	Portugal	168
Denmark	132	Romania	182
Estonia	131	Serbia	145
Finland	138	Slovakia	54
France	368	Slovenia	137
Germany	501	Spain	332
Greece	197	Sweden	273
Hungary	102	Switzerland	176
Iceland	30	Turkey	401
Ireland	143	Ukraine	29
Italy	342	United Kingdom	787
Latvia	69	Others	76
Lithuania	79	<b>TOTAL</b>	<b>7,238</b>

### Rest of the world Geographical Analysis of qualified circulation

Australia	408
Canada	281
New Zealand	149
USA	1,120
Others in region:	67
<b>TOTAL</b>	<b>2,025</b>

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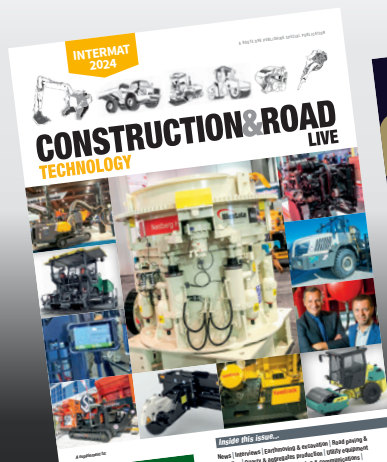
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## Special Publications



### Construction & Road Technology LIVE at Intermat 2024

Published: May 2024  
Print and digital circulation in excess of 50,000 copies\*

INTERMAT continues to be an innovative major construction show. Located in Paris, the show is a proven draw for International visitors. For 2024, visitors will be better served than ever with a number of dedicated exhibition halls each with their own theme allowing visitors to use their time more efficiently. It is also unique in providing an outdoor demonstration area where visitors can see some of the new models operating in something close to site conditions.

The theme at INTERMAT 2024 will have an emphasis on Low Carbon, *World Highways* and *Aggregates Business* will follow this initiative with a largely digital offering (rather than publishing a separate preview and post show issue, these will appear in the relevant publications).



### The Global Report: Construction Equipment and Technology 2024

Published: June 2024  
Print and digital circulation in excess of 50,000 copies\*

Now in its 11th year and following its highly acclaimed launch in 2014, The GLOBAL REPORT: Construction Equipment and Technology is back for 2024 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 46,000 industry decision-makers the inside track on which new ideas are likely to prevail, and why.



### Road Surface Technology

Published: October 2024  
Print and digital circulation in excess of 50,000 copies\*

As the established networks age, the budgets for road maintenance are 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 engineering & surface treatments.

This supplement will look at the latest technologies in milling, recycling, microsurfacing, bitumen slurry/emulsions, additives, miracle pothole repairs and modified binders aiming to provide an overview of the latest innovations in this important growing market.



### Sustainable Roads and infrastructure 2024

Published: November 2024  
Digital circulation in excess of 60,000 copies\*

Sustainability is the common thread that runs through all road-related transport infrastructure projects from now and forever more. Clients and road users require it to justify investment of public funds, and contractors and suppliers are required to prove their credentials in order to play

Route One Publishing, with its four leading titles (*World Highways*, *ITS International*, *Aggregates Business* and *EV Charging & Infrastructure*), is ideally placed to report on all aspects of sustainability, utilising its combined global audience across print, digital, video and social channels, and the expertise of its seven senior staff journalists and its worldwide network of expert reporters.

A series of Sustainability Round Tables will provide thought-leadership discussions around many of the topics that will be shared across all platforms.

\*All circulation figures quoted in this media kit are the publishers own data.

For more information, please contact:

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## Editorial Features 2024

### ALL ISSUES

News, Technology, Diary, IRF, Key Project Report, Onsite (Site Reports) Equipment File

### HIGHWAY NETWORK MANAGEMENT

Asset Management, Surveying, Data Capture, Software, GIS & WIM, Road Markings, Reflective Signage and VMS, Safety Barriers, Fixed and Moveable, Workzone Safety, Temp Barriers, Lighting Signage, Gen Sets and Portable Power, Lighting: Road and Tunnel Lighting and Emergency Systems

ROAD CONSTRUCTION EQUIPMENT AND TECHNIQUES	Jan/Feb	Mar/Apr	May/June	Jul/Aug	Sept/Oct	Nov/Dec
Airport Paving (Asphalt and Concrete)		✓		✓		
Asphalt Paving, Milling and Compaction	✓		✓		✓	✓
Concrete Paving and Slipforming		✓		✓		✓
Bridge and Tunnel structures, Formwork, Piling and Concrete Pumping	✓		✓		✓	✓
Demolition - Breakers and Cutters		✓			✓	
Earthmoving and Soil Compaction - Dozers, Excavators, ADTs, Compactors and Graders		✓		✓		✓
Machine Control and Connected Construction	✓		✓		✓	
Engines, Components, Tyres and Wear Parts	✓		✓		✓	✓
Bridge Maintenance		✓				
<div> <div>CONSTRUCTION &amp; ROAD TECHNOLOGY LIVE AT INTERMAT 2024</div> <div>GLOBAL REPORT 2024</div> <div>ROAD SURFACE TECHNOLOGY REPORT</div> <div>SUSTAINABLE ROADS AND INFRASTRUCTURE 2024</div> </div>						
ROAD PAVING MATERIALS - EXTRACTION AND MANUFACTURING	Jan/Feb	Mar/Apr	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		✓		✓		✓
Bitumen Technology and Modification	✓		✓		✓	
Recycling and Re-Use of Pavement Materials and Stabilisation	✓	✓		✓		✓
Utility Equipment (Gen Sets, Temp Lighting, Compact Equipment, etc)		✓		✓		

### ROUNDTABLES

January/December



- Autonomous Equipment
- Earthmoving
- Asphalt Plants
- Road Construction Equipment
- Connected Construction
- Sustainable Drivelines

### EVENTS COVERED IN 2024



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## Advertisement rates 2024

Our dedicated data team work hard to make sure we have the right subscribers in the right places. *World Highways* has senior management readers in all of the world's busiest hot spots requesting the magazine.

GLOBAL Edition rate card			
Four colour (CMYK)	1x	3x	6x
Double page spread			
<b>Full Page</b>			
Two-thirds page			
Half page Island			
Half page			
One-third page			
Quarter page			
<b>Extra Charges</b>			
Facing matter			
First DPS (p2 & 3)			
IFC/OBC			
IBC			
Island			

Print advertisement dimensions (All sizes are depth x width)			
<b>Full Page</b>		(Inches)	(mm)
	Bleed:	12 x 8 5/16	305 x 218
	Trim:	11 3/4 x 8 1/4	297 x 210
	Type area:	10 x 7 1/4	256 x 184
<b>Half page spread</b>		(Inches)	(mm)
	Bleed:	5 3/4 x 17 1/4	145 x 436
	Trim:	5 1/2 x 16 1/2	137 x 420
	Type area:	4 1/2 x 15 1/2	110 x 395
<b>Half page</b>		(Inches)	(mm)
horizontal		5 x 7 1/4	124 x 184
vertical		10 x 3 1/2	256 x 92
<b>Quarter page</b>		(Inches)	(mm)
horizontal		2 1/4 x 7 1/4	60 x 184
vertical		5 x 3 1/2	124 x 92
<b>Island</b>		(Inches)	(mm)
		7 1/2 x 4 3/4	193 x 118

### 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 spread (DPS) adverts should be supplied as two separate full page PDFs and 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](mailto:production@ropl.com)

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