



Standard Certificate of Circulation

For the 51 issues distributed between 1 January 2009 and 31 December 2009

**Business
Magazines**

Route One

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	Paid and Controlled	✓	9.16%
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Audit Report - Revised Data

ABC issued a Standard Certificate based on a return of circulation submitted by the publisher: Expo Publishing

ABC has now audited the data and the following is incorporated in this audit report dated: 28 April 2010

- 1) Issue 263 01/01/09 has been removed and the Average Net Circulation has been amended from 5,647 to 5,642 copies.
- 2) 390 copies have been transferred from Individual Written Requests to Individual Electronic Requests.
- 3) The Terms of Control have been amended.

The Primary Market Sector for this publication is:

Transportation Industry: General

This certificate expires on 31 March 2011 unless ABC has issued a new certificate before that date.

Issued by

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Certification Statement

This certificate was issued on 28 April 2010. The data included is derived from a return of circulation prepared by the publisher: Expo Publishing.

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.

ABC cannot accept responsibility for mistakes or omissions although every care is taken to ensure that the information is correct. This certificate is the **copyright** property of the Publisher and ABC.

Published by

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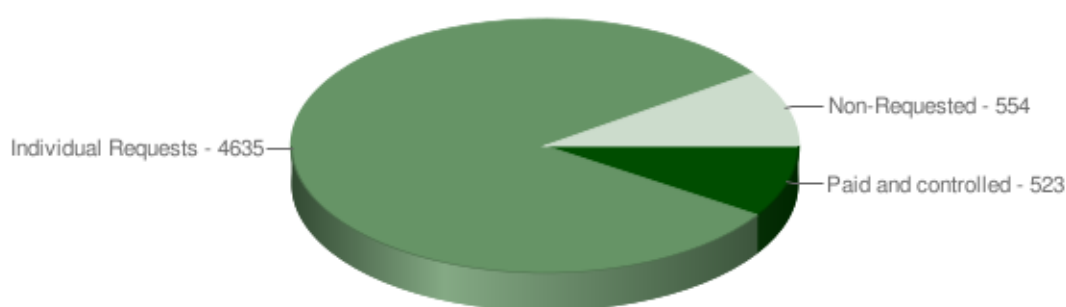
Certificate of Average Net Circulation for the 51 issues distributed between 1 January 2009 and 31 December 2009

	Net Total	United Kingdom	Other Countries
TOTAL AVERAGE NET CIRCULATION PER ISSUE	5,642	5,559	83
Total Average Net Newstrade Sales Per Issue	-	-	-

Analysis for the Audit issue cover dated 310 26/11/09 and distributed on 25 November 2009

	5,712	5,627	85
Total Net Circulation			
Newstrade & Other Single Copy Sales	-	-	-
Paid and Controlled	523	476	47
see terms of control on page 3. Sources for all addressees are less than 3 years old.			
At Full Rate	476	476	-
At Between 50% and 100% of Full Rate	47	-	47
At less than 50% of Full Rate	-	-	-
Single Copy Subscription Sales	-	-	-
Multiple Copy Subscription Sales	-	-	-
Society/Association/Organisation Circulation	-	-	-
Controlled Free Circulation	5,189	5,151	38
see terms of control on page 3. Sources for all addressees are less than 3 years old.			
Individual Written Requests	2,538	2,520	18
Individual Electronic Requests	1,557	1,551	6
Individual Telephone Requests	540	538	2
Company Written Requests	-	-	-
Company Electronic Requests	-	-	-
Company Telephone Requests	-	-	-
Non-requested by name	554	542	12
Non-requested by job title / function	-	-	-
Non-Controlled Free Circulation	-	-	-

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 were: £79.00

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Controlled Circulation

Terms of Control in the audit period:

Named proprietors, partners, chief executives, directors and managers 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	4,635	100.0	1,494	32.2	1,735	37.4	1,406	30.3
Individual Requests	4,635	100.0	1,494	32.2	1,735	37.4	1,406	30.3
Company Requests	-	-	-	-	-	-	-	-

Actual Distribution Dates for issues distributed during the audit period

Variances 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 %
264 08/01/09	07-Jan-2009	5,703	-	291 16/07/09	15-Jul-2009	5,630	-
265 15/01/09	14-Jan-2009	5,674	-	292 23/07/09	22-Jul-2009	5,623	-
266 22/01/09	21-Jan-2009	5,676	-	293 30/07/09	29-Jul-2009	5,641	-
267 29/01/09	28-Jan-2009	5,478	-	294 06/08/09	05-Aug-2009	5,639	-
268 05/02/09	04-Feb-2009	5,487	-	295 13/08/09	12-Aug-2009	5,626	-
269 12/02/09	11-Feb-2009	5,501	-	296 20/08/09	19-Aug-2009	5,647	-
270 19/02/09	18-Feb-2009	5,535	-	297 27/08/09	26-Aug-2009	5,660	-
271 26/02/09	25-Feb-2009	5,571	-	298 03/09/09	02-Sep-2009	5,750	-
272 05/03/09	04-Mar-2009	5,591	-	299 10/09/09	09-Sep-2009	5,671	-
273 12/03/09	11-Mar-2009	5,594	-	300 17/09/09	16-Sep-2009	5,675	-
274 19/03/09	18-Mar-2009	5,623	-	301 24/09/09	23-Sep-2009	5,693	-
275 26/03/09	25-Mar-2009	5,597	-	302 01/10/09	30-Sep-2009	5,463	-
276 02/04/09	01-Apr-2009	5,602	-	303 08/10/09	07-Oct-2009	5,704	-
277 09/04/09	08-Apr-2009	5,583	-	304 15/10/09	14-Oct-2009	5,785	-
278 16/04/09	15-Apr-2009	5,601	-	305 22/10/09	21-Oct-2009	5,715	-
279 23/04/09	22-Apr-2009	5,607	-	306 29/10/09	28-Oct-2009	5,734	-
280 30/04/09	29-Apr-2009	5,611	-	307 05/11/09	04-Nov-2009	5,738	-
281 07/05/09	06-May-2009	5,633	-	308 12/11/09	11-Dec-2009	5,729	-
282 14/05/09	13-May-2009	5,630	-	309 19/11/09	18-Dec-2009	5,729	-
283 21/05/09	20-May-2009	5,636	-	310 26/11/09	25-Nov-2009	5,712	-
284 28/05/09	27-May-2009	5,630	-	311 03/12/09	02-Dec-2009	5,684	-
285 04/06/09	03-Jun-2009	5,632	-	312 10/12/09	09-Dec-2009	5,696	-
286 11/06/09	10-Jun-2009	5,630	-	313 17/12/09	16-Dec-2009	5,707	-
287 18/06/09	17-Jun-2009	5,641	-	314 24/12/09	23-Dec-2009	5,707	-
288 25/06/09	24-Jun-2009	5,637	-				
289 02/07/09	01-Jul-2009	5,637	-				
290 09/07/09	08-Jul-2009	5,637	-				

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Geographical Analysis of circulation of the audit issue

Total Circulation	5,712	Total Analysed	5,712	Total Not Analysed	
United Kingdom	5,627				
East Anglia	227	South East	1,223	Northern Ireland	107
Cambridgeshire	82	Bedfordshire	55	Antrim	41
Norfolk	76	Berkshire	60	Armagh	11
Suffolk	69	Buckinghamshire	72	Down	24
		East Sussex	59	Fermanagh	6
East Midlands	412	Essex	200	Londonderry	15
Derbyshire	92	Hampshire	103	Tyrone	10
Leicestershire	82	Hertfordshire	102		
Lincolnshire	90	Isle of Wight	16	Scotland	552
Northamptonshire	47	Kent	199	Borders	14
Nottinghamshire	101	Middlesex	114	Central	31
		Oxfordshire	63	Dumfries & Galloway	69
London	172	Surrey	122	Fife	36
		West Sussex	58	Grampian	42
Midlands	555			Highland	91
Hereford & Worcester	79	South West	492	Lothians	81
Shropshire	58	Channel Islands	6	Strathclyde	170
Staffordshire	120	Cornwall	65	Tayside	18
Warwickshire	52	Devon	99		
West Midlands	246	Dorset	66	Wales	422
		Gloucestershire	60	Clwyd	60
North West	581	Isles of Scilly		Dyfed	53
Cheshire	143	Somerset	134	Gwent	59
Isle of Man	5	Wiltshire	62	Gwynedd	43
Lancashire	324			Mid Glamorgan	96
Merseyside	109	Yorkshire	525	Powys	30
		East Yorkshire	58	South Glamorgan	27
Northern	359	North Yorkshire	110	West Glamorgan	54
Cleveland	35	South Yorkshire	162		
Cumbria	82	West Yorkshire	195	Other UK	
Durham	89				
Northumberland	42			Republic of Ireland	65
Tyne & Wear	111				
		Other Countries	85		
		Europe (excl UK - inc RoI)	84		
		North America			
		Central & South America			
		Australasia & The Pacific			
		Asia			
		South East Asia	1		
		Africa			
		Middle East & North Africa			

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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.