

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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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.

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.

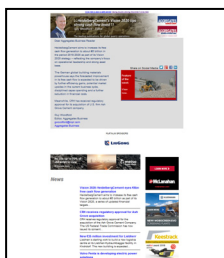
CHANNELS

AGGREGATES BUSINESS EUROPE MAGAZINE



3 issues in the period
8,784 average circulation

AGGREGATES BUSINESS EUROPE E-NEWSLETTER



12 issued in the period
25,142 average per occurrence

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
AGGREGATES BUSINESS EUROPE MAGAZINE (3 issues in the period)	8,784	-	8,784
a. Print	6,974	-	6,974
b. Digital	1,810	-	1,810
1. Requested	1,810	-	1,810
2. Non-Requested	-	-	-
AGGREGATES BUSINESS EUROPE E-NEWSLETTER (12 issued in the period)	25,142	-	25,142

FIELD SERVED

AGGREGATES BUSINESS EUROPE serves Quarrying, 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 include Directors, Owners, Executives, General Managers, Regional Managers, Area Managers, Quarry Managers, Site Managers, Works Managers, Project Managers, Maintenance Managers, Contract Managers, Training Managers, Health & Safety Managers, Environmental Managers, Engineers or Technical Specialists, Sales Managers or Representatives and other titled and non-titled personnel allied to the above fields.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	368
Allocated for Trade Shows and Conventions	217
All Other	-
TOTAL	585

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	8,701	99.1	8,701	99.1	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	83	0.9	83	0.9	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	8,784	100.0	8,784	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2018 Issue	Print	Digital	Total Qualified
January/February	6,982	2,147	9,129
March/April	6,749	1,888	8,637
May/June	7,192	1,394	8,586

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2018

This issue is 3.3% or 297 copies below the average of the other 2 issues reported in Paragraph 2.

Business/Industry	Total Qualified	Percent of Total	Print	Digital
Quarrying/Asphalt and Ready Mix Concrete and Concrete Products	5,865	68.3	5,503	362
Recycling and Landfill	74	0.9	47	27
Plant Hire	369	4.3	340	29
Specialist Contracting (See Note 1)	279	3.3	181	98
Consulting Engineers/Geologists	399	4.6	188	211
Government Department/Local Authorities (See Note 2)	355	4.1	208	147
Equipment Manufacturing (See Note 3)	558	6.5	320	238
Equipment Dealerships (See Note 4)	215	2.5	148	67
Other Professional/ Industry Organisations	268	3.1	158	110
Others Allied to the Field	204	2.4	99	105
TOTAL QUALIFIED CIRCULATION	8,586	100.0	7,192	1,394
PERCENT	100.0		83.8	16.2

Qualified recipients include Directors, Owners, Executives, General Managers, Regional Managers, Area Managers, Quarry Managers, Site Managers, Works Managers, Project Managers, Maintenance Managers, Contract Managers, Training Managers, Health & Safety Managers, Environmental Managers, Engineers or Technical Specialists, Sales Managers or Representatives and other titled and non-titled personnel allied to the above fields.

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 2018

Qualification Source	Qualified Within					Total Qualified	Percent
	1 Year	2 Years	3 Years	Print	Digital		
I. Direct Request:	1,113	1,180	514	1,413	1,394	2,807	32.7
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):	5,779	-	-	5,779	-	5,779	67.3
Association rosters and directories	-	-	-	-	-	-	-
Business directories	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
*Other sources	5,779	-	-	5,779	-	5,779	67.3
VI. Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	6,892	1,180	514	7,192	1,394	8,586	100.0
PERCENT	80.3	13.7	6.0	83.8	16.2	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2018

Mailing Address	Print	Digital	Total Qualified	Percent
Individuals by name and title and/or function	6,308	1,384	7,692	89.6
Individuals by name only	435	10	445	5.2
Titles or functions only	-	-	-	-
Company names only	199	-	199	2.3
Multi-Copy Same Addressee copies	250	-	250	2.9
Single Copy Sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION	7,192	1,394	8,586	100.0

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	July – December 2015	January – June 2016	July – December 2016	January – June 2017	July – December 2017*	January – June 2018*
Unique Total Audit Average Qualified Total:***	9,087	9,171	8,641	8,611	8,381	8,784
Unique Qualified Non-Paid Total:***	9,087	9,171	8,641	8,611	8,381	8,784
Print:	7,679	7,403	6,439	6,447	6,408	6,974
Digital:	1,408	2,130	3,218	2,164	1,973	1,810
Unique Qualified Paid Total:***	-	-	-	-	-	-
Print:	-	-	-	-	-	-
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 2017 – June 2018 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 MAY/JUNE 2018*

Region/Country	Print	Digital	Total Qualified	Percent	Region/Country	Print	Digital	Total Qualified	Percent
EUROPE					Macedonia	6	8	14	
Albania	-	5	5		Malta	19	8	27	
Andorra	5	-	5		Moldova	5	-	5	
Austria	197	35	232		Montenegro	5	-	5	
Belarus	2	4	6		Netherlands	189	81	270	
Belgium	168	61	229		Norway	105	12	117	
Bosnia and Herzegovina	88	6	94		Poland	527	48	575	
Bulgaria	231	21	252		Portugal	324	88	412	
Croatia	172	18	190		Romania	308	56	364	
Cyprus	26	3	29		Russian Federation	399	10	409	
Czech Republic	170	16	186		San Marino	6	-	6	
Denmark	97	13	110		Serbia	60	25	85	
Estonia	136	17	153		Slovakia	93	11	104	
Finland	84	33	117		Slovenia	110	19	129	
France	289	83	372		Spain	142	66	208	
Germany	856	80	936		Sweden	94	43	137	
Gibraltar	1	-	1		Switzerland	203	21	224	
Greece	137	39	176		Turkey	120	63	183	
Hungary	44	13	57		Ukraine	325	9	334	
Iceland	27	5	32		United Kingdom	255	201	456	
Ireland	103	37	140		Unspecified Europe	11	5	16	
Italy	733	103	836		Subtotal	7,192	1,394	8,586	100.0
Latvia	162	8	170		TOTAL QUALIFIED CIRCULATION	7,192	1,394	8,586	100.0
Lithuania	125	19	144						
Luxembourg	33	1	34						

*See Additional Data

E-NEWSLETTER CHANNEL

2018	Aggregates Business Europe eNewsletter
JANUARY	
January 11	46,572
January 25	23,567
FEBRUARY	
February 8	23,476
February 22	23,204
MARCH	
March 8	23,417
March 22	23,380
APRIL	
April 5	23,276
April 19	23,229
MAY	
May 10	22,831
May 24	22,978
JUNE	
June 7	22,451
June 21	23,320
AVERAGE:	25,142

Aggregates Business Europe eNewsletter (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:

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 1 source of circulation for a quantity of 5,779 copies or 67.3%, including Marketing File.

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.

Charmaine Douglas, Database Manager

Geoff Hadwick, Publisher

(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.

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About BPA Worldwide:

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