



BRAND REPORT

FOR THE 6 MONTH PERIOD ENDED JUNE 2019



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.

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 MAGAZINE



5 issues in the period
16,697 average circulation

WORLD HIGHWAYS E-NEWSLETTER



8 issued in the period
26,704 average per occurrence

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
WORLD HIGHWAYS MAGAZINE (5 issues in the period)	16,673	24	16,697
a. Print	14,118	24	14,142
b. Digital	2,555	-	2,555
1. Requested	2,555	-	2,555
2. Non Requested	-	-	-
WORLD HIGHWAYS E-NEWSLETTER (8 issued in the period)	26,704	-	26,704

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 and paid subscribers.

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	701
Allocated for Trade Shows and Conventions	130
All Other	-
TOTAL	831

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	16,647	99.7	16,623	99.6	24	0.1
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	50	0.3	50	0.3	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	16,697	100.0	16,673	99.9	24	0.1

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2019 Issue	Print	Digital	Total Qualified
*January/February	13,521	3,158	16,679
March	13,500	3,184	16,684
April	13,500	3,166	16,666
*May	13,500	3,193	16,693
*June	16,691	74	16,765

*See Additional Data

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2019
This issue is 0.5% or 84 copies above the average of the other 4 issues reported in Paragraph 2.

Business and Industry (Note 1)	Total Qualified	Percent of Total	Print	Digital
1) Civil & structural engineering, earthmoving, paving, road marking, and safety contractors, sub-contractors, or project management companies	6,189	36.9	6,175	14
2) National, regional or local government highway or transportation department, road owner/operator	2,716	16.2	2,694	22
3) Transportation consultant, traffic engineer, architect, urban planner, consulting, engineer/highway engineering practice	3,327	19.9	3,306	21
4) Equipment or materials manufacturer/supplier, vehicle component & vehicle or material producer/supplier	2,848	17.0	2,836	12
5) Agent, distributor, dealer, importer or hirer, rental of plant or equipment	891	5.3	888	3
6) Research, education or training establishment	278	1.7	278	-
7) Trade and professional organisation/association	238	1.4	236	2
8) Bank, finance company, development agency, legal or accounting firm	115	0.7	115	-
9) Members of the Intl Road fedn, IRF World Cong. delegates & members of natl road associations	138	0.8	138	-
10) Paid Subscriber	25	0.1	25	-
TOTAL QUALIFIED CIRCULATION	16,765	100.0	16,691	74
PERCENT	100.0		99.6	0.4

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 JUNE 2019

Qualification Source	Qualified Within			Print	Digital	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	4,432	4,980	2,465	11,803	74	11,877	70.8
II. Request from recipient's company:	-	-	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	4,888	-	-	4,888	-	4,888	29.2
Association rosters and directories	-	-	-	-	-	-	-
Business directories	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
*Other sources	4,888	-	-	4,888	-	4,888	29.2
VI. Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	9,320	4,980	2,465	16,691	74	16,765	100.0
PERCENT	55.6	29.7	14.7	99.6	0.4	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2019

Mailing Address	Print	Digital	Total Qualified	Percent
Individuals by name and title and/or function	16,577	74	16,651	99.3
Individuals by name only	52	-	52	0.3
Titles or functions only	-	-	-	-
Company names only	12	-	12	0.1
Multi-Copy Same Addressee copies	50	-	50	0.3
Single Copy Sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION	16,691	74	16,765	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 2016	January - June 2017	July - December 2017	January - June 2018	July - December 2018*	January - June 2019*
Unique Total Audit Average Qualified***:	15,823	15,606	16,244	16,774	16,637	16,697
Unique Qualified Non-Paid***:	15,794	15,577	16,208	16,743	16,606	16,673
Print:	15,794	15,577	14,573	15,031	14,065	14,118
Digital:	-	-	1,635	1,712	3,538	2,555
Unique Qualified Paid***:	29	29	36	31	31	24
Print:	29	29	36	31	31	24
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 2018 - June 2019 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

***Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2019*

Region/Country	Print	Digital	Total Qualified	Percent	Region/Country	Print	Digital	Total Qualified	Percent
ASIA					Turkey	347	-	347	
Afghanistan	4	-	4		Ukraine	40	-	40	
Armenia	2	-	2		United Kingdom	875	7	882	
Azerbaijan	1	-	1		unspecified Europe	15	-	15	
Bangladesh	27	-	27		Subtotal	7,621	35	7,656	45.7
Brunei Darussalam	13	-	13		AFRICA				
China	699	-	699		Algeria	114	-	114	
East Timor (Timor-Leste)	1	-	1		Angola	1	-	1	
Georgia	13	-	13		Botswana	5	-	5	
Hong Kong - SAR	98	-	98		Cameroon	4	-	4	
India	1,320	8	1,328		Cape Verde	1	-	1	
Indonesia	456	1	457		Egypt	48	-	48	
Japan	324	-	324		Ethiopia	22	-	22	
Kazakhstan	18	-	18		Ghana	55	-	55	
Korea, Republic Of	285	-	285		Kenya	47	-	47	
Kyrgyzstan	1	-	1		Lesotho	1	-	1	
Laos	1	-	1		Liberia	1	-	1	
Macao	4	-	4		Libyan Arab Jamahiriya	6	-	6	
Malaysia	196	2	198		Malawi	2	-	2	
Mongolia	4	-	4		Mauritius	10	-	10	
Myanmar	8	1	9		Morocco	129	-	129	
Nepal	17	-	17		Mozambique	9	-	9	
Pakistan	91	-	91		Namibia	6	-	6	
Philippines	141	1	142		Nigeria	186	-	186	
Singapore	171	1	172		Reunion	1	-	1	
Sri Lanka	63	-	63		Rwanda	1	-	1	
Taiwan	106	1	107		Senegal	3	-	3	
Thailand	102	2	104		Seychelles	1	-	1	
Turkmenistan	1	-	1		Sierra Leone	6	-	6	
Uzbekistan	7	-	7		South Africa	322	1	323	
Vietnam	75	-	75		Sudan	3	-	3	
Subtotal	4,249	17	4,266	25.4	Tanzania	40	-	40	
MIDDLE EAST					Tunisia	36	-	36	
Bahrain	49	-	49		Uganda	19	-	19	
Iran	193	3	196		Zambia	8	1	9	
Iraq	15	-	15		Zimbabwe	14	-	14	
Israel	159	-	159		unspecified Africa	6	-	6	
Jordan	13	-	13		Subtotal	1,107	2	1,109	6.6
Kuwait	16	-	16		NORTH AMERICA				
Lebanon	29	-	29		Canada	272	-	272	
Oman	57	-	57		Mexico	121	-	121	
Qatar	92	1	93		United States	1,118	2	1,120	
Saudi Arabia	125	3	128		unspecified North America	3	-	3	
Syrian Arab Republic	1	-	1		Subtotal	1,514	2	1,516	9.0
United Arab Emirates	241	3	244		CARIBBEAN				
Subtotal	990	10	1,000	6.0	Bahamas	3	-	3	
EUROPE					Bermuda	1	-	1	
Albania	24	-	24		Cayman Islands	-	2	2	
Andorra	7	-	7		Cuba	2	-	2	
Austria	239	1	240		Dominican Republic	3	-	3	
Belarus	28	-	28		Jamaica	4	-	4	
Belgium	344	1	345		Netherlands Antilles	1	-	1	
Bosnia and Herzegovina	34	-	34		Puerto Rico	11	-	11	
Bulgaria	100	-	100		Trinidad and Tobago	14	-	14	
Croatia	128	-	128		Virgin Islands, British	1	-	1	
Cyprus	49	-	49		unspecified Caribbean	2	-	2	
Czech Republic	123	2	125		Subtotal	42	2	44	0.3
Denmark	134	-	134		CENTRAL AMERICA				
Estonia	131	-	131		Costa Rica	4	-	4	
Faroe Islands	1	-	1		El Salvador	1	-	1	
Finland	137	1	138		Guatemala	3	-	3	
France	366	2	368		Honduras	1	-	1	
Germany	431	1	432		Nicaragua	3	-	3	
Gibraltar	4	-	4		Panama	2	-	2	
Greece	175	2	177		Subtotal	14	-	14	0.1
Hungary	109	-	109		SOUTH AMERICA				
Iceland	33	-	33		Argentina	72	-	72	
Ireland	139	2	141		Bolivia	9	-	9	
Italy	342	-	342		Brazil	169	2	171	
Latvia	69	-	69		Chile	54	-	54	
Lithuania	81	-	81		Colombia	178	-	178	
Luxembourg	35	-	35		Ecuador	15	-	15	
Macedonia	47	-	47		Paraguay	4	-	4	
Malta	36	-	36		Peru	37	-	37	
Moldova	2	-	2		Suriname	5	-	5	
Montenegro	72	-	72		Uruguay	9	1	10	
Netherlands	603	-	603		Venezuela	17	-	17	
Norway	160	1	161		Subtotal	569	3	572	3.4
Poland	286	2	288		ASIA PACIFIC				
Portugal	163	-	163		Australia	401	2	403	
Romania	196	5	201		Fiji	3	-	3	
Russian Federation	398	2	400		New Caledonia	2	-	2	
Serbia	154	2	156		New Zealand	176	1	177	
Slovakia	53	-	53		Papua New Guinea	1	-	1	
Slovenia	134	-	134		Vanuatu	1	-	1	
Spain	331	1	332		unspecified Asia Pacific	1	-	1	
Sweden	271	2	273		Subtotal	585	3	588	3.5
Switzerland	175	1	176		TOTAL QUALIFIED CIRCULATION	16,691	74	16,765	100.0

*See Additional Data

E-NEWSLETTER CHANNEL

2019	World Highways e-Newsletter
JANUARY	
January 17	28,741
January 31	28,458
FEBRUARY	
February 28	26,555
APRIL	
April 25	26,141
MAY	
May 9	26,060
May 23	26,016
JUNE	
June 6	25,859
June 20	25,799
AVERAGE:	
26,704	

World Highways 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 2 - LATE MAILING OF ISSUES:

813 copies or 4.8% of the total copies distributed for the January/February 2019 issue were distributed on March 5, 2019.

357 copies or 2.1% of the total copies distributed for the May 2019 issue were distributed on June 4, 2019.

98 copies or 0.6% of the total copies distributed for the June 2019 issue were distributed on July 5, 2019.

PARAGRAPH 3b:

Other sources include 1 source of circulation for a quantity of 4,888 copies or 29.2%, including Dun & Bradstreet.

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.

Geoff Hadwick, Publisher

Charmaine Douglas, Data 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

July 24, 2019

Country

United Kingdom

City

London

Received by BPA Worldwide

July 24, 2019

Type

BJ

ID Number

W072B0J9

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.