

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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Published eight times per year, **PAVEMENT MAINTENANCE & RECONSTRUCTION** a leading magazine serving contractors in the paving, sealcoating, pavement marking and sweeping industries by providing "how to" information to help contractors run their businesses more effectively and profitably. Since 1986, contractors who make a living from paving and pavement maintenance have relied on **PAVEMENT MAINTENANCE & RECONSTRUCTION** and its conference and trade show, National Pavement Expo, as "how-to" guides for expanding and enhancing their services.

FIELD SERVED

PAVEMENT MAINTENANCE & RECONSTRUCTION serves paving/pavement maintenance contractors; pavement maintenance only contractors; paving/producers; other contractors; government (federal, state, county, local); dealers/distributors; and asphalt producers.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include corporate management, supervisory management, operations personnel, and related personnel.

CHANNELS

PAVEMENT MAINTENANCE & RECONSTRUCTION MAGAZINE



5 Issues in the period
18,504 average circulation

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
PAVEMENT MAINTENANCE & RECONSTRUCTION MAGAZINE (5 issues in the period)	18,504	-	18,504

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	18
Advertiser and Agency	541
Allocated for Trade Shows and Conventions	227
All Other	179
TOTAL	965

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

	Total Qualified		Qualified Non-Paid		Qualified Paid	
QUALIFIED CIRCULATION	Copies	Percent	Copies	Percent	Copies	Percent
Individual	18,504	100.0	18,504	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	18,504	100.0	18,504	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2016 Issue	Total Qualified
January	18,500
February	18,500
March/April	18,500
May	18,500
June/July	18,519

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 Personnel (Note 3)
CONTRACTORS					
Paving/Pavement Maintenance	11,410	61.7	9,387	1,585	438
Pavement Maintenance Only	1,382	7.5	1,051	202	129
Paving/Producer	489	2.6	281	139	69
Other Contractor	1,204	6.5	934	144	126
SUBTOTAL	14,485	78.3	11,653	2,070	762
NON-CONTRACTORS					
Dealer/Distributor	723	3.9	451	112	160
Asphalt Producer	89	0.5	44	21	24
Government (Federal, State, County, Local)	3,203	17.3	822	1,906	475
SUBTOTAL	4,015	21.7	1,317	2,039	659
TOTAL QUALIFIED CIRCULATION	18,500	100.0	12,970	4,109	1,421
PERCENT	100.0		70.1	22.2	7.7

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

Note 2: Supervisory Management includes: Foreman, Superintendent, Manager, Engineer, Supervisor, Inspector and related personnel

Note 3: Operations Personnel includes: Equipment Operator, Maintenance Technician, Dispatcher, Service Crew, Customer Service Manager, Sales VP/Director/Manager, Marketing Director/Manager/Rep and related personnel

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:	6,535	6,158	-	12,693	68.6
II. Request from recipient's company:	62	-	-	62	0.3
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-
V. TOTAL – Sources other than above (listed alphabetically):	5,745	-	-	5,745	31.1
Association rosters and directories	-	-	-	-	-
*Business directories	5,745	-	-	5,745	31.1
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	12,342	6,158	-	18,500	100.0
PERCENT	66.7	33.3	-	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	18,500	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	18,500	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:	18,500	18,500	18,500	18,500	18,500	18,504
Qualified Non-Paid:	18,500	18,500	18,500	18,500	18,500	18,504
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 2015 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

State	Total Qualified	Percent
Maine	167	
New Hampshire	195	
Vermont	84	
Massachusetts	539	
Rhode Island	83	
Connecticut	345	
NEW ENGLAND	1,413	7.6
New York	1,384	
New Jersey	605	
Pennsylvania	950	
MIDDLE ATLANTIC	2,939	15.9
Ohio	918	
Indiana	419	
Illinois	903	
Michigan	519	
Wisconsin	487	
EAST NO. CENTRAL	3,246	17.5
Minnesota	429	
Iowa	288	
Missouri	406	
North Dakota	77	
South Dakota	113	
Nebraska	157	
Kansas	186	
WEST NO. CENTRAL	1,656	9.0
Delaware	60	
Maryland	334	
Washington, DC	9	
Virginia	534	
West Virginia	144	
North Carolina	627	
South Carolina	272	
Georgia	503	
Florida	1,036	
SOUTH ATLANTIC	3,519	19.0

TOTAL QUALIFIED CIRCULATION	18,500	100.0
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Business Directories include 1 source of circulation for a quantity of 5,745 copies or 31.1%, 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 & 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:

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 12, 2016

Date signed July 12, 2006
State Wisconsin

County Jefferson

Received by BPA Worldwide July 12, 2016

Type BJ

Type	ES
ID Number	P273B0J6

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.bpawww.com for the latest audit reports, membership information and publishing and advertising industry news.