

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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CARRETERAS Pan-Americanas provides an in-depth editorial experience for those involved in building and managing road infrastructure. It features unique elements tailored to its Latin American audience: Regional round-ups where key projects from across the continent are highlighted against a regional map. Major projects will be revisited as they progress over time, providing subscribers with an at-a-glance overview of the market. Country Reports focus on one country and present an up-to-date overview of its road development plans, including statistics, budget information, key projects, and quotes from relevant authorities; Also included is Road Association news, reporting important decisions and strategies as they unfold; Round Tables where key topics affecting the Latin American roads business can be discussed; Safety & Best Practice attempts to reflect best practice from both the US and Europe; News and applications stories include the latest tolling and ITS technologies as applied in Latin America. It has direct editorial links to leading international magazines World Highways and ITS International, and is a member of the Global Construction Media Alliance (GCMA).

FIELD SERVED

CARRETERAS Pan-Americanas serves the following sectors: Civil & structural engineering, earthmoving, paving, road marking, and safety contractors, sub-contractors, or project management companies; Specialist contractors serving the road infrastructure business (also includes Highway & Heavy Structures: Contractors primarily engaged in the construction of highways, streets and roads, air strip paving, underground construction, excavating, maritime construction, and/or construction of other projects, with the exception of buildings); National, regional or local government highway or transportation department, road owner/operator (also includes Government, National, State and Municipal); Transportation consultant, traffic engineer, architect, urban planner, consulting, engineer/highway engineering practice; quantity surveying practice; Equipment or materials manufacturer/supplier, vehicle component & vehicle or material producer/supplier (also includes manufacturers of construction equipment and supplies); Agent, distributor, dealer, importer or hirer rental of plant or equipment; Research, education or training establishment; Trade and professional organization/association; Bank, finance company, development agency, legal or accounting firm and Others as reported in paragraph 3a.

DEFINITION OF RECIPIENT QUALIFICATION

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

CHANNELS

CARRETERAS Pan-Americanas MAGAZINE



2 issues in the period
10,547 average circulation

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
CARRETERAS Pan-Americanas MAGAZINE Unique Total* (2 issues in the period)	10,547	-	10,546
a. Print	10,547	-	10,547
b. Digital	290	-	290
1. Requested	290	-	290
2. Non Requested	-	-	-

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

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	233
Allocated for Trade Shows and Conventions	325
All Other	-
TOTAL	558

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual Sponsored Individually Addressed	10,497	99.5	10,497	99.5	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	50	0.5	50	0.5	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	10,547	100.0	10,547	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2018 Issue	Print	Digital	Unique Total Qualified*
Quarter 1	10,267	-	10,267
Quarter 2	10,826	579	10,826

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

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF QUARTER 2, 2018

This issue is 5.4% or 559 copies above the other issue reported in Paragraph 2.

Business and Industry*	Unique Total Qualified**	Percent of Total	Print	Digital
Civil & structural engineering, earthmoving, paving, road marking, and safety contractors, sub-contractors, or project management companies; Specialist contractors serving the road infrastructure business (Note 1)	5,421	50.1	5,421	271
National, regional or local government highway or transportation department, road owner/operator (Note 2)	942	8.7	942	46
Transportation consultant, traffic engineer, architect, urban planner, consulting, engineer/highway engineering practice; quantity surveying practice	1,945	18.0	1,945	90
Equipment or materials manufacturer/supplier, vehicle component & vehicle or material producer/supplier (Note 3)	1,459	13.5	1,459	29
Agent, distributor, dealer, importer or hirer rental of plant or equipment	600	5.5	600	46
Research, education or training establishment	48	0.4	48	18
Trade and professional organization/association	42	0.4	42	17
Bank, finance company, development agency, legal or accounting firm	190	1.7	190	4
Others not classified above	179	1.7	179	58
UNIQUE TOTAL QUALIFIED CIRCULATION*	10,826	100.0	10,826	579

*Qualified recipients are titled and non-titled professionals working in the field served.

Note 1: Also Includes Highway & Heavy Structures: Contractors primarily engaged in the construction of highways, streets and roads, air strip paving, underground construction, excavating, maritime construction, and/or construction of other projects, with the exception of buildings.

Note 2: Also includes Government, National, State and Municipal.

Note 3: Also includes manufacturers of construction equipment and supplies.

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

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF QUARTER 2, 2018

Qualification Source	Qualified Within					Unique Total Qualified*	Percent
	1 Year	2 Years	3 Years	Print	Digital		
I. Direct Request:	1,094	364	285	1,743	579	1,743	16.1
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):	6,013	101	2,969	9,083	-	9,083	83.9
Association rosters and directories	-	-	-	-	-	-	-
Business directories	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
**Other sources	6,013	101	2,969	9,083	-	9,083	83.9
VI. Single Copy Sales:	-	-	-	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	7,107	465	3,254	10,826	579	10,826	100.0
PERCENT	65.6	4.3	30.1	100.0	5.3	100.0	

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

**See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF QUARTER 2, 2018

Mailing Address	Print	Digital	Unique Total Qualified*	Percent
Individuals by name and title and/or function	10,359	561	10,359	95.7
Individuals by name only	257	18	257	2.4
Titles or functions only	160	-	160	1.5
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	50	-	50	0.4
Single Copy Sales	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	10,826	579	10,826	100.0

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

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	April - June 2016	July - December 2016	January - June 2017	July - December 2017*	January - June 2018*
Unique Total Audit Average Qualified:***	9,487	10,304	10,174	9,192	10,547
Unique Qualified Non-Paid Total:***	9,487	10,304	10,174	9,192	10,547
Print:	9,487	10,304	10,174	9,192	10,547
Digital:	-	-	-	-	290
Unique Qualified Paid Total:***	-	-	-	-	-
Print:	-	-	-	-	-
Digital:	-	-	-	-	-
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	**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 QUARTER 2, 2018

Region Country	Print	Digital	Unique Total Qualified*	Percent
ASIA				
Taiwan	1	-	1	
Subtotal	1	-	1	-
EUROPE				
Italy	2	1	2	
Poland	-	-	1	
Portugal	1	1	1	
Spain	13	9	13	
Switzerland	1	1	1	
Turkey	1	-	1	
Subtotal	18	12	18	0.2
NORTH AMERICA				
Canada	2	2	2	
Mexico	1,996	40	1,996	
United States	208	11	208	
Subtotal	2,206	53	2,206	20.4
CARIBBEAN				
Cuba	35	8	35	
Dominica	1	-	1	
Dominican Republic	59	1	59	
Puerto Rico	86	1	86	
Subtotal	181	10	181	1.7
CENTRAL AMERICA				
Costa Rica	119	6	119	
El Salvador	84	3	84	
Guatemala	103	9	103	
Honduras	58	4	58	
Nicaragua	88	5	88	
Panama	115	8	115	
Subtotal	567	35	567	5.2
SOUTH AMERICA				
Argentina	1,067	61	1,067	
Bolivia	109	14	109	
Brazil	1,503	14	1,503	
Chile	1,012	42	1,012	
Colombia	2,149	143	2,149	
Ecuador	194	42	194	
Paraguay	111	2	111	
Peru	1,318	111	1,318	
Uruguay	206	15	206	
Venezuela	183	25	183	
Subtotal	7,852	469	7,852	72.5
ASIA PACIFIC				
American Samoa	1	-	1	
Subtotal	1	-	1	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	10,826	579	10,826	100.0

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

ADDITIONAL DATA

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 5 sources of circulation for quantities of 146 copies or 1.3% to 4,763 copies or 44.0%, including Marketing File.

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Charmaine Douglas, Database Manager

Roger Adshead, 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.

Date signed

August 24, 2018

County

United Kingdom

City

London

Received by CCAB Inc.

August 24, 2018

Type

BJ

ID Number

C987B0J8

About BPA Worldwide:

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.