BRAND REPORT

FOR THE 6 MONTH PERIOD ENDED DECEMBER 2013

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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ASPHALT CONTRACTOR is the industry source providing cutting-edge information on the entire life cycle of asphalt pavements – from production to paving to preservation. Asphalt Contractor offers accurate, in-depth information about the entire life cycle of asphalt in every print issue and on its website at http://www.forconstructionpros.com/asphalt.

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.

FIELD SERVED

ASPHALT CONTRACTOR ASPHALT CONTRACTOR serves asphalt producers, asphalt contractors, dealers and manufacturers of asphalt products or equipment, government public works specifiers with road jurisdiction, and others in the asphalt industry including liquid asphalt suppliers.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are presidents, owners, vice presidents, general managers, plant managers/ operators, project supervisors, engineers, supervisors, managers, estimators, fleet/equipment managers, QC/QA lab managers and road commissioners/superintendents.

CHANNELS

ASPHALT CONTRACTOR MAGAZINE

5 Issues in the period
10,000 average circulation

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
ASPHALT CONTRACTOR MAGAZINE (5 issues in the period)	10,000	-	10,000

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	28
Advertiser and Agency	475
Allocated for Trade Shows and Conventions	-
All Other	217
TOTAL	**720**

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

	Total Qualified		Qualified Non-Paid		Qualified Paid	
QUALIFIED CIRCULATION	Copies	Percent	Copies	Percent	Copies	Percent
Individual	10,000	100.0	10,000	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi–Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	**10,000**	**100.0**	**10,000**	**100.0**	**-**	**-**

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2013 Issue	Number Removed	Number Added	Total Qualified
August	70	70	10,000
September	52	52	10,000
October	38	38	10,000
November	8	8	10,000
December	42	42	10,000
TOTAL	**210**	**210**	

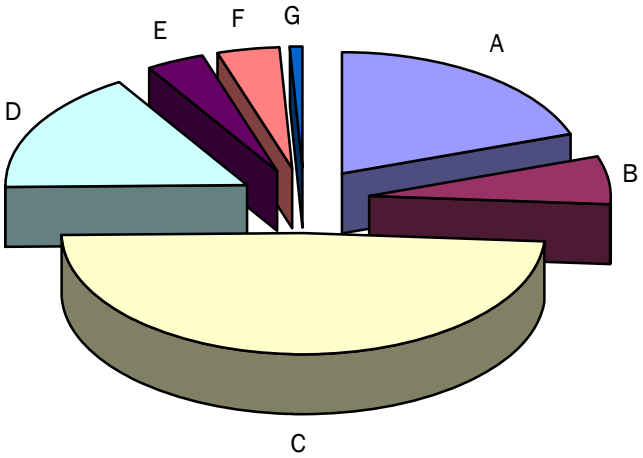
3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2013

This issue is equal to the average of the other 4 issues reported in Paragraph 2.

			C LASSIFICATION BY TITLE						
BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	President, Owner	Vice President, General Manager	Plant Manager/ Operator	Project Supervisor/ Engineer	Supervisor/ Manager/ Estimator, Fleet/ Equipment Manager	Road Commissioner/ Superintendent	QC/QA Lab Manager
Both Asphalt Producer & Asphalt Contractor	1,977	19.7	690	394	219	145	404	48	77
Asphalt Producer	619	6.2	243	104	89	34	106	9	34
Asphalt Contractor	4,870	48.7	3,611	578	82	148	391	45	15
Government Public Works Specifier with Road Jurisdiction	1,661	16.6	300	312	65	309	441	223	11
Dealer of Asphalt Products or Equipment	371	3.7	154	82	15	13	101	4	2
Manufacturer of Asphalt Products or Equipment	416	4.2	110	73	21	69	137	2	4
Liquid Asphalt Supplier	86	0.9	30	25	9	2	20	-	-
TOTAL QUALIFIED CIRCULATION	**10,000**	**100.0**	**5,138**	**1,568**	**500**	**720**	**1,600**	**331**	**143**
PERCENT	**100.0**		**51.4**	**15.7**	**5.0**	**7.2**	**16.0**	**3.3**	**1.4**

3a. Breakout of Qualified Circulation by Business and Industry

	BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
A	Both Asphalt Producer & Asphalt Contractor	1,977	19.7
B	Asphalt Producer	619	6.2
C	Asphalt Contractor	4,870	48.7
D	Government Public Works Specifier with Road Jurisdiction	1,661	16.6
E	Dealer of Asphalt Products or Equipment	371	3.7
F	Manufacturer of Asphalt Products or Equipment	416	4.2
G	Liquid Asphalt Supplier	86	0.9



3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2013

QUALIFICATION SOURCE	Qualified Within 1 Year	2 Years	3 Years	Total Qualified	Percent
I. Direct Request:	**6,995**	**2,000**	**-**	**8,995**	**90.0**
II. Request from recipient's company:	**13**	**-**	**-**	**13**	**0.1**
III. Membership Benefit:	**-**	**-**	**-**	**-**	**-**
IV. Communication from recipient or recipient's company (other than request):	**-**	**-**	**-**	**-**	**-**
V. **TOTAL** – Sources other than above (listed alphabetically):	**992**	**-**	**-**	**992**	**9.9**
Association rosters and directories	-	-	-	-	-
*Business directories	992	-	-	992	9.9
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	**-**	**-**	**-**	**-**	**-**
TOTAL QUALIFIED CIRCULATION	**8,000**	**2,000**	**-**	**10,000**	**100.0**
PERCENT	**80.0**	**20.0**	**-**	**100.0**	

***See Additional Data**

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2013

MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function	10,000	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	**10,000**	**100.0**

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
6-Month Period Ended:	**January – June 2011**	**July - December 2011**	**January – June 2012**	**July – December 2012**	**January – June 2013**	**July – December 2013***
Total Audit Average Qualified:	10,001	10,000	10,000	10,000	10,000	10,000
Qualified Non-Paid:	10,001	10,000	10,000	10,000	10,000	10,000
Qualified Paid:	-	-	-	-	-	-
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 – December 2013 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

**NC = None Claimed.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2013

State	Total Qualified	Percent
Maine	76	
New Hampshire	81	
Vermont	34	
Massachusetts	232	
Rhode Island	44	
Connecticut	133	
NEW ENGLAND	600	6.0
New York	617	
New Jersey	219	
Pennsylvania	552	
MIDDLE ATLANTIC	1,388	13.9
Ohio	475	
Indiana	240	
Illinois	466	
Michigan	297	
Wisconsin	286	
EAST NO. CENTRAL	1,764	17.6
Minnesota	262	
Iowa	152	
Missouri	264	
North Dakota	45	
South Dakota	56	
Nebraska	90	
Kansas	129	
WEST NO. CENTRAL	998	10.0
Delaware	31	
Maryland	192	
Washington, DC	10	
Virginia	265	
West Virginia	62	
North Carolina	451	
South Carolina	217	
Georgia	360	
Florida	512	
SOUTH ATLANTIC	2,100	21.0

State	Total Qualified	Percent
Kentucky	232	
Tennessee	251	
Alabama	173	
Mississippi	111	
EAST SO. CENTRAL	767	7.7
Arkansas	83	
Louisiana	116	
Oklahoma	120	
Texas	423	
WEST SO. CENTRAL	742	7.4
Montana	73	
Idaho	60	
Wyoming	33	
Colorado	133	
New Mexico	62	
Arizona	127	
Utah	73	
Nevada	62	
MOUNTAIN	623	6.2
Alaska	32	
Washington	169	
Oregon	137	
California	614	
Hawaii	40	
PACIFIC	992	9.9
UNITED STATES	9,974	99.7
U.S. Territories	26	
Canada	-	
Mexico	-	
Other International	-	
APO/FPO	-	
TOTAL QUALIFIED CIRCULATION	**10,000**	**100.0**

ADDITIONAL DATA

MAGAZINE:
PARAGRAPH 3b:
Business directories include 2 sources of circulation for quantities of 217 copies or 2.2% to 775 copies or 7.7%.

PUBLISHER'S AFFIDAVIT

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

Amy Schwandt, Publisher

Ellen Stormer, Audience Development 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	January 29, 2014
State	Wisconsin
County	Jefferson
Received by BPA Worldwide	January 29, 2014
Type	BJ
ID Number	A206B0D3

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.

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