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AGGREGATES

BUSINESS EUROPE



Includes:

- Editorial rationale
- Editorial programme
- Qualified circulation

Media Information 2010

AGGREGATES BUSINESS EUROPE

Editorial rationale

Around 7million tonnes of aggregates are indirectly quarried on behalf of each person in the European Union every year, according to the European Aggregates Association (UEPG). There are an estimated 28,000 quarries in the EU region that produce over 3billion tonnes of aggregates each year, making the aggregates industry the largest non-energy extractive sector in the region.



“
reporting on quarrying best practice in
both Europe and the rest of the world
”



For more information contact

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Aggregates are vital to the construction industry and, while demand from commercial and residential construction in some developed Western European countries has slumped during 2009, demand from Eastern Europe and government funded schemes remains strong. But planning restrictions and increasing European-wide legislation means that quarry operators are searching for equipment and systems to get the most from existing reserves and end-users are increasingly looking towards recycled, or secondary, aggregates to meet their needs in 2010.

However, it is not only the way that quarries are operated that is changing; the structure of quarry ownership is also becoming increasingly pan-European. Over the last decade there have been a number of significant acquisitions, which has created a number of 'super' quarry operators. Such companies not only extract aggregates but also own asphalt, concrete and cement plants, and some also have contracting divisions.

AGGREGATES BUSINESS EUROPE WAS LAUNCHED IN 2007 TO MEET THE INFORMATION NEEDS OF THE INCREASINGLY COMPLEX, COMPETITIVE, AND REGULATED EUROPEAN QUARRYING SECTOR AND PROVIDE IT WITH AN INDEPENDENT VOICE.

The bi-monthly magazine reports on quarrying best practice in both Europe and the rest of the world, new legislation and business news. The magazine also provides unbiased information on the latest equipment and systems available to quarry operators and features on innovative use of quarried material on the construction site.

In-depth quarry profiles looking at every aspect of operation at individual quarries is one of the magazine's hallmark sections, as are the series of reports on national aggregates markets.

The magazine also includes news and information covering all aspects of quarrying from planning application, environmental issues and operation, through to the end use of aggregates, recycled aggregates and quarry restoration. *Aggregates Business Europe's* website - www.AggBusiness.com - provides a daily update on developments in the industry, while the printed magazine brings together and provides analysis of the key developments.

Aggregates Business Europe's editor is Claire Symes. Claire is a graduate geotechnical engineer, former Editor of *Modern Asphalts* magazine, and former Deputy Editor of *Construction Europe* and *International Construction* magazines. She will be supported by the highly experienced Route One Publishing editorial team of Mike Woof and Patrick Smith.

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Specials & Supplements



JANUARY/FEBRUARY

Review & Buyers Guide 2010
EDITORIAL DEADLINE: January 21st
ADVERTISEMENT DEADLINE: January 25th



NEW FOR 2010

MARCH/APRIL

Bauma Preview
EDITORIAL DEADLINE: February 15th
ADVERTISEMENT DEADLINE: February 19th



MAY

Road Technology Live @ Bauma
EDITORIAL DEADLINE: April 9th
ADVERTISEMENT DEADLINE: April 15th



SEPTEMBER/OCTOBER

Recycling & Sustainability
EDITORIAL DEADLINE: August 16th
ADVERTISEMENT DEADLINE: August 23rd



JANUARY 2011

Review & Buyers Guide 2011
EDITORIAL DEADLINE: December 1st
ADVERTISEMENT DEADLINE: December 8th

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Editorial programme 2010

JANUARY/FEBRUARY

BAUMA PREVIEW

Equipment focus - Pumps
Equipment focus - Hauling (Rigids, ADTs, conveyors)
Equipment focus - Engines
Equipment focus - Mobile crushers and screens
Equipment focus - Weighing
Health and safety - Automation
Environment - Biodiversity
MARKET REPORT - SWEDEN
Applications - Recycled concrete
EDITORIAL DEADLINE: January 22nd
ADVERTISEMENT DEADLINE: January 27th

MARCH/APRIL

BAUMA, April 19-25

Equipment focus - Loading (Wheeled loaders and excavators)
Equipment focus - Crushing
Equipment focus - Asphalt plants
Equipment focus - Dust control
Health and safety - Housekeeping
Environment - Secondary aggregates
MARKET REPORT - GERMANY
Applications - Airports
EDITORIAL DEADLINE: March 19th
ADVERTISEMENT DEADLINE: March 25th



MAY/JUNE

HILLHEAD PREVIEW

CTT RUSSIA, June 1-5 HILLHEAD, June 22-24

Equipment focus - Washing
Equipment focus - Breakers
Equipment focus - Wear parts
Equipment focus - Automated materials handling
Equipment focus - Articulated dump trucks
Health and safety - Operator visibility
Environment - Quarry restoration
MARKET REPORT - UK
Applications - Recycled asphalt
EDITORIAL DEADLINE: May 17th
ADVERTISEMENT DEADLINE: May 21st



JULY/AUGUST

Equipment focus - Mobile crushing and screening
Equipment focus - Drilling and blasting
Equipment focus - Rigid dump trucks
Equipment focus - Tyres and tyre chains
Health and safety - Machine safety
Environment - Community involvement
MARKET REPORT - TURKEY
Applications - Road construction
EDITORIAL DEADLINE: July 12th
ADVERTISEMENT DEADLINE: July 16th

SEPTEMBER/OCTOBER

Equipment focus - Wheeled loaders
Equipment focus - Concrete plants
Equipment focus - Surveying
Equipment focus - Materials testing
Health and safety - Statistics
Environment - Overburden management
MARKET REPORT - SWITZERLAND
Applications - Coastal defence
EDITORIAL DEADLINE: September 10th
ADVERTISEMENT DEADLINE: September 16th

NOVEMBER/DECEMBER

AGGREGATE PRICING: SPECIAL REPORT

Equipment focus - Excavators
Equipment focus - Screening
Equipment focus - Asphalt plants
Equipment focus - Conveyors
Equipment focus - Water treatment
Health and safety - Training
Environment - Recycling
MARKET REPORT - BULGARIA
Applications - Concrete construction
EDITORIAL DEADLINE: November 5th
ADVERTISEMENT DEADLINE: November 11th

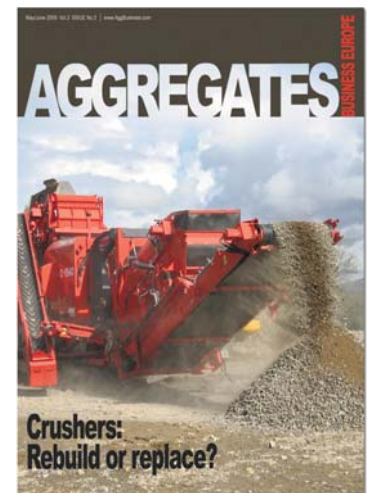
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BUSINESS EUROPE

A qualified audience independently audited by BPA Worldwide

The audit verifies whether circulation claims are accurate, the supporting data is correct, and only those who genuinely qualify under the terms of the controlled circulation receive copies. BPA Worldwide provides the most thorough, exhaustive audit available and safeguards the advertiser from fraudulent circulation claims.

The BPA Worldwide Audit issue of *Aggregates Business Europe* June 2009 was circulated to 10,330 subscribers. The distribution of these copies is audited by BPA Worldwide. Therefore, whether you need to promote your company to the European market, or on a regional basis, *Aggregates Business Europe* is a targeted and cost effective means to achieve your objectives.



Circulation profile by organisation

BUSINESS CLASSIFICATION	%
Quarrying / Asphalt or Concrete Production	66.9
Recycling and Landfill	3.6
Plant Hire	3.8
Specialist Contracting *	7.9
Engineering / Geology Consulting	1.3
Government Department / Local Authorities **	2.6
Equipment Manufacturing	5.5
Equipment Dealerships	4.6
Other Professional / Industry Organizations	1.0
Others Allied to the Field	2.7
TOTAL CIRCULATION	100.0

* Includes: Civil & Structural Engineering, Earthmoving, Paving, Road Marking, Safety Contractors, Sub-Contractors, and Project Management Companies.

** Includes: National, Regional, or Local Government Highway or Transportation Department.

Circulation profile by country

COUNTRY	COUNT	COUNTRY	COUNT	COUNTRY	COUNT
Albania	6	Gibraltar	3	Portugal	330
Andorra	3	Greece	65	Ireland	239
Austria	376	Hungary	62	Romania	100
Belarus	7	Iceland	17	Russian Federation	152
Belgium	363	Italy	1232	Serbia	29
Bosnia-Herzegovina	9	Latvia	26	Slovakia	35
Bulgaria	32	Lithuania	22	Slovenia	38
Croatia	46	Luxembourg	54	Spain	960
Cyprus	25	Macedonia	7	Sweden	168
Czech Republic	102	Malta	13	Switzerland	360
Denmark	157	Moldova	1	Turkey	118
Estonia	47	Monaco	1	Ukraine	46
Finland	206	Netherlands	529	United Kingdom	997
France	1613	Norway	221	Unspecified Europe	35
Germany	1277	Poland	199	Paid	2
TOTAL QUALIFIED CIRCULATION				10,330	