

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.
201 N. Main St.
Fort Atkinson, WI 53538
Tel. No.: (920) 542-1131
FAX No.: (920) 542-1133
www.forconstructionpros.com

Published for over 30 years, **ASPHALT CONTRACTOR** provides asphalt producers, contractors and public works officials with the latest information on the entire asphalt lifecycle - from production to paving to preservation - with a special emphasis on the latest innovations that allow our subscribers to get the job done in the most efficient, profitable way possible. In addition to "how-to" jobsite profiles, the magazine delivers the most current updates on equipment and technology designed for asphalt professionals.

FIELD SERVED

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

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are corporate management, supervisory management, operations management, other management and related personnel.

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	17
Advertiser and Agency	533
Allocated for Trade Shows and Conventions	200
All Other	180
TOTAL	930

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	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

2016 Issue	Total Qualified
January	10,000
February	10,000
March/April	10,000
May	10,000
June/July	10,002

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2016
This issue is equal to the average of the other 4 issues reported in Paragraph 2.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	CLASSIFICATION BY TITLE			
			Corporate Management (Note 1)	Supervisory Management (Note 2)	Operations Management (Note 3)	Other Management (Note 4)
Both Asphalt Producer & Asphalt Contractor	1,563	15.6	827	497	110	129
Asphalt Producer	547	5.5	283	187	21	56
Asphalt Contractor	3,744	37.3	3,137	400	113	94
City/Municipal, County/State, Federal Public Works Specifier with Road Jurisdiction	3,186	31.9	804	1,333	388	661
Dealer of Asphalt Products or Equipment	475	4.8	305	115	29	26
Manufacturer of Asphalt Products or Equipment	407	4.1	213	153	24	17
Liquid Asphalt Supplier	78	0.8	42	25	8	3
TOTAL QUALIFIED CIRCULATION	10,000	100.0	5,611	2,710	693	986
PERCENT	100.0		56.1	27.1	6.9	9.9

Note 1: Corporate Management includes: CEO, Owner, President, Partner, VP, General Manager, Director and related personnel

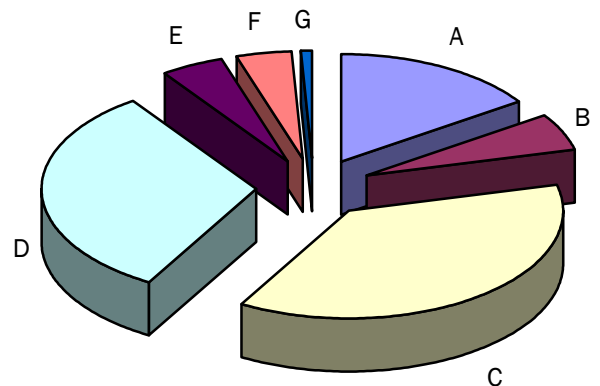
Note 2: Supervisory Management includes: Plant Manager/Operator, Project Supervisor/Engineer, Supervisor, Manager, Estimator and related personnel

Note 3: Operations Management includes: Operations Director/Manager, Fleet/Equipment Manager and related personnel

Note 4: Other Management includes: Road Commissioner, Superintendent, DOT Specifier, QC/QA Lab Manager and related personnel

3a. Breakout of Qualified Circulation by Business and Industry

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
A Both Asphalt Producer & Asphalt Contractor	1,563	15.6
B Asphalt Producer	547	5.5
C Asphalt Contractor	3,744	37.3
D City/Municipal, County/State, Federal Public Works Specifier with Road Jurisdiction	3,186	31.9
E Dealer of Asphalt Products or Equipment	475	4.8
F Manufacturer of Asphalt Products or Equipment	407	4.1
G Liquid Asphalt Supplier	78	0.8
TOTAL QUALIFIED	10,000	100.0



3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2016

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	7,253	2,000	-	9,253	92.5
II. Request from recipient's company:	35	-	-	35	0.4
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-
V. TOTAL – Sources other than above (listed alphabetically):	712	-	-	712	7.1
Association rosters and directories	-	-	-	-	-
*Business directories	712	-	-	712	7.1
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 MAY 2016

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	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	July – December 2013	January – June 2014	July – December 2014	January – June 2015	July – December 2015*	January – June 2016*
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 2015 – June 2016 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 2016

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	73		Kentucky	210	
New Hampshire	69		Tennessee	260	
Vermont	32		Alabama	133	
Massachusetts	194		Mississippi	114	
Rhode Island	36		EAST SO. CENTRAL	717	7.2
Connecticut	143		Arkansas	109	
NEW ENGLAND	547	5.5	Louisiana	111	
New York	565		Oklahoma	157	
New Jersey	239		Texas	590	
Pennsylvania	483		WEST SO. CENTRAL	967	9.7
MIDDLE ATLANTIC	1,287	12.9	Montana	72	
Ohio	479		Idaho	78	
Indiana	251		Wyoming	42	
Illinois	504		Colorado	168	
Michigan	287		New Mexico	68	
Wisconsin	287		Arizona	142	
EAST NO. CENTRAL	1,808	18.0	Utah	72	
Minnesota	271		Nevada	66	
Iowa	171		MOUNTAIN	708	7.1
Missouri	304		Alaska	21	
North Dakota	50		Washington	177	
South Dakota	55		Oregon	141	
Nebraska	94		California	639	
Kansas	159		Hawaii	30	
WEST NO. CENTRAL	1,104	11.0	PACIFIC	1,008	10.1
Delaware	35		UNITED STATES	9,984	99.8
Maryland	166		U.S. Territories	16	
Washington, DC	4		Canada	-	
Virginia	233		Mexico	-	
West Virginia	92		Other International	-	
North Carolina	383		APO/FPO	-	
South Carolina	167				
Georgia	304				
Florida	454				
SOUTH ATLANTIC	1,838	18.3			
			TOTAL QUALIFIED CIRCULATION	10,000	100.0

ADDITIONAL DATA

PARAGRAPH 3b:

Business directories include 1 source of circulation for a quantity of 712 copies or 7.1%, including InfoUSA.

PUBLISHER'S AFFIDAVIT

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

Amy Schwandt, Group Publisher and Show Manager

Angela Kelty, 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 14, 2016
State	Wisconsin
County	Jefferson
Received by BPA Worldwide	July 14, 2016
Type	BJ
ID Number	A206B0J6

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.