



# BRAND REPORT

FOR THE 6 MONTH PERIOD ENDED JUNE 2017



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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**ITS INTERNATIONAL** is a globally-recognised B2B brand designed to provide the world-wide traffic management and urban mobility sectors with all the news, data, analysis and business-support information they need to be successful. First published in 1995, the ITS International group of magazines, supplements, websites, email newsletters, video and Daily News products is renowned for its in-depth coverage of how the technology that runs intelligent transport systems around the world is deployed and designed. Strategically-managed systems now span whole countries and continents by tracking, adopting and adapting the latest technologies from the ICT, automotive and consumer electronics industries as the ITS industry expands into daily life. Cars and drivers, for instance, are already being used as ITS information gatherers and providers.

### 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

### ITS INTERNATIONAL MAGAZINE



3 Issues in the period  
20,562 average circulation

### ITS INTERNATIONAL E-NEWSLETTER



12 Issued in the period  
46,090 average per occurrence

## EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
<b>ITS INTERNATIONAL MAGAZINE</b> (3 issues in the period)	20,546	16	20,562
<b>ITS INTERNATIONAL E-NEWSLETTER</b> (12 issued in the period)	46,090	-	46,090

**FIELD SERVED**

**ITS INTERNATIONAL** serves companies and organizations involved in the application of advanced technology to the efficient use of surface transportation. These include government transport departments, state highway authorities, rail or mass transit authorities, bus operators or other public transport operator, road-owners/operators, transportation consultants, traffic engineers, architects, urban planners, consulting engineers/highway engineering practices, quantity surveying practices, systems integrators, equipment or materials manufacturer/supplier, vehicle component & vehicle or material producers/suppliers, agents, distributors, dealers, importer or hirer, electrical, cabling and IT contractors, sub-contractors, and project management companies, research, education or training establishments, parking companies/associations, trade and professional organizations/associations, bank, finance companies, development agencies, legal or accounting firms, paid subscribers and others not classified as reported in Paragraph 3a.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients include presidents, chief executives, managing directors, vice presidents, finance directors, owners, general managers, traffic engineers, project managers, consultants, and other titled and non-titled personnel in the above fields.

**AVERAGE NON-QUALIFIED CIRCULATION**

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	350
Allocated for Trade Shows and Conventions	242
All Other	-
<b>TOTAL</b>	<b>592</b>

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD**

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	20,362	99.0	20,346	98.9	16	0.1
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	200	1.0	200	1.0	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>20,562</b>	<b>100.0</b>	<b>20,546</b>	<b>99.9</b>	<b>16</b>	<b>0.1</b>

**2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD**

2017 Issue	Total Qualified
January/February	20,535
March/April	20,453
May/June	20,697

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2017**  
This issue is 1.0% or 203 copies above the average of the other 2 issues reported in Paragraph 2.

BUSINESS AND INDUSTRY (Note 1)	TOTAL QUALIFIED	PERCENT OF TOTAL
1) National, regional or local government highway or transportation department, rail or mass transit authority, bus operator or other public transport operator, road owner/operator	11,518	55.6
2) Transportation consultant, traffic engineer, architect, urban planner, consulting engineer/highway engineering practice; quantity surveying practice	3,177	15.4
3) Systems integrators, equipment or materials manufacturer/supplier, vehicle component & vehicle or material producer/supplier, agent, distributor, dealer, importer or hirer, electrical, cabling, and IT contractors, sub-contractors, and project management companies	5,183	25.0
4) Research, education or training establishment	138	0.7
5) Parking company or association trade and professional organisation/association	454	2.2
6) Bank, finance company, development agency, legal or accounting firm	86	0.4
7) Other related organisations not classified above	125	0.6
8) Paid	16	0.1
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>20,697</b>	<b>100.0</b>
<b>PERCENT</b>	<b>100.0</b>	

Note 1: Qualified recipients include presidents, chief executives, managing directors, vice presidents, finance directors, owners, general managers, traffic engineers, project managers, consultants, and other titled and non-titled personnel in the above fields.

### 3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2017

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	4,860	3,975	1,549	10,384	50.2
II. Request from recipient's company:	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-
V. *Sources other than above, including: Association rosters and directories; Business directories; Manufacturer's, distributor's and wholesaler's lists; and Other sources:	8,088	2,225	-	10,313	49.8
VI. Single Copy Sales:	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>12,948</b>	<b>6,200</b>	<b>1,549</b>	<b>20,697</b>	<b>100.0</b>
<b>PERCENT</b>	<b>62.5</b>	<b>30.0</b>	<b>7.5</b>	<b>100.0</b>	

\*See Additional Data

### 3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2017

MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function	16,330	78.9
Individuals by name only	4,167	20.1
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	200	1.0
Single Copy Sales	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>20,697</b>	<b>100.0</b>

### 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 2014	January - June 2015	July - December 2015	January - June 2016	July - December 2016*	January - June 2017*
Total Audit Average Qualified:	21,845	22,307	22,452	22,408	20,177	20,562
Qualified Non-Paid:	21,813	22,277	22,426	22,386	20,156	20,546
Qualified Paid:	32	30	26	22	21	16
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 2016 - June 2017 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

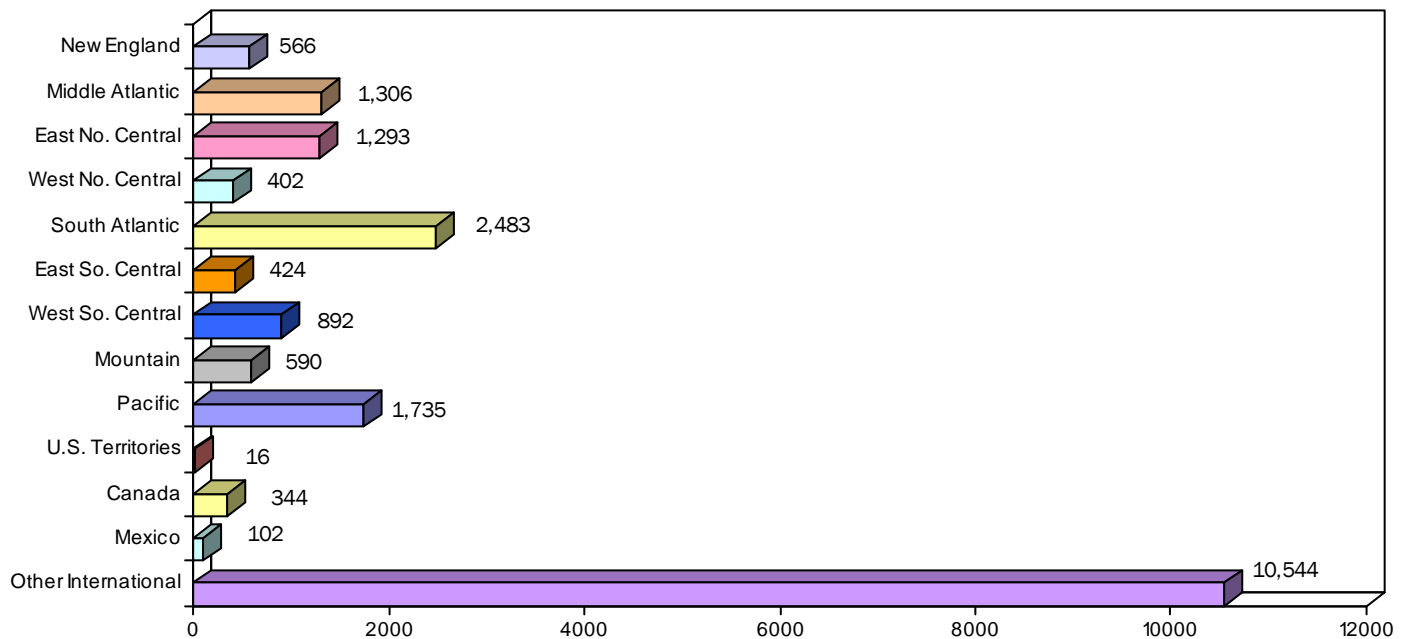
\*\*NC = None Claimed.

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2017\***

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	42		Kentucky	20	
New Hampshire	156		Tennessee	107	
Vermont	7		Alabama	270	
Massachusetts	116		Mississippi	27	
Rhode Island	44		<b>EAST SO. CENTRAL</b>	<b>424</b>	<b>2.0</b>
Connecticut	201		Arkansas	10	
<b>NEW ENGLAND</b>	<b>566</b>	<b>2.7</b>	Louisiana	48	
New York	687		Oklahoma	60	
New Jersey	230		Texas	774	
Pennsylvania	389		<b>WEST SO. CENTRAL</b>	<b>892</b>	<b>4.3</b>
<b>MIDDLE ATLANTIC</b>	<b>1,306</b>	<b>6.3</b>	Montana	15	
Ohio	89		Idaho	9	
Indiana	458		Wyoming	55	
Illinois	327		Colorado	188	
Michigan	346		New Mexico	29	
Wisconsin	73		Arizona	125	
<b>EAST NO. CENTRAL</b>	<b>1,293</b>	<b>6.3</b>	Utah	39	
Minnesota	178		Nevada	130	
Iowa	42		<b>MOUNTAIN</b>	<b>590</b>	<b>2.9</b>
Missouri	74		Alaska	12	
North Dakota	9		Washington	139	
South Dakota	22		Oregon	102	
Nebraska	31		California	1,476	
Kansas	46		Hawaii	6	
<b>WEST NO. CENTRAL</b>	<b>402</b>	<b>1.9</b>	<b>PACIFIC</b>	<b>1,735</b>	<b>8.4</b>
Delaware	110		<b>UNITED STATES</b>	<b>9,691</b>	<b>46.8</b>
Maryland	635		U.S. Territories	16	
Washington, DC	335		Canada	344	
Virginia	347		Mexico	102	
West Virginia	92		Other International	10,544	
North Carolina	141		APO/FPO	-	
South Carolina	20				
Georgia	182				
Florida	621				
<b>SOUTH ATLANTIC</b>	<b>2,483</b>	<b>12.0</b>			
			<b>TOTAL QUALIFIED CIRCULATION</b>	<b>20,697</b>	<b>100.0</b>

\*See Additional Data

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION**



**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2017\***

Region/Country	Total Qualified	Percent	Region/Country	Total Qualified	Percent
<b>ASIA</b>			Sweden	149	
Armenia	3		Switzerland	153	
Azerbaijan	2		Turkey	274	
Bangladesh	20		Ukraine	45	
Brunei Darussalam	12		United Kingdom	940	
China	79		unspecified Europe	118	
Georgia	14		Subtotal	6,705	32.4
Hong Kong - SAR	43		<b>AFRICA</b>		
India	356		Algeria	72	
Indonesia	29		Angola	3	
Japan	179		Botswana	1	
Kazakhstan	11		Cameroon	7	
Korea, Republic Of	89		Congo	1	
Laos	1		Egypt	45	
Macao	3		Ethiopia	9	
Malaysia	144		Ghana	25	
Mongolia	3		Kenya	14	
Myanmar	11		Libyan Arab Jamahiriya	4	
Nepal	12		Malawi	1	
Pakistan	49		Mauritius	6	
Philippines	36		Morocco	108	
Singapore	77		Mozambique	4	
Sri Lanka	28		Namibia	5	
Taiwan	61		Nigeria	109	
Tajikistan	4		Senegal	1	
Thailand	52		Sierra Leone	1	
Uzbekistan	3		South Africa	194	
Vietnam	26		Sudan	2	
Subtotal	1,347	6.5	Swaziland	1	
<b>MIDDLE EAST</b>			Tanzania	22	
Bahrain	32		Togo	1	
Iran	126		Tunisia	28	
Iraq	10		Uganda	9	
Israel	180		Zambia	3	
Jordan	5		Zimbabwe	7	
Kuwait	13		unspecified Africa	4	
Lebanon	20		Subtotal	687	3.3
Oman	30		<b>NORTH AMERICA</b>		
Qatar	72		Canada	344	
Saudi Arabia	81		Mexico	102	
United Arab Emirates	208		United States	9,707	
Yemen	1		Subtotal	10,153	49.1
unspecified Middle East	4		<b>CARIBBEAN</b>		
Subtotal	782	3.8	Aruba	1	
<b>EUROPE</b>			Cayman Islands	1	
Albania	6		Cuba	1	
Andorra	10		Dominican Republic	2	
Austria	160		Jamaica	2	
Belarus	19		Martinique	1	
Belgium	388		Puerto Rico	7	
Bosnia and Herzegovina	35		Trinidad and Tobago	7	
Bulgaria	80		Virgin Islands, U.S.	1	
Croatia	93		unspecified Caribbean	8	
Cyprus	40		Subtotal	31	0.1
Czech Republic	106		<b>CENTRAL AMERICA</b>		
Denmark	120		Costa Rica	5	
Estonia	50		Guatemala	3	
Finland	115		Nicaragua	2	
France	448		Panama	6	
Germany	455		Subtotal	16	0.1
Gibraltar	2		<b>SOUTH AMERICA</b>		
Greece	162		Argentina	59	
Hungary	102		Bolivia	8	
Iceland	24		Brazil	217	
Ireland	144		Chile	51	
Italy	270		Colombia	88	
Latvia	56		Ecuador	13	
Lithuania	74		Paraguay	2	
Luxembourg	21		Peru	24	
Macedonia	28		Suriname	2	
Malta	29		Uruguay	6	
Moldova	1		Venezuela	2	
Montenegro	3		Subtotal	472	2.3
Netherlands	557		<b>ASIA PACIFIC</b>		
Norway	125		Australia	370	
Poland	186		Fiji	2	
Portugal	150		New Caledonia	1	
Romania	180		New Zealand	131	
Russian Federation	164		Subtotal	504	2.4
Serbia	30				
Slovakia	72		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>20,697</b>	<b>100.0</b>
Slovenia	113				
Spain	408				

\*See Additional Data

# E-NEWSLETTER CHANNEL

2017	ITS INTERNATIONAL E-Newsletter
<b>JANUARY</b>	
January 12	42,595
January 26	41,366
<b>FEBRUARY</b>	
February 9	49,283
February 23	48,414
<b>MARCH</b>	
March 9	48,792
March 23	46,401
<b>APRIL</b>	
April 6	45,713
April 20	45,935
<b>MAY</b>	
May 11	45,954
May 25	46,109
<b>JUNE</b>	
June 8	45,885
June 22	46,630
<b>AVERAGE:</b>	
<b>46,090</b>	

ITS INTERNATIONAL E-Newsletter (12 issued in the period)

## ADDITIONAL DATA

**MAGAZINE:**

**PARAGRAPH 3b:**

Other sources include 6 sources of circulation for quantities of 942 copies or 4.6% to 3,338 or 16.1%, including IBTTA Members List.

**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.		
Preeti Lalli, Database & Circulation Manager	Date signed	July 13, 2017
Andrew Barriball, Publisher	City	Dartford, Kent
	Country	United Kingdom
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)	Received by BPA Worldwide	July 13, 2017
<b>IMPORTANT NOTE:</b>	Type	BJ
This unaudited brand report has been checked against the previous audit report.	ID Number	I175B0J7
It will be included in the annual audit made by BPA Worldwide.		
<b>About BPA Worldwide:</b>		
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 <a href="http://www.bpaww.com">www.bpaww.com</a> for the latest audit reports, membership information and publishing and advertising industry news.		