



BRAND REPORT

FOR THE 6 MONTH PERIOD ENDED JUNE 2018



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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CONSTRUCCION Pan-Americana has been serving the Latin American construction industry for 45 years. Editorially it caters to all branches of construction, and its editorial team attends all major construction industry trade shows. It publishes a regular series of reports on individual national construction markets and an ongoing series of Round Table reports on key industry topics. It includes a dedicated quarterly section on lifting and access known as GRUAS Y ELEVACION PAN-AMERICANA. It is a member of the Global Construction Media Alliance (GCMA).

FIELD SERVED

CONSTRUCCION Pan-Americana serves contractors of highway and heavy structures including contractors primarily engaged in the construction of highways, streets and roads, air strip paving, underground construction, excavating, maritime construction, and/or construction of other projects, with the exception of buildings; contractors of heavy building including contractors primarily engaged in the construction of heavy structures and planning of real estate developments (excluding housing contractors); contractors of both the above including contractors substantially devoted to the construction of highways, heavy structures and buildings; contractors of single and multifamily homes; contractors of petroleum, sanitary and pipelines; contractors of builders other than the above including carpentry, masonry, plumbing, roofing, heating & air conditioning, electricity, painting, etc.; producers of building and construction materials including aggregate producers: sand, gravel, rock, lime, cement, concrete mixers, concrete asphalt; mining; government, national, state and municipal; manufacturers of construction equipment and supplies; distributors of construction equipment materials and supplies including sales and rentals; importers of construction equipment and supplies; consulting engineering; architects; trade associations including construction chambers, libraries, clubs; and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are professional titled and non-titled working in the field served.

CHANNELS

CONSTRUCCION Pan-Americana MAGAZINE



4 issues in the period
14,882 average circulation

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
CONSTRUCCION Pan-Americana MAGAZINE Unique Total* (4 issues in the period)	14,882	-	14,882
a. Print	14,882	-	14,882
b. Digital	1,010	-	1,010
1. Requested	779	-	779
2. Non Requested	231	-	231

*Unique Total represents unique recipients, not the sum of Print and Digital.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	455
Allocated for Trade Shows and Conventions	116
All Other	-
TOTAL	571

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual Sponsored Individually Addressed	14,832	99.7	14,832	99.7	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	50	0.3	50	0.3	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	14,882	100.0	14,882	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2018 Issue	Print	Digital	Unique Total Qualified*
January/February	15,091	1,048	15,091
March	15,545	1,499	15,545
April	14,520	420	14,520
May/June	14,370	1,071	14,370

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2018

This issue is 4.5% or 682 copies below the average of the other 3 issues reported in Paragraph 2.

Business and Industry	Unique Total Qualified*	Percent of Total	Print	Digital
Contractors of Highway & Heavy Structures (Note 1)	3,370	23.5	3,370	336
Contractors of Heavy Buildings (Note 2)	1,774	12.3	1,774	46
Contractors of Both the Above (Note 3)	405	2.8	405	153
Contractors of Single & Multifamily Homes	1,346	9.4	1,346	47
Contractors of Petroleum, Sanitary & Pipelines	1,008	7.0	1,008	12
Contractors or Builders other than the above (Note 4)	1,746	12.2	1,746	11
Producers of building and construction materials, Aggregate producers: sand, gravel, rock, lime, cement, concrete mixers, concrete asphalt (Note 5)	1,104	7.7	1,104	24
Mining	661	4.6	661	57
Government, National, State & Municipal	454	3.2	454	39
Manufacturers of Construction Equipment & Supplies	380	2.6	380	38
Distributors of Construction Equipment, Materials & Supplies including Sales & Rentals	579	4.0	579	59
Importers of Construction Equipment & Supplies	357	2.5	357	141
Consulting Engineering	524	3.6	524	17
Architects	358	2.5	358	5
Trade Associations Including Construction Chambers, Libraries, Clubs	72	0.5	72	27
Other	232	1.6	232	59
UNIQUE TOTAL QUALIFIED CIRCULATION*	14,370	100.0	14,370	1,071

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

Note 1: Including Contractors primarily engaged in the construction of highways, streets and roads, air strip paving, underground construction, excavating, maritime construction, and/or construction of other projects, with the exception of buildings.

Note 2: Including Contractors primarily engaged in the construction of heavy structures and planning of real estate developments (excluding housing contractors).

Note 3: Including Contractors substantially devoted to the construction of highways, heavy structures and buildings.

Note 4: Including Carpentry, masonry, plumbing, roofing, heating & air conditioning, electricity, painting, etc.

Note 5: Including aggregate producers of sand, gravel, rock, lime, cement, concrete, mixers, concrete asphalt.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2018

Qualification Source	Qualified Within			Print	Digital	Unique Total Qualified*	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	1,275	760	718	2,753	840	2,753	19.2
II. Request from recipient's company:	-	-	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
V. TOTAL – Sources other than above (listed alphabetically):	8,439	50	3,128	11,617	231	11,617	80.8
Association rosters and directories	-	-	-	-	-	-	-
Business directories	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
**Other sources	8,439	50	3,128	11,617	231	11,617	80.8
VI. Single Copy Sales:	-	-	-	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	9,714	810	3,846	14,370	1,071	14,370	100.0
PERCENT	67.6	5.6	26.8	100.0	7.5	100.0	

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

**See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2018

Mailing Address	Print	Digital	Unique Total Qualified*	Percent
Individuals by name and title and/or function	13,855	903	13,855	96.4
Individuals by name only	465	168	465	3.2
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	50	-	50	0.4
Single Copy Sales	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	14,370	1,071	14,370	100.0

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	January – June 2016	July – December 2016	January – June 2017	July – December 2017*	January – June 2018*
Total Audit Average Qualified:	14,806	14,429	13,756	14,864	14,882
Qualified Non-Paid:	14,806	14,429	13,756	14,864	14,882
Print:	14,806	14,429	13,756	13,172	14,882
Digital:	-	-	-	1,692	1,010
Qualified Paid:	-	-	-	-	-
Print:	-	-	-	-	-
Digital:	-	-	-	-	-
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	**NC	**NC	**NC	**NC	**NC

*NOTE: July 2017 – June 2018 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/JUNE 2018

Region Country	Print	Digital	Unique Total Qualified*	Percent
ASIA				
Taiwan	1	-	1	
Subtotal	1	-	1	-
EUROPE				
Finland	1	-	1	
France	1	-	1	
Italy	3	1	3	
Portugal	1	1	1	
Spain	19	12	19	
Switzerland	1	1	1	
Turkey	1	-	1	
Subtotal	27	15	27	0.2
NORTH AMERICA				
Canada	1	1	1	
Mexico	3,019	122	3,019	
United States	104	14	104	
Subtotal	3,124	137	3,124	21.7
CARIBBEAN				
Cuba	67	8	67	
Dominica	1	-	1	
Dominican Republic	79	7	79	
Puerto Rico	106	11	106	
Subtotal	253	26	253	1.8
CENTRAL AMERICA				
Costa Rica	107	14	107	
El Salvador	99	4	99	
Guatemala	142	27	142	
Honduras	86	8	86	
Nicaragua	71	15	71	
Panama	128	13	128	
Subtotal	633	81	633	4.4
SOUTH AMERICA				
Argentina	1,863	125	1,863	
Bolivia	155	26	155	
Brazil	2,451	46	2,451	
Chile	1,267	114	1,267	
Colombia	2,704	179	2,704	
Ecuador	276	55	276	
Paraguay	135	11	135	
Peru	1,176	192	1,176	
Uruguay	173	28	173	
Venezuela	131	36	131	
Subtotal	10,331	812	10,331	71.9
ASIA PACIFIC				
American Samoa	1	-	1	
Subtotal	1	-	1	-
UNIQUE TOTAL QUALIFIED CIRCULATION*				
	14,370	1,071	14,370	100.0

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

ADDITIONAL DATA

METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served and definition of recipient qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients of the digital version are notified via email when the version is available.

STATEMENT OF CONTENT PLATFORM:

Editorial Replica - If a print edition exists, editorial and design are unchanged from the original print edition. Each issue's content and design are identical to the original edition. Apart from minor updates, the content cannot change once the issue is made available.

PARAGRAPH 3b:

Other sources include 5 sources of circulation for quantities of 231 copies or 1.6% to 7,454 copies or 51.9%, including marketing File.

PUBLISHER'S AFFIDAVIT

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

Charmaine Douglas, Database Manager

Roger Adshead, Publisher

(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

August 24, 2018

Country

United Kingdom

City

London

Received by CCAB Inc.

August 24, 2018

Type

BJ

ID Number

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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.