



BRAND REPORT

FOR THE 6 MONTH PERIOD ENDED JUNE 2018



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, Mobility as a Service, 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
22,821 average circulation

ITS INTERNATIONAL E-NEWSLETTER



10 issued in the period
45,702 average per occurrence

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
ITS INTERNATIONAL MAGAZINE (3 issues in the period)	22,808	13	22,821
a. Print	18,502	13	18,515
b. Digital	4,306	-	4,306
1. Requested	3,686	-	3,686
2. Non-Requested	620	-	620
ITS INTERNATIONAL E-NEWSLETTER (10 issued in the period)	45,702	-	45,702

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	406
Allocated for Trade Shows and Conventions	292
All Other	-
TOTAL	698

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	22,771	99.8	22,758	99.7	13	0.1
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	50	0.2	50	0.2	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	22,821	100.0	22,808	99.9	13	0.1

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2018 Issue	Print	Digital	Total Qualified
January/February	18,735	4,806	23,541
March/April	18,744	4,949	23,693
May/June	18,065	3,162	21,227

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

This issue is 10.1% or 2,390 copies below the average of the other 2 issues reported in Paragraph 2. (See Additional Data)

Business and Industry (Note 1)	Total Qualified	Percent of Total	Print	Digital
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	11,139	52.5	10,024	1,115
2) Transportation consultant, traffic engineer, architect, urban planner, consulting engineer/highway engineering practice; quantity surveying practice	3,199	15.1	2,101	1,098
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	6,041	28.4	5,280	761
4) Research, education or training establishment	52	0.2	41	11
5) Parking company or association trade and professional organisation/association	592	2.8	461	131
6) Bank, finance company, development agency, legal or accounting firm	78	0.4	48	30
7) Other related organisations not classified above	113	0.5	97	16
8) Paid	13	0.1	13	-
TOTAL QUALIFIED CIRCULATION	21,227	100.0	18,065	3,162
PERCENT	100.0		85.1	14.9

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 2018

Qualification Source	Qualified Within					Total Qualified	Percent
	1 Year	2 Years	3 Years	Print	Digital		
I. Direct Request:	5,226	3,742	3,025	9,451	2,542	11,993	56.5
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:	6,334	2,280	620	8,614	620	9,234	43.5
VI. Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	11,560	6,022	3,645	18,065	3,162	21,227	100.0
PERCENT	54.4	28.4	17.2	85.1	14.9	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	15,439	3,152	18,591	87.6
Individuals by name only	2,576	10	2,586	12.2
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	50	-	50	0.2
Single Copy Sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION	18,065	3,162	21,227	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*
Total Audit Average Qualified:	22,452	22,408	20,177	20,562	21,027	22,821
Qualified Non-Paid:	22,426	22,386	20,156	20,546	21,012	22,808
Print:	22,426	22,386	20,156	20,546	18,258	18,502
Digital:	-	-	-	-	2,754	4,306
Qualified Paid:	26	22	21	16	15	13
Print:	26	22	21	16	15	13
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.

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
ASIA					Switzerland	112	7	119	
Afghanistan	1	-	1		Turkey	291	12	303	
Azerbaijan	5	-	5		Ukraine	45	-	45	
Bangladesh	9	13	22		United Kingdom	720	43	763	
Brunei Darussalam	10	1	11		unspecified Europe	9	2	11	
China	21	58	79		Subtotal	6,956	333	7,289	34.3
Georgia	17	-	17		AFRICA				
Hong Kong - SAR	17	21	38		Algeria	7	42	49	
India	141	240	381		Angola	1	-	1	
Indonesia	17	18	35		Botswana	3	-	3	
Japan	19	66	85		Cameroon	6	1	7	
Kazakhstan	27	2	29		Congo	-	1	1	
Korea, Republic Of	21	46	67		Egypt	15	24	39	
Kyrgyzstan	3	-	3		Ethiopia	14	2	16	
Laos	-	1	1		Gambia	1	-	1	
Macao	3	-	3		Ghana	12	11	23	
Malaysia	59	71	130		Kenya	3	21	24	
Mongolia	2	1	3		Lesotho	1	-	1	
Myanmar	7	-	7		Libyan Arab Jamahiriya	4	-	4	
Nepal	11	3	14		Malawi	1	-	1	
Pakistan	16	43	59		Mauritius	6	-	6	
Philippines	37	1	38		Morocco	17	72	89	
Singapore	83	6	89		Mozambique	3	1	4	
Sri Lanka	26	3	29		Namibia	6	-	6	
Taiwan	18	28	46		Nigeria	45	68	113	
Thailand	18	31	49		Reunion	1	-	1	
Uzbekistan	4	1	5		Rwanda	1	-	1	
Vietnam	8	19	27		Seychelles	1	-	1	
Subtotal	600	673	1,273	6.0	Sierra Leone	3	-	3	
MIDDLE EAST					South Africa	85	87	172	
Bahrain	10	19	29		Sudan	2	-	2	
Iran	55	84	139		Tanzania	6	15	21	
Iraq	8	1	9		Togo	1	-	1	
Israel	53	112	165		Tunisia	9	22	31	
Jordan	6	1	7		Uganda	2	12	14	
Kuwait	10	1	11		Zambia	4	-	4	
Lebanon	10	21	31		Zimbabwe	8	1	9	
Oman	8	21	29		unspecified Africa	5	-	5	
Qatar	17	56	73		Subtotal	273	380	653	3.1
Saudi Arabia	24	74	98		NORTH AMERICA				
United Arab Emirates	39	130	169		Canada	306	13	319	
unspecified Middle East	3	-	3		Mexico	107	5	112	
Subtotal	243	520	763	3.6	United States	9,130	737	9,867	
EUROPE					Subtotal	9,543	755	10,298	48.5
Albania	7	1	8		CARIBBEAN				
Andorra	13	1	14		Aruba	1	-	1	
Austria	162	7	169		Cayman Islands	1	-	1	
Belarus	17	-	17		Cuba	1	-	1	
Belgium	355	15	370		Dominican Republic	4	-	4	
Bosnia and Herzegovina	34	1	35		Jamaica	2	-	2	
Bulgaria	78	5	83		Puerto Rico	5	-	5	
Croatia	97	5	102		Trinidad and Tobago	7	2	9	
Cyprus	42	1	43		Virgin Islands, U.S.	1	-	1	
Czech Republic	93	8	101		Unspecified Caribbean	3	-	3	
Denmark	100	4	104		Subtotal	25	2	27	0.1
Estonia	43	-	43		CENTRAL AMERICA				
Finland	110	6	116		Costa Rica	10	-	10	
France	464	7	471		El Salvador	1	-	1	
Germany	535	31	566		Guatemala	2	-	2	
Gibraltar	2	-	2		Honduras	1	-	1	
Greece	210	6	216		Nicaragua	3	1	4	
Hungary	94	7	101		Panama	5	-	5	
Iceland	18	-	18		Subtotal	22	1	23	0.1
Ireland	155	5	160		SOUTH AMERICA				
Italy	397	13	410		Argentina	29	21	50	
Latvia	56	1	57		Bolivia	8	2	10	
Lithuania	89	3	92		Brazil	115	91	206	
Luxembourg	20	-	20		Chile	20	18	38	
Macedonia	31	3	34		Colombia	38	50	88	
Malta	31	5	36		Ecuador	13	-	13	
Moldova	1	-	1		Paraguay	1	1	2	
Montenegro	3	-	3		Peru	5	21	26	
Netherlands	761	47	808		Suriname	2	1	3	
Norway	109	6	115		Uruguay	5	3	8	
Poland	231	9	240		Venezuela	2	-	2	
Portugal	172	6	178		Subtotal	238	208	446	2.1
Romania	151	10	161		ASIA PACIFIC				
Russian Federation	168	4	172		Australia	123	219	342	
Serbia	149	12	161		Fiji	4	-	4	
Slovakia	65	5	70		New Caledonia	1	-	1	
Slovenia	119	11	130		New Zealand	37	71	108	
Spain	411	15	426		Subtotal	165	290	455	2.2
Sweden	186	9	195		TOTAL QUALIFIED CIRCULATION	18,065	3,162	21,227	100.0

*See Additional Data

E-NEWSLETTER CHANNEL

2018	ITS INTERNATIONAL E-Newsletter
JANUARY	
January 11	45,462
January 25	45,319
FEBRUARY	
February 8	45,166
February 22	44,998
MARCH	
March 8	44,950
APRIL	
April 5	44,829
April 19	44,760
MAY	
May 10	44,469
May 24	44,378
JUNE	
June 7	52,685
AVERAGE:	
45,702	

ITS INTERNATIONAL E-Newsletter (10 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 3a:

The May/June 2018 issue is 10.1% or 2,390 copies below the average of the other 2 issues reported in Paragraph 2.

PARAGRAPH 3b:

Other sources include 4 sources of circulation for quantities of 620 copies or 2.9% to 5,304 copies or 15.6%, 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.		
Charmaine Douglas, Database Manager	Date signed	August 24, 2018
Andrew Barriball, Publisher	Country	United Kingdom
	City	London
(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	August 24, 2018
IMPORTANT NOTE:	Type	BJ
This unaudited brand report has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.	ID Number	I175B0J8

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.