

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
10,356 average circulation

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
CARRETERAS Pan-Americanas MAGAZINE (2 issues in the period)	10,356	-	10,356

(See Paragraph 3b for Format Type and Source)

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	384
Allocated for Trade Shows and Conventions	-
All Other	-
TOTAL	384

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	10,306	99.5	10,306	99.5	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	50	0.5	50	0.5	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	10,356	100.0	10,356	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2020 Issue	Print	Digital	Unique Total Qualified*
Q1	9,301	2,567	10,357
**Q2	8,237	4,699	10,355

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

**See Additional Data

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF Q1 2020

This issue is -% or 2 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)	5,057	48.8	4,755	1,071
National, regional or local government highway or transportation department, road owner/operator (Note 2)	909	8.8	809	195
Transportation consultant, traffic engineer, architect, urban planner, consulting, engineer/highway engineering practice; quantity surveying practice	1,767	17.1	1,386	575
Equipment or materials manufacturer/supplier, vehicle component & vehicle or material producer/supplier (Note 3)	1,259	12.1	1,044	302
Agent, distributor, dealer, importer or hirer rental of plant or equipment	692	6.7	665	151
Research, education or training establishment	71	0.7	67	49
Trade and professional organization/association	42	0.4	41	26
Bank, finance company, development agency, legal or accounting firm	285	2.7	281	11
Others not classified above	275	2.7	253	187
UNIQUE TOTAL QUALIFIED CIRCULATION**	10,357	100.0	9,301	2,567

*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 Q1 2020

Qualification Source	Qualified Within				Print	Digital	Unique Total Qualified*	Percent
	1 Year	2 Years	3 Years	4 Years				
I. Direct Request:	1,181	1,018	326	175	2,344	1,867	2,700	26.1
II. Request from recipient's company:	-	-	-	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-	-	-	-
IV. Communication (other than request):	-	-	-	-	-	-	-	-
V. TOTAL – Sources other than above (listed alphabetically):	6,776	803	78	N/A	6,957	700	7,657	73.9
Association rosters and directories	-	-	-	N/A	-	-	-	-
Business directories	-	-	-	N/A	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	N/A	-	-	-	-
**Other sources	6,776	803	78	N/A	6,957	700	7,657	73.9
VI. Single Copy Sales:	-	-	-	-	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	7,957	1,821	404	175	9,301	2,567	10,357	100.0
PERCENT	76.8	17.6	3.9	1.7	89.8	24.8	100.0	

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

**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. This is for all 2020 reports.

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF Q1 2020

Mailing Address	Print	Digital	Unique Total Qualified*	Percent
Individuals by name and title and/or function	9,228	2,549	10,283	99.3
Individuals by name only	22	17	23	0.2
Titles or functions only	-	-	-	-
Company names only	1	1	1	-
Multi-Copy Same Addressee copies	50	-	50	0.5
Single Copy Sales	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	9,301	2,567	10,357	100.0

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

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED BRAND REPORTS

6-Month Period Ended:	Audited Data		Audited Data		Circulation Claim	
	July – December 2017	January – June 2018	July – December 2018	January – June 2019	July – December 2019*	January – June 2020*
Unique Total Audit Average Qualified:***	9,192	10,547	10,620	10,648	10,685	10,356
Unique Qualified Non-Paid Total:***	9,192	10,547	10,620	10,648	10,685	10,356
Print:	9,192	10,547	10,222	9,987	10,024	8,769
Digital:	-	290	692	1,233	1,304	3,633
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 2019 – June 2020 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 Q1 2020

Region Country	Print	Digital	Unique Total Qualified*	Percent
ASIA				
Taiwan	1	-	1	
Subtotal	1	-	1	-
EUROPE				
Czech Republic	1	1	1	
France	-	1	1	
Germany	1	2	2	
Italy	7	5	7	
Portugal	3	3	4	
Spain	21	11	23	
Switzerland	1	-	1	
Turkey	1	-	1	
unspecified Europe	4	5	5	
Subtotal	39	28	45	0.4
AFRICA				
Senegal	1	1	1	
Subtotal	1	1	1	-
NORTH AMERICA				
Canada	3	102	103	
Mexico	1,877	168	1,933	
United States	186	423	584	
Subtotal	2,066	693	2,620	25.3
CARIBBEAN				
Barbados	1	1	1	
Cuba	58	26	64	
Dominican Republic	59	11	61	
Puerto Rico	64	15	68	
unspecified Caribbean	-	1	1	
Subtotal	182	54	195	1.9
CENTRAL AMERICA				
Costa Rica	77	19	83	
El Salvador	113	17	116	
Guatemala	125	22	129	
Honduras	59	11	60	
Nicaragua	99	15	102	
Panama	72	28	82	
Subtotal	545	112	572	5.5
SOUTH AMERICA				
Argentina	1,210	208	1,261	
Bolivia	105	39	114	
Brazil	70	110	139	
Chile	991	161	1,040	
Colombia	2,093	596	2,240	
Ecuador	211	100	229	
Paraguay	113	19	118	
Peru	1,167	350	1,247	
Suriname	237	50	252	
Venezuela	270	46	283	
Subtotal	6,467	1,679	6,923	66.9
UNIQUE TOTAL QUALIFIED CIRCULATION*	9,301	2,567	10,357	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 2:

The Print circulation of May/June/Q2 2020 issue was a combined issue for Construccion-PA and Carreteras-PA.

PARAGRAPH 3b:

Other sources include 6 sources of circulation for quantities of 53 copies or 0.5% to 6,457 copies or 62.3%, including Dunn&Bradstreet, ROAI Global, ROAI Global Refresh, ROAI GlobalCDRefreshA, ROAI GlobalLAD-KEY and World Highways Direct Requests.

PUBLISHER'S AFFIDAVIT

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

Roger Adshead, 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

September 1, 2020

City

London

Country

United Kingdom

Received by CCAB Inc.

September 1, 2020

Type

BJ

ID Number

C987B0JO

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.