

Circulation Information & Subscriber Profile

underground
construction

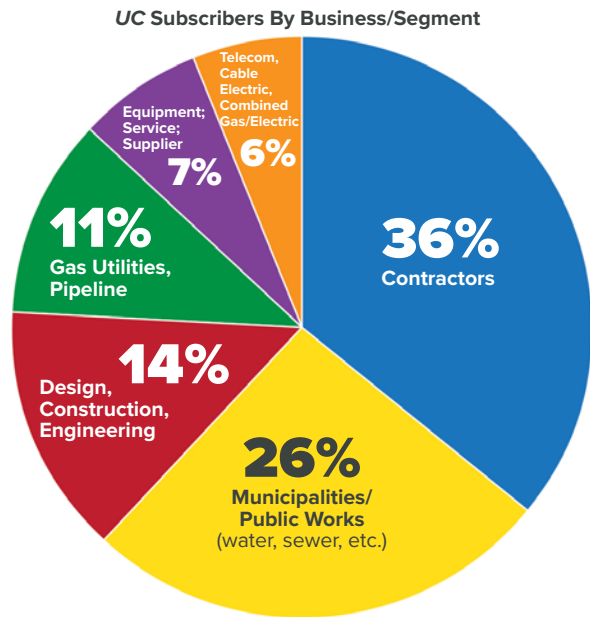


Circulation information can be overwhelming because it is complicated, can be confusing and like all statistics, is subject to interpretation.

With this in mind, UC offers this simplified list of “what matters” and “what to look for” in circulation information:

- Is the overall readership for the publication significant (exposure; circulation size)
- Do your target industry segments match the circulation profile (business/segments)
- Are subscribers decision makers/influencers (qualified demographics)
- Are subscribers actually receiving the publication (validation)
- Do subscribers actually read the publication (engaged readers)
- Are the publication’s claims real (audit)
- Are reader numbers equal to circulation numbers (no pass along)
- Do circulation numbers represent the best overall value for your advertising budget (value)

Exposure 40,362 SUBSCRIBERS



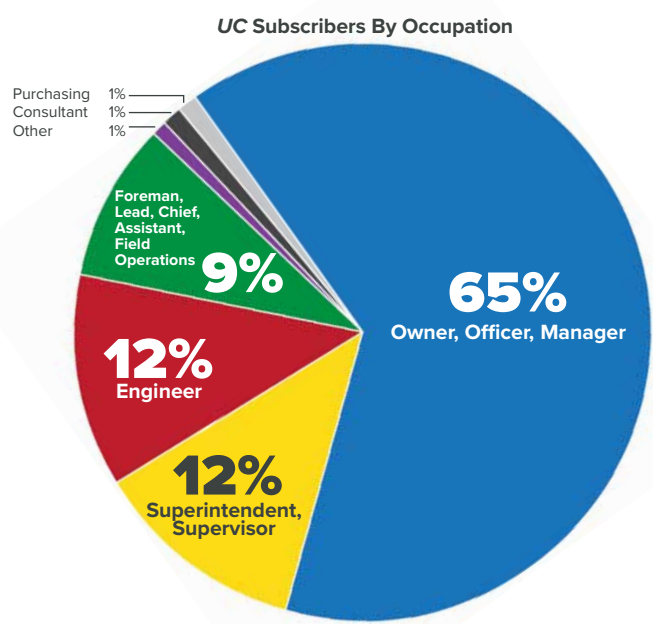
Interested

100%
Direct request circulation
81% within one year

Selected As **Most Useful Publication** by more than **3 times** the closest competitor



\$\$\$VALUE
Ad cost per 1,000 relevant subscribers is **LOWER** with Underground Construction



ACTION

82% of readers made a purchasing decision based on ad and editorial

ENGAGED

69% read at least 3 to 4 of the 4 most recent issues

Qualified Prospects

90% of readers are involved purchasing decisions

RELEVANT

100% of subscribers are in business/segment relevant to underground construction