

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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FIELD SERVED

ITS INTERNATIONAL serves companies and organizations involved in the application of advanced technology to the efficient use of surface transportation. These include government transport departments, state highway authorities, transit authorities, urban planners, mass transit and public transit operators, traffic engineers, project management companies and specialist contractors, electronics companies, parking companies and associations, contractors, systems integrators, vehicle producers, transport companies, fleet owners, equipment suppliers, dealers, distributors, agents, research, education and training establishments, transport consultants, and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include presidents, chief executives, managing directors, vice presidents, finance directors, owners, general managers, traffic engineers, project managers, consultants, 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 _____	168
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	267
Digital _____	-
All Other _____	-
TOTAL	435

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	22,080	100.0	21,987	99.6	93	0.4
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	22,080	100.0	21,987	99.6	93	0.4

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 _____	255	55			21,936	November/ December _____	2,537	2,962			22,365
September/ October _____	241	245			21,940	TOTAL	3,033	3,262			

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2009
 This issue is 1.9% or 427 copies above the average of the other 2 issues reported in Paragraph two.

BUSINESS CLASSIFICATION	TOTAL QUALIFIED	PERCENT OF TOTAL
1) National, regional or local government highway or transportation department, Rail or mass transit authority, bus operator or other public transport operator, road owner / operator and law enforcement agency. _____	9,373	41.9
2) Transportation consultant, traffic engineer, architect, urban planner, consulting engineer/highway engineering practice; quantity surveying practice. _____	4,456	19.9
3) Systems Integrators, equipment or materials manufacturer/supplier, vehicle component & vehicle or material producer/supplier, agent, distributor, dealer, importer or hirer, electrical, cabling, and IT contractors, sub-contractors, and project management companies. _____	6,724	30.1
4) Research, education or training establishment. _____	690	3.1
5) Parking company or association Trade and professional organization/ association. _____	387	1.7
6) Transport company or other road user. _____	76	0.3
7) Bank, finance company, development agency, legal or accounting firm. _____	84	0.4
8) Other related organizations not classified above _____	482	2.2
9) Paid _____	93	0.4
TOTAL QUALIFIED CIRCULATION	22,365	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: _____	5,721	3,039	-			8,760	39.2
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):	13,605	-	-			13,605	60.8
Association rosters and directories _____	-	-	-			-	-
Business directories _____	-	-	-			-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-			-	-
*Other sources _____	13,605	-	-			13,605	60.8
VI. Single Copy Sales: _____	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	19,326	3,039	-			22,365	100.0
*See Paragraph 9. PERCENT	86.4	13.6	-			100.0	

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 _____			15,272	68.3
Individuals by name only _____			7,093	31.7
Titles or functions only _____			-	-
Company names only _____			-	-
Multi-Copy Same Addressee copies _____			-	-
Single Copy Sales _____			-	-
TOTAL QUALIFIED CIRCULATION			22,365	100.0

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

State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified	Percent
039-049 Maine _____	28		400-427 Kentucky _____	46	
030-038 New Hampshire _____	49		370-385 Tennessee _____	120	
050-059 Vermont _____	17		350-369 Alabama _____	61	
010-027 Massachusetts _____	434		386-397 Mississippi _____	31	
028-029 Rhode Island _____	50		EAST SO. CENTRAL	258	1.1
060-069 Connecticut _____	121		716-729 Arkansas _____	9	
NEW ENGLAND	699	3.1	700-714 Louisiana _____	49	
100-149 New York _____	1,157		730-749 Oklahoma _____	25	
070-089 New Jersey _____	569		750-799 Texas _____	854	
150-196 Pennsylvania _____	540		WEST SO. CENTRAL	937	4.2
MIDDLE ATLANTIC	2,266	10.1	590-599 Montana _____	24	
430-459 Ohio _____	202		832-838 Idaho _____	18	
460-479 Indiana _____	84		820-831 Wyoming _____	7	
600-629 Illinois _____	336		800-816 Colorado _____	205	
480-499 Michigan _____	459		870-884 New Mexico _____	48	
530-549 Wisconsin _____	72		850-865 Arizona _____	458	
EAST NO. CENTRAL	1,153	5.2	840-847 Utah _____	81	
550-567 Minnesota _____	399		889-898 Nevada _____	50	
500-528 Iowa _____	55		MOUNTAIN	891	4.0
630-658 Missouri _____	102		995-999 Alaska _____	24	
580-588 North Dakota _____	28		980-994 Washington _____	243	
570-577 South Dakota _____	30		970-979 Oregon _____	107	
680-693 Nebraska _____	57		900-961 California _____	1,714	
660-679 Kansas _____	73		967-968 Hawaii _____	12	
WEST NO. CENTRAL	744	3.3	PACIFIC	2,100	9.4
197-199 Delaware _____	50		UNITED STATES	11,700	52.3
206-219 Maryland _____	398		969 & 004-009 U.S. Territories _____	-	
200-205 Washington, DC _____	451		Canada _____	535	
220-246 Virginia _____	526		Mexico _____	114	
247-268 West Virginia _____	15		Other International _____	10,015	
270-289 North Carolina _____	170		AP0/FPO _____	1	
290-299 South Carolina _____	55		TOTAL QUALIFIED CIRCULATION	22,365	100.0
300-319 Georgia _____	254				
320-349 Florida _____	733				
SOUTH ATLANTIC	2,652	11.9			

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

Region/Country	Total Qualified	Percent	Region/Country	Total Qualified	Percent
ASIA			Ukraine _____	21	
Azerbaijan _____	1		United Kingdom _____	1,149	
Bangladesh _____	10		unspecified Europe _____	101	
British Indian Ocean Territory _____	1		Subtotal	6,638	29.7
Brunei Darussalam _____	3		AFRICA		
China _____	257		Algeria _____	2	
Georgia _____	1		Botswana _____	1	
Hong Kong - SAR _____	89		Cameroon _____	4	
India _____	137		Egypt _____	14	
Indonesia _____	54		Ethiopia _____	10	
Japan _____	515		Ghana _____	12	
Kazakhstan _____	16		Kenya _____	1	
Korea, Democratic People's Republic Of _____	3		Lesotho _____	1	
Korea, Republic Of _____	38		Liberia _____	1	
Laos _____	1		Libyan Arab Jamahiriya _____	2	
Macao _____	1		Mauritius _____	2	
Malaysia _____	151		Morocco _____	11	
Maldives _____	2		Mozambique _____	1	
Mongolia _____	5		Namibia _____	2	
Myanmar _____	3		Nigeria _____	18	
Nepal _____	7		Reunion _____	1	
Pakistan _____	25		Rwanda _____	1	
Philippines _____	19		Senegal _____	1	
Singapore _____	79		Seychelles _____	1	
Sri Lanka _____	23		Sierra Leone _____	2	
Taiwan _____	52		South Africa _____	159	
Thailand _____	74		Swaziland _____	2	
Turkmenistan _____	1		Tanzania _____	8	
Vietnam _____	27		Tunisia _____	7	
Subtotal	1,595	7.1	Uganda _____	1	
MIDDLE EAST			Subtotal	265	1.2
Bahrain _____	19		NORTH AMERICA		
Iran _____	31		Canada _____	535	
Israel _____	172		United States _____	11,701	
Jordan _____	17		Mexico _____	114	
Kuwait _____	16		Subtotal	12,350	55.2
Lebanon _____	19		CARIBBEAN		
Oman _____	11		Barbados _____	1	
Qatar _____	20		Cayman Islands _____	1	
Saudi Arabia _____	61		Cuba _____	1	
Syrian Arab Republic _____	14		Dominican Republic _____	1	
United Arab Emirates _____	101		Jamaica _____	6	
Yemen _____	1		Netherlands Antilles _____	5	
unspecified Middle East _____	5		Puerto Rico _____	23	
Subtotal	487	2.2	Bahamas _____	2	
EUROPE			Trinidad and Tobago _____	11	
Albania _____	7		Subtotal	51	0.2
Austria _____	194		CENTRAL AMERICA		
Belarus _____	11		Costa Rica _____	5	
Belgium _____	449		El Salvador _____	1	
Bosnia and Herzegovina _____	8		Guatemala _____	1	
Bulgaria _____	28		Honduras _____	1	
Croatia _____	92		Nicaragua _____	1	
Cyprus _____	28		Panama _____	1	
Czech Republic _____	96		Subtotal	10	-
Denmark _____	150		SOUTH AMERICA		
Estonia _____	43		Argentina _____	48	
Faroe Islands _____	2		Bolivia _____	3	
Finland _____	123		Brazil _____	151	
France _____	435		Chile _____	56	
Germany _____	953		Colombia _____	31	
Gibraltar _____	1		Ecuador _____	9	
Greece _____	141		Paraguay _____	1	
Greenland _____	1		Peru _____	19	
Hungary _____	87		Suriname _____	1	
Iceland _____	21		Uruguay _____	5	
Italy _____	303		Venezuela _____	8	
Latvia _____	39		Subtotal	332	1.5
Liechtenstein _____	2		ASIA PACIFIC		
Lithuania _____	39		Australia _____	476	
Luxembourg _____	17		Fiji _____	3	
Macedonia _____	13		New Zealand _____	158	
Madeira _____	1		Subtotal	637	2.9
Malta _____	14		TOTAL QUALIFIED CIRCULATION	22,365	100.0
Monaco _____	1				
Netherlands _____	380				
Norway _____	112				
Poland _____	183				
Portugal _____	150				
Ireland _____	126				
Romania _____	103				
Russian Federation _____	42				
San Marino _____	1				
Slovakia _____	18				
Slovenia _____	110				
Spain _____	360				
Sweden _____	198				
Switzerland _____	150				
Turkey _____	135				

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

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	2006	2007	January - June 2008	July - December 2008	January - June 2009	July - December 2009*
Total Audit Average Qualified:	19,244	21,808	21,749	22,056	22,186	22,080
Qualified Non-Paid: _____	19,026	21,632	21,638	21,937	22,081	21,987
Qualified Paid: _____	218	176	111	119	105	93
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 Required (includes promotional incentive value, if any)
6	Issues Per Year
**NC	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

9. ADDITIONAL DATA**PARAGRAPH 3b:**

The figures herein are projected from June 2009 circulation statement.

Other sources include 7 sources of circulation for quantities of 519 copies or 2.3% to 3,381 copies or 15.1% including Intertraffic, ITS America and ITS World Congress.

PARAGRAPH 3c:

The figures herein are projected from 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.

Andrew Barriball, 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

State Swanley

Country United Kingdom

Received by BPA Worldwide January 15, 2010

Type PJ

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