



Standard Certificate of Circulation

For the 51 issues distributed between 1 January 2010 and 31 December 2010

**Business
Magazines**

Route One



Contents

2 Analysis of Circulation			
Newstrade & Other Single Copy Sales			
Paid and Controlled			
Single Copy Subscription Sales	✓	1.89%	
Multiple Copy Subscription Sales			
Society/Association/Organisation Circulation			
Controlled Free Circulation	✓	96.34%	
Non-Controlled Free Circulation	✓	1.77%	
2 Supporting Data			

The Primary Market Sector for this publication is:

Freight/Transport: General

This certificate expires on 31 March 2012 unless ABC has issued a new certificate before that date.

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Certification Statement

This certificate was issued on 18 February 2011. The data included is derived from a return of circulation prepared by the publisher: Expo Management.

The Publisher has certified that the data has been reported in accordance with ABC reporting standards. If an audit or inspection reveals a material difference ABC will revise and re-issue the certificate together with an audit/inspection report detailing the changes. For details of audit or inspection reports issued or the reporting standards and procedures, please contact ABC.

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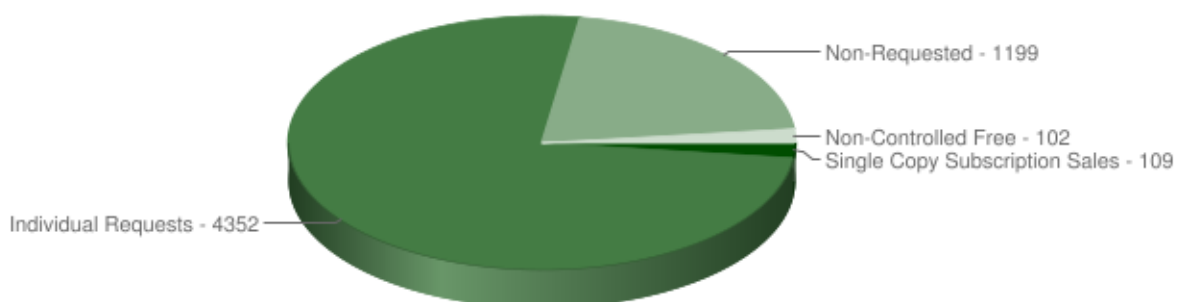
Certificate of Average Net Circulation for the 51 issues distributed between 1 January 2010 and 31 December 2010

	Net Total	United Kingdom	Other Countries
TOTAL AVERAGE NET CIRCULATION PER ISSUE	5,793	5,711	82
Total Average Net Newstrade Sales Per Issue	-	-	-

Analysis for the Audit issue cover dated 361 - 25th Nov and distributed on 25 November 2010

Total Net Circulation	5,762	5,683	79
Newstrade & Other Single Copy Sales	-	-	-
Paid and Controlled	-	-	-
Single Copy Subscription Sales	109	84	25
At Full Rate	109	84	25
At Between 50% and 100% of Full Rate	-	-	-
At less than 50% of Full Rate	-	-	-
Multiple Copy Subscription Sales	-	-	-
Society/Association/Organisation Circulation	-	-	-
Controlled Free Circulation	5,551	5,499	52
see terms of control. Sources for all addressees are less than 3 years old.			
Individual Written Requests	2,257	2,243	14
Individual Electronic Requests	1,285	1,280	5
Individual Telephone Requests	810	802	8
Company Written Requests	-	-	-
Company Electronic Requests	-	-	-
Company Telephone Requests	-	-	-
Non-requested by name	1,199	1,174	25
Non-requested by job title / function	-	-	-
Non-Controlled Free Circulation	102	100	2
By Name	102	100	2
Not by Name	-	-	-

Duplication: The level of duplication on the mailing list for the audit issue was: 0%



SUPPORTING DATA

Basic Cover Price & Subscription Rates

The Basic Cover Price for the audit issue was: Not Applicable

The United Kingdom Basic Annual Rates for Subscriptions for the audit issue were: £79.00

The Annual Other Countries Subscription Rates for the audit issue ranged between: £79.00 to £138.00

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Controlled Circulation

Terms of Control in the audit period:

Named proprietors, partners, chief executives, directors, managers and individuals within coach, bus, taxi and limo operating companies and named individuals involved in local government with responsibility for local transport operation and community transport provision. Named individuals involved in the supply of products or information to the coach and bus market.

Age of Source Data for the Audit Issue	Total		0-1 Year		1-2 Years		2-3 Years	
	Qty	%	Qty	%	Qty	%	Qty	%
Total	4,352	100.0	1,725	39.6	1,565	36.0	1,062	24.4
Individual Requests	4,352	100.0	1,725	39.6	1,565	36.0	1,062	24.4
Company Requests	-	-	-	-	-	-	-	-

Actual Distribution Dates for issues distributed during the audit period

Variations for issues with a variance of more than 10% above (+) or below (-) the average net circulation

Cover Date / ID	Distribution Date	Net Circ.	Variance %	Cover Date / ID	Distribution Date	Net Circ.	Variance %
315 - 7th Jan	07-Jan-2010	5,738	-	342 - 15th July	15-Jul-2010	5,796	-
316 - 14th Jan	14-Jan-2010	5,738	-	343 - 22nd July	22-Jul-2010	5,796	-
317 - 21st Jan	21-Jan-2010	5,760	-	344 - 29th July	29-Jul-2010	5,804	-
318 - 28th Jan	28-Jan-2010	5,749	-	345 - 5th Aug	05-Aug-2010	5,808	-
319 - 4th Feb	04-Feb-2010	5,729	-	346 - 12th Aug	12-Aug-2010	5,814	-
320 - 11th Feb	11-Feb-2010	5,739	-	347 - 19th Aug	19-Aug-2010	5,811	-
321 - 18th Feb	18-Feb-2010	5,734	-	348 - 26th Aug	26-Aug-2010	5,814	-
322 - 25th Feb	25-Feb-2010	5,752	-	349 - 2nd Sept	02-Sep-2010	5,833	-
323 - 4th Mar	04-Mar-2010	5,676	-	350 - 9th Sept	09-Sep-2010	5,819	-
324 - 11th Mar	11-Mar-2010	5,763	-	351 - 16th Sept	16-Sep-2010	5,853	-
325 - 18th Mar	18-Mar-2010	5,775	-	352 - 23rd Sept	23-Sep-2010	5,856	-
326 - 25th Mar	25-Mar-2010	5,785	-	353 - 30th Sept	30-Sep-2010	5,862	-
327 - 1st Apr	01-Apr-2010	5,785	-	354 - 7th Oct	07-Oct-2010	5,863	-
328 - 8th Apr	08-Apr-2010	5,776	-	355 - 14th Oct	14-Oct-2010	5,861	-
329 - 15th Apr	15-Apr-2010	5,864	-	356 - 21st Oct	21-Oct-2010	5,873	-
330 - 22nd Apr	22-Apr-2010	5,786	-	357 - 28th Oct	28-Oct-2010	5,731	-
331 - 29th Apr	29-Apr-2010	5,764	-	358 - 4th Nov	04-Nov-2010	5,742	-
332 - 6th May	06-May-2010	5,771	-	359 - 11th Nov	11-Nov-2010	5,743	-
333 - 13th May	13-May-2010	6,026	-	360 - 18th Nov	18-Nov-2010	5,768	-
334 - 20th May	20-May-2010	5,783	-	361 - 25th Nov	25-Nov-2010	5,762	-
335 - 27th May	27-May-2010	5,781	-	362 - 2nd Dec	02-Dec-2010	5,763	-
336 - 3rd June	03-Jun-2010	5,746	-	363 - 9th Dec	09-Dec-2010	5,761	-
337 - 10th June	10-Jun-2010	5,757	-	364 - 16th Dec	16-Dec-2010	5,767	-
338 - 17th June	17-Jun-2010	5,959	-	365 - 23rd Dec	23-Dec-2010	5,854	-
339 - 24th June	24-Jun-2010	5,788	-				
340 - 1st July	01-Jul-2010	5,797	-				
341 - 8th July	08-Jul-2010	5,795	-				

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GLOSSARY

THE DISTRIBUTION PERIOD. This is the time period covered by the ABC certificate.

EXPIRY DATE. Date at which the certificate is no longer valid-all Business Publications must issue an ABC certificate at least annually and on a continuous basis when they are in ABC membership.

TOTAL AVERAGE CIRCULATION PER ISSUE. This is commonly known as the headline ABC figure and is the average of the circulation of all the issues distributed over the distribution period covered by the certificate.

AUDIT ISSUE. A detailed analysis of the circulation is conducted on one issue specified by ABC this is called the audit issue.

CATEGORIES OF CIRCULATION. Publishers can show the detail of their circulation in various categories as specified below and governed by ABC rules.

NEWSTRADE & SINGLE COPY SALES. Copies purchased from recognised retail outlets or individually direct from the publisher. Most newstrade sales are made on a 'sale or return' basis and only the sale of copies can be claimed. The numbers that are sold on discounted terms are also shown.

PAID AND CONTROLLED. Paid subscription copies sent individually addressed to an individual name or job title. The individual or job title meets the publishers 'Terms of Control' for the title. There is a further breakdown based on the subscription price paid.

SINGLE COPY SUBSCRIPTIONS. Paid copies, distributed individually addressed to a company or individual. There is a further breakdown based on the subscription rate paid.

MULTIPLE COPY SUBSCRIPTIONS. Sale of 2 or more copies that have been purchased but for whom detail on the final recipients is not available. These copies must be distributed to the same group of individuals for the life of the subscription. Most commonly they are copies that have been purchased from the publisher on behalf of a group of final recipients. This category may also include copies where the final recipient cannot be identified, but the subscription has been purchased by a third party at less than 10% of the full rate.

CORPORATE / GIFT SUBSCRIPTION SALES. A corporate subscription is purchased by a business/organisation on behalf of their employees. A gift subscription is purchased by one individual on behalf of another individual (maximum order being 12 separate subscriptions for named individuals from one purchaser who is not the recipient, their employer, a customer or member).

SOCIETY / ASSOCIATION / ORGANISATION CIRCULATION. Circulation to members of a particular society/association for which the publication is the official journal is shown in this category with the following detail:

- ~ Paid Optional – members who have chosen to pay an additional sum to receive the magazine.
- ~ Unpaid Requested – in writing, by telephone or via web to a current member.
- ~ Non Optional – to current members of the society and association.

CONTROLLED FREE CIRCULATION. Copies sent free to individuals who can be proven to meet the 'Terms of Control' set by the publisher.

TERMS OF CONTROL. This is the criteria, set by the publisher, used to decide if an individual qualifies for a free copy.

Controlled free circulation is broken down into three further categories:

- ~ Individually Requested Copies – copies requested by the individual themselves
- ~ Company Requested Copies – copies requested for an individual by someone else from within their company
- ~ Non-Requested Copies by Name/Job Title – copies that have not been requested. The publisher is able to provide independent proof that the individuals 'fit' the target group specified.

AGE OF REQUESTS. If the Controlled Circulation is requested then the age of those requests is shown- broken down by 1, 2 and 3 years. All controlled circulation must be re-verified within three years.

NON-CONTROLLED FREE CIRCULATION. This category is for free copies that are sent either to a person by name, or a company or a job title (not by name). Whilst it is known to whom the copies are being sent, no other information about the addressee is audited.

DUPLICATION LEVEL. This is the duplication that exists on the mailing list for the audit issue and is shown as a percentage. Duplicates are not removed from the circulation figures but represented by this percentage.

OTHER BULK SALES. These copies are supplied in bulk for free. This is either on an every issue or irregular basis (eg. airlines, hotels, businesses, exhibitions/conferences). The figure will not count towards the Average Net Circulation.