BRAND REPORT

FOR THE 6 MONTH PERIOD ENDED JUNE 2014

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.

AC Business Media, Inc.
(See Additional Data)
1233 Janesville Avenue
P.O. Box 803
Fort Atkinson, WI 53538-0803
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FAX No.: (920) 563-1700
www.forconstructionpros.com

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.

FIELD SERVED

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	452
Allocated for Trade Shows and Conventions	160
All Other	215
TOTAL	**855**

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR 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

2014 Issue	Number Removed	Number Added	Total Qualified
January	307	307	10,000
February	42	42	10,000
March/April	101	101	10,000
May	2,856	2,856	10,000
June/July	86	86	10,000
TOTAL	**3,392**	**3,392**	

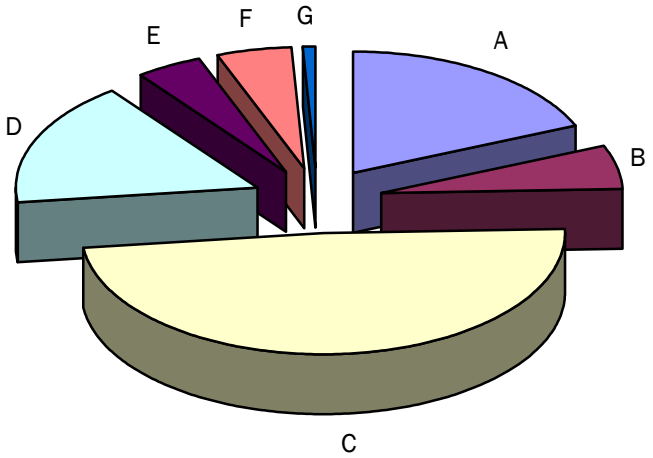
3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2014

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

			CLASSIFICATION 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	1,872	18.7	672	356	198	139	384	47	76
Asphalt Producer	571	5.7	213	104	76	34	102	7	35
Asphalt Contractor	4,870	48.7	3,527	509	90	177	489	60	18
Government Public Works Specifier with Road Jurisdiction	1,658	16.5	237	259	68	347	497	235	15
Dealer of Asphalt Products or Equipment	457	4.6	173	76	29	18	152	8	1
Manufacturer of Asphalt Products or Equipment	487	4.9	121	90	29	80	163	2	2
Liquid Asphalt Supplier	85	0.9	30	23	7	4	20	-	1
TOTAL QUALIFIED CIRCULATION	**10,000**	**100.0**	**4,973**	**1,417**	**497**	**799**	**1,807**	**359**	**148**
PERCENT	**100.0**		**49.7**	**14.2**	**5.0**	**7.9**	**18.1**	**3.6**	**1.5**

3a. Breakout of Qualified Circulation by Business and Industry

	BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
A	Both Asphalt Producer & Asphalt Contractor	1,872	18.7
B	Asphalt Producer	571	5.7
C	Asphalt Contractor	4,870	48.7
D	Government Public Works Specifier with Road Jurisdiction	1658	16.5
E	Dealer of Asphalt Products or Equipment	457	4.6
F	Manufacturer of Asphalt Products or Equipment	487	4.9
G	Liquid Asphalt Supplier	85	0.9



3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2014

QUALIFICATION SOURCE	Qualified Within 1 Year	2 Years	3 Years	Total Qualified	Percent
I. Direct Request:	**7,125**	**1,999**	**-**	**9,124**	**91.3**
II. Request from recipient's company:	**2**	**-**	**-**	**2**	**-**
III. Membership Benefit:	**-**	**-**	**-**	**-**	**-**
IV. Communication from recipient or recipient's company (other than request):	**-**	**-**	**-**	**-**	**-**
V. **TOTAL** – Sources other than above (listed alphabetically):	**874**	**-**	**-**	**874**	**8.7**
Association rosters and directories	-	-	-	-	-
*Business directories	874	-	-	874	8.7
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	**-**	**-**	**-**	**-**	**-**
TOTAL QUALIFIED CIRCULATION	**8,001**	**1,999**	**-**	**10,000**	**100.0**
PERCENT	**80.0**	**20.0**	**-**	**100.0**	

***See Additional Data**

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2014

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

6-Month Period Ended:	Audited Data July - December 2011	Audited Data January – June 2012	Audited Data July – December 2012	Audited Data January – June 2013	Circulation Claim July – December 2013*	Circulation Claim January – June 2014*
Total Audit Average Qualified:	10,000	10,000	10,000	10,000	10,000	10,000
Qualified Non-Paid:	10,000	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 2013 – June 2014 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 2014

State	Total Qualified	Percent
Maine	75	
New Hampshire	75	
Vermont	28	
Massachusetts	247	
Rhode Island	42	
Connecticut	154	
NEW ENGLAND	621	6.2
New York	610	
New Jersey	271	
Pennsylvania	580	
MIDDLE ATLANTIC	1,461	14.6
Ohio	511	
Indiana	254	
Illinois	494	
Michigan	309	
Wisconsin	314	
EAST NO. CENTRAL	1,882	18.8
Minnesota	279	
Iowa	160	
Missouri	263	
North Dakota	51	
South Dakota	63	
Nebraska	84	
Kansas	122	
WEST NO. CENTRAL	1,022	10.2
Delaware	34	
Maryland	201	
Washington, DC	10	
Virginia	267	
West Virginia	83	
North Carolina	398	
South Carolina	196	
Georgia	304	
Florida	519	
SOUTH ATLANTIC	2,012	20.1

State	Total Qualified	Percent
Kentucky	220	
Tennessee	266	
Alabama	164	
Mississippi	106	
EAST SO. CENTRAL	756	7.6
Arkansas	68	
Louisiana	107	
Oklahoma	108	
Texas	417	
WEST SO. CENTRAL	700	7.0
Montana	75	
Idaho	73	
Wyoming	26	
Colorado	140	
New Mexico	60	
Arizona	116	
Utah	71	
Nevada	55	
MOUNTAIN	616	6.2
Alaska	33	
Washington	148	
Oregon	126	
California	549	
Hawaii	45	
PACIFIC	901	9.0
UNITED STATES	9,971	99.7
U.S. Territories	29	
Canada	-	
Mexico	-	
Other International	-	
APO/FPO	-	
TOTAL QUALIFIED CIRCULATION	**10,000**	**100.0**

ADDITIONAL DATA

MAGAZINE:
CHANGE IN OWNERSHIP:
Effective August 11, 2014, Asphalt Contractor was purchased by AC Business Media, Inc., Fort Atkinson, WI 53538.

PARAGRAPH 3b:
Business directories include 2 sources of circulation for quantities of 343 copies or 3.4% to 531 copies or 5.3%.

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	July 17, 2014
State	Wisconsin
County	Jefferson
Received by BPA Worldwide	July 17, 2014
Type	BJ
ID Number	A206B0J4

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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