

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**.

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

PAVEMENT MAINTENANCE & RECONSTRUCTION MAGAZINE



5 issues in the period
18,503 average circulation

PAVEMENT MAINTENANCE & RECONSTRUCTION WEBSITE



236,983 average users
Shared Media Channel,
See Note 1

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)	18,503	-	18,503
PAVEMENT MAINTENANCE & RECONSTRUCTION WEBSITE (Monthly Users with 540,961 average Pageviews)	236,983	-	236,983

Note 1: Shared media channel - www.forconstructionpros.com - serving Asphalt Contractor, Concrete Contractor, Equipment Today, Pavement Maintenance & Reconstruction, and Rental.

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.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	4
Advertiser and Agency	498
Allocated for Trade Shows and Conventions	280
All Other	907
TOTAL	1,689

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	18,503	100.0	18,503	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	18,503	100.0	18,503	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2020 Issue	Total Qualified
January	18,502
February	18,505
March/April	18,505
May	18,502
June/July	18,502

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2020
 This issue is -% or 2 copies below the average of the other 4 issues reported in Paragraph 2.

This issue is 1% of 2 copies below 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	12,374	66.9	9,851	1,804	719
Pavement Maintenance Only	772	4.2	527	142	103
Paving/Producer	306	1.6	164	98	44
Other Contractor	1,631	8.8	1,157	271	203
SUBTOTAL	15,083	81.5	11,699	2,315	1,069
NON-CONTRACTORS					
Dealer/Distributor	807	4.4	451	155	201
Asphalt Producer	112	0.6	60	27	25
Government (Federal, State, County, Local)	2,500	13.5	556	1,475	469
SUBTOTAL	3,419	18.5	1,067	1,657	695
TOTAL QUALIFIED CIRCULATION	18,502	100.0	12,766	3,972	1,764
PERCENT	100.0		69.0	21.5	9.5

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 2020

Qualification Source	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	6,375	5,662	-	12,037	65.0
II. Request from recipient's company:	14	19	-	33	0.2
III. Membership Benefit:	-	-	-	-	-
IV. Communication (other than request):	-	-	-	-	-
V. TOTAL – Sources other than above (listed alphabetically):	6,432	-	-	6,432	34.8
Association rosters and directories	-	-	-	-	-
*Business directories	6,432	-	-	6,432	34.8
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	12,821	5,681	-	18,502	100.0
PERCENT	69.3	30.7	-	100.0	

*See Additional Data

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED BRAND REPORTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	July – December 2017	January – June 2018	July – December 2018	January – June 2019	July – December 2019*	January – June 2020*
Total Audit Average Qualified:	18,505	18,504	18,507	18,505	18,503	18,503
Qualified Non-Paid:	18,505	18,504	18,507	18,505	18,503	18,503
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 2019 – June 2020 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 2020*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	153		Kentucky	309	
New Hampshire	165		Tennessee	432	
Vermont	56		Alabama	277	
Massachusetts	554		Mississippi	174	
Rhode Island	74		EAST SO. CENTRAL	1,192	6.5
Connecticut	329		Arkansas	174	
NEW ENGLAND	1,331	7.2	Louisiana	125	
New York	1,299		Oklahoma	224	
New Jersey	590		Texas	762	
Pennsylvania	962		WEST SO. CENTRAL	1,285	7.0
MIDDLE ATLANTIC	2,851	15.4	Montana	120	
Ohio	923		Idaho	131	
Indiana	429		Wyoming	53	
Illinois	849		Colorado	283	
Michigan	589		New Mexico	88	
Wisconsin	498		Arizona	215	
EAST NO. CENTRAL	3,288	17.8	Utah	98	
Minnesota	434		Nevada	92	
Iowa	261		MOUNTAIN	1,080	5.8
Missouri	453		Alaska	21	
North Dakota	63		Washington	244	
South Dakota	90		Oregon	251	
Nebraska	128		California	1,144	
Kansas	185		Hawaii	29	
WEST NO. CENTRAL	1,614	8.7	PACIFIC	1,689	9.1
Delaware	62		UNITED STATES	18,493	100.0
Maryland	320		U.S. Territories	9	
Washington, DC	10		Canada	-	
Virginia	502		Mexico	-	
West Virginia	143		Other International	-	
North Carolina	922		APQ/FPO	-	
South Carolina	375				
Georgia	667				
Florida	1,162				
SOUTH ATLANTIC	4,163	22.5			
			TOTAL QUALIFIED CIRCULATION	18,502	100.0

*See Additional Data

WEBSITE CHANNEL

[HTTPS://WWW.FORCONSTRUCTIONPROS.COM/](https://www.forconstructionpros.com/)

2020	Pageviews	Sessions	Users	Average Session Duration
January	588,032	270,927	218,683	2:33
February	611,281	286,134	233,252	2:28
March	626,145	304,334	249,374	2:23
April	531,163	274,969	225,844	2:28
May	459,722	304,971	254,985	2:32
June	429,428	289,806	239,762	2:29
AVERAGE:	540,961	288,523	236,983	2:28

January – June 2020 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

Shared media channel - www.forconstructionpros.com - serving Asphalt Contractor, Concrete Contractor, Equipment Today, Pavement Maintenance & Reconstruction, and Rental.

WEBSITE GLOSSARY

Pageviews: A Pageview is recorded each time a page implanted with the JavaScript code (tag) is displayed in a browser window. This will occur whether the page is served directly from the web server, from a proxy, or from the browser's cache.

Sessions: A single continuous set of activity attributable to a cookie browser resulting in one or more pulled text and/or graphics downloads from a site. A period of 30 minutes of inactivity will terminate the session.

Users: An identified and unduplicated Cookie Browser that accesses Internet content or advertising during a measurement period.

Average Session Duration: The time visitors remain on a site per session.

ADDITIONAL DATA

MAGAZINE:

PARAGRAPH 3b:

Business directories include 1 source of circulation for a quantity of 6,432 copies or 34.8%, including Infogroup.

GEOGRAPHIC DISTRIBUTION:

Geographic data for Website 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.

Amy Schwandt, Chief Revenue Officer

Angela Franks, 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 10, 2020
State	Wisconsin
County	Jefferson
Received by BPA Worldwide	July 10, 2020
Type	BJ
ID Number	P273B0JO

About BPA Worldwide

A not-for-profit organization since 1931 and headquartered in Shelton, Connecticut, USA, BPA has a global membership, spanning more than 20 countries. The organization conducts 2,500+ audits for media brands in print, online/digital and live events. In addition, the BPA-iCompli division verifies compliance to defined industry standards, provides technology assurance, and certifies organization's sustainability practices and reporting. BPA is supported by 4,000+ advertiser and agency members. The latest innovation to move the industry forward is the BPA Media Exchange, a brand-safe and audited cooperative marketplace which offers automated solutions for the buying and selling of digital advertising.