

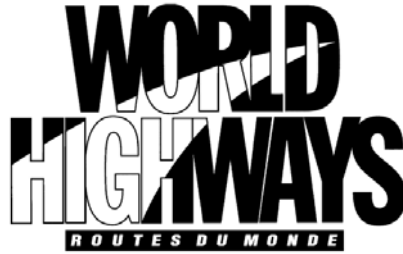
**BUSINESS PUBLICATION CIRCULATION STATEMENT
FOR THE 6 MONTH PERIOD ENDED DECEMBER 2009**

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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A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprising media owners, advertising agencies and advertisers. Spanning 25 countries, BPA serves more than 2,000 B-to-B publications and 500 consumer magazines, plus newspapers, events, Web sites, email newsletters, databases, wireless and other advertiser-supported media-as well as more than 2,600 advertiser and agency members.

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United Kingdom
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Official Publication of: International Road Federation
Established: 1991
Issues Per Year: 9

FIELD SERVED

WORLD HIGHWAYS serves project and construction managing companies; civil and structural engineers; contractors; specialist sub-contractors; government; road owners and operating companies; consulting engineers/highway engineering practices; quantity surveying practices and traffic engineering practices; material producers and suppliers and other businesses as reported herein.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include presidents, managing directors, directors, vice presidents, owners, general managers, chief engineers, highway engineers, project engineers, directors of construction, construction managers, and other titled and non-titled personnel in the above fields.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	700
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	38
Digital _____	-
All Other _____	-
TOTAL	738

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	15,144	99.9	14,972	98.8	172	1.1
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	15	0.1	15	0.1	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	15,159	100.0	14,987	98.9	172	1.1

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2009 Issue	*Number Removed	*Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2009 Issue	*Number Removed	*Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
July/ August _____	654	78			15,120	October _____	52	150			15,153
September _____	283	218			15,055	November/ December _____	70	224			15,307
						TOTAL	1,059	670			

*See Paragraph 9

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2009		
This issue is 1.3% or 198 copies above the average of the other 3 issues reported in Paragraph two.		
BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
1) Civil & structural engineering, earthmoving, paving, road marking, and safety contractors, sub-contractors, or project management companies _____	5,252	34.3
2) National, regional or local government highway or transportation department, road owner/operator _____	2,572	16.8
3) Transportation consultant, traffic engineer, architect, urban planner, consulting, engineer/highway engineering practice _____	2,514	16.4
4) Equipment or materials manufacturer/supplier, vehicle component & vehicle or material producer/supplier, systems integrators _____	1,998	13.1
5) Agent, distributor, dealer, importer or hirer Rental of plant or equipment _____	1,529	10.0
6) Research, education or training establishment _____	554	3.6
7) Trade and professional organization/association _____	179	1.2
8) Transport company or other road user _____	90	0.6
9) Bank, finance company, development agency, legal or accounting firm _____	97	0.6
10) Members of the International Road Federation, IRF World Cong. delegates, members of national road associations & others not classified above _____	350	2.3
11) Paid Subscriber _____	172	1.1
TOTAL QUALIFIED CIRCULATION	15,307	100.0
PERCENT	100.0	

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2009 (See Paragraph 9)							
QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request _____	-	-	-			-	-
II. Request from recipient's company: _____	7,214	2,985				10,199	66.6
III. Membership Benefit: _____	-	-	-			-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-			-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	4,603	505				5,108	33.4
Association rosters and directories _____	-	-	-			-	-
Business directories _____	-	-	-			-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-			-	-
*Other sources _____	4,603	505				5,108	33.4
VI. Single Copy Sales: _____	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	11,817	3,490				15,307	100.0
PERCENT	77.2	22.8				100.0	

*See Paragraph 9

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2009 (See Paragraph 9)				
MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			10,285	67.2
Individuals by name only _____			5,019	32.8
Titles or functions only _____			3	
Company names only _____			-	-
Multi-Copy Same Addressee copies _____			-	-
Single Copy Sales _____			-	-
TOTAL QUALIFIED CIRCULATION			15,307	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2009

Region/Country	Total Qualified	Percent	Region/Country	Total Qualified	Percent
ASIA			Switzerland	261	
Afghanistan	3		Turkey	284	
Armenia	2		Ukraine	46	
Azerbaijan	7		United Kingdom	1,255	
Bangladesh	28		unspecified Europe	144	
Bhutan	1		Subtotal	8,342	54.5
British Indian Ocean Territory	3		AFRICA		
Brunei Darussalam	11		Algeria	14	
China	234		Angola	2	
East Timor (Timor-Leste)	1		Botswana	6	
Georgia	1		Cameroon	8	
Hong Kong - SAR	131		Congo	1	
India	536		Egypt	46	
Indonesia	182		Eritrea	1	
Japan	245		Ethiopia	20	
Kazakhstan	20		Ghana	50	
Korea, Democratic People's Republic Of	5		Kenya	28	
Korea, Republic Of	137		Lesotho	3	
Kyrgyzstan	1		Liberia	1	
Laos	3		Libyan Arab Jamahiriya	14	
Macao	4		Mauritius	5	
Malaysia	323		Morocco	13	
Maldives	1		Mozambique	7	
Mongolia	9		Namibia	2	
Myanmar	6		Nigeria	68	
Nepal	17		Reunion	2	
Pakistan	96		Rwanda	1	
Philippines	194		Senegal	2	
Singapore	119		Seychelles	1	
Sri Lanka	70		Sierra Leone	2	
Taiwan	96		South Africa	194	
Thailand	185		Sudan	10	
Turkmenistan	1		Swaziland	5	
Uzbekistan	1		Tanzania	26	
Vietnam	61		Gambia	2	
Subtotal	2,734	17.8	Togo	2	
MIDDLE EAST			Tunisia	13	
Bahrain	36		Uganda	10	
Iran	103		Zambia	8	
Iraq	4		Zimbabwe	9	
Israel	166		Subtotal	576	3.8
Jordan	29		NORTH AMERICA		
Kuwait	30		Canada	524	
Lebanon	21		United States	925	
Oman	21		Mexico	137	
Qatar	30		Subtotal	1,586	10.4
Saudi Arabia	130		CARIBBEAN		
Syrian Arab Republic	47		Antigua and Barbuda	1	
United Arab Emirates	214		Aruba	1	
Yemen	9		Barbados	3	
unspecified Middle East	4		Cayman Islands	4	
Subtotal	844	5.5	Cuba	4	
EUROPE			Dominican Republic	2	
Albania	13		Jamaica	7	
Andorra	1		Martinique	2	
Austria	147		Netherlands Antilles	4	
Belarus	9		Puerto Rico	11	
Belgium	666		Bahamas	3	
Bosnia and Herzegovina	19		Trinidad and Tobago	19	
Bulgaria	44		unspecified Caribbean	1	
Croatia	107		Subtotal	62	0.4
Cyprus	42		CENTRAL AMERICA		
Czech Republic	129		Costa Rica	6	
Denmark	192		El Salvador	5	
Estonia	78		Guatemala	7	
Finland	165		Honduras	1	
France	518		Nicaragua	1	
Germany	702		Panama	1	
Gibraltar	1		Subtotal	21	0.1
Greece	159		SOUTH AMERICA		
Greenland	1		Argentina	77	
Hungary	114		Bolivia	3	
Iceland	38		Brazil	63	
Italy	498		Chile	25	
Latvia	70		Colombia	27	
Liechtenstein	1		Ecuador	8	
Lithuania	75		Paraguay	2	
Luxembourg	27		Peru	37	
Macedonia	21		Suriname	3	
Malta	20		Uruguay	8	
Moldova	1		Venezuela	7	
Netherlands	480		Subtotal	260	1.7
Norway	140		ASIA PACIFIC		
Poland	242		American Samoa	3	
Portugal	228		Australia	599	
Ireland	181		Fiji	4	
Romania	198		Guam	1	
Russian Federation	122		New Caledonia	1	
Slovakia	17		New Zealand	273	
Slovenia	139		Papua New Guinea	1	
Spain	475		Subtotal	882	5.8
Sweden	272		TOTAL QUALIFIED CIRCULATION	15,307	100.0

7. AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
6-Month Period Ended:	2006	2007	January-June 2008	July-December 2008	January-June 2009	July-December 2009*
Total Audit Average Qualified: _____	15,184	15,148	15,141	15,406	15,142	15,159
Qualified Non-Paid: _	14,969	14,942	14,939	15,188	14,958	14,987
Qualified Paid: _____	215	206	202	218	184	172
Post Expire Copies included in Paid Circulation: _____	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	**NC	**NC	**NC	**NC	**NC	**NC

***NOTE: July - December 2009 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

**NC = None Claimed.

8. PAID CIRCULATION DATA

**NC	Average Annual Subscription Order Price for the Period. (includes promotional incentive value, if any)
9	Issues Per Year
**NC	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

9. ADDITIONAL DATA**PARAGRAPH 2:**

Additions and removals are not required for paid circulation.

PARAGRAPH 3b:

The figures herein are projected from the June 2009 circulation statement

Other Sources include 9 sources of circulation for quantities of 125 copies or 0.8% to 1,644 copies or 10.7%, including InterTraffic.

PARAGRAPH 3c:

The figures herein are projected from the June 2009 circulation statement

PARAGRAPHS 5 AND 6 ARE NOT REQUIRED.

PUBLISHER'S AFFIDAVIT

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

Roger Adshead, Publisher

Preeti Lalli, Subscriptions 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 circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed	January 15, 2010
Country	United Kingdom
City	Swanley, Kent
Received by BPA Worldwide	January 15, 2010
Type	PJ
ID Number	W072POD9