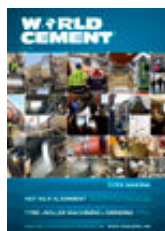


WORLD CEMENT
JULY 2020 TO JUNE 2021



WORLD CEMENT®

World Cement has reported in accordance with ABC's industry-agreed standards for Business Magazines



6,022
CIRCULATION
(AVERAGE PER ISSUE)

For more information:



Palladian Publications Limited



mail@worldcement.com



www.worldcement.com



+44 (0)1252 718 999

Issued: 13 Sep 2021

www.abc.org.uk

98.1%

CONTROLLED FREE
Issue distributed 17/06/21

OTHER FREE
Issue distributed 17/06/21

1.9%

PAID
Issue distributed 17/06/21

MEMBERSHIP
Issue distributed 17/06/21

INTERNATIONAL
MONTHLY

12 ISSUES

BUILDING

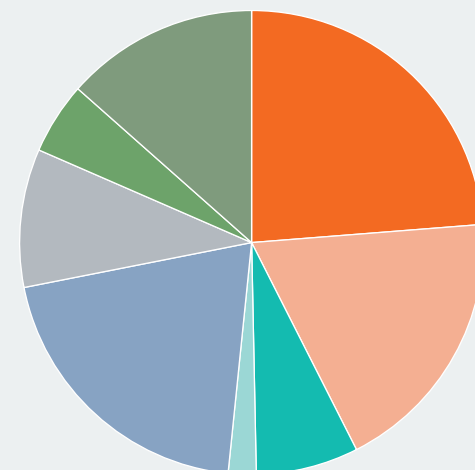
MARKET SECTOR

AUDIT ISSUE ANALYSIS

	TOTAL	PRINT	DIGITAL
ISSUE DISTRIBUTED 17/06/21	6,021	5,253	768
FREE COPIES	5,907	5,139	768
CONTROLLED FREE	5,907	5,139	768
REQUESTED (INDIVIDUAL)	4,442	3,674	768
REQUESTED (COLLEAGUE)	-	-	-
NON-REQUESTED (NAME)	1,465	1,465	-
NON-REQUESTED (JOB)	-	-	-
OTHER FREE	-	-	-
FREE REQUESTED DELIVERED	-	-	-
NON-CONTROLLED FREE	-	-	-
MONITORED FREE DISTRIBUTION	-	-	-
SAMPLE FREE DISTRIBUTION	-	-	-
MEMBERSHIP COPIES	-	-	-
PAID COPIES	114	114	-
PAID SUBSCRIPTIONS	114	114	-
INDIVIDUAL	114	114	-
MULTIPLE COPY	-	-	-
CORPORATE	-	-	-
PAID SINGLE COPIES	-	-	-

GEOGRAPHIC ANALYSIS

Europe	1,430
North America	1,131
Central & South America	430
Australasia & Pacific	117
Asia	1,221
South East Asia & Pacific Rim	580
Africa	301
Middle East & North Africa	811



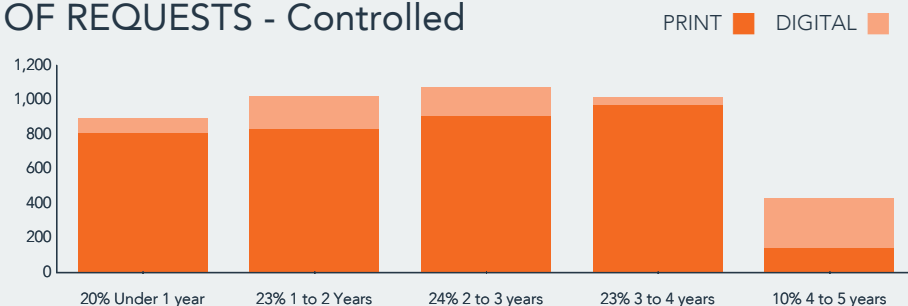
Audit issue circulation

AUDIT ISSUE ANALYSIS

FREE COPIES DESCRIPTION

CONTROLLED: CEO's, Directors, general managers, quarry managers, procurement/Purchasing managers, marketing managers, terminal & distribution managers, operations managers, plant managers, plant chemists, process engineers, maintenance managers & other personnel in cement & lime manufacturing, aggregate and rock producing companies, ready-mix and precast concrete companies. Individuals in companies supplying equipment & services to the cement & lime industries. Librarians & others in cement & concrete research organisations, trade associations & universities & academic institutes. Analysts for financial institutes and construction market survey organisations. Conference attendees.

AGE OF REQUESTS - Controlled



GEOGRAPHIC ANALYSIS

REGION/AREA	TOTAL	PRINT	DIGITAL
Europe	1,430	~1,350	~80
Albania	8	8	0
Austria	54	54	0
Belarus (Belorussia)	3	3	0
Belgium	35	35	0
Bosnia & Herzegovina	2	2	0

GEOGRAPHIC ANALYSIS

PRINT ■ DIGITAL ■

REGION/AREA	TOTAL	PRINT	DIGITAL
Bulgaria	6	6	0
Croatia	5	5	0
Cyprus	2	2	0
Czech Republic	26	26	0
Denmark	38	38	0
Estonia	5	5	0
Finland	11	11	0
France	75	75	0
Germany	101	101	0
Greece	32	32	0
Hungary	6	6	0
Iceland	3	3	0
Republic of Ireland	20	20	0
Italy	122	122	0
Lithuania	1	1	0
Luxembourg	2	2	0
Macedonia	1	1	0
Netherlands	17	17	0
Norway	4	4	0
Poland	72	72	0
Portugal	27	27	0
Romania	20	20	0
Russia	260	260	0
Serbia	4	4	0
Slovakia	8	8	0
Slovenia	2	2	0
Spain	77	77	0
Sweden	13	13	0
Switzerland	31	31	0
Turkey	115	115	0

GEOGRAPHIC ANALYSIS

PRINT ■ DIGITAL ■

REGION/AREA	TOTAL
Ukraine	9
United Kingdom	213
North America	1,131
Canada	170
Mexico	185
USA	776
Central & South America	430
Argentina	29
Aruba	1
Barbados	4
Bermuda	1
Bolivia	7
Brazil	129
Chile	24
Colombia	136
Cuba	4
Dominica	1
Dominican Republic	4
Ecuador	14
El Salvador	2
Guatemala	5
Guiana, French	1
Haiti	1
Honduras	5
Jamaica	2
Nicaragua	1
Panama	8
Paraguay	3
Peru	33
Puerto Rico	1

GEOGRAPHIC ANALYSIS

PRINT ■ DIGITAL ■

REGION/AREA	TOTAL
Trinidad & Tobago	4
Uruguay	3
Venezuela	7
Australasia & Pacific	117
Australia	107
New Zealand	8
Samoa, Western	1
Wallis & Futuna	1
Asia	1,221
Azerbaijan	7
Bangladesh	42
Bhutan	1
Georgia	4
India	950
Kazakhstan	3
Maldives	2
Mongolia	4
Myanmar (Burma)	7
Nepal	13
Pakistan	161
Sri Lanka	19
Turkmenistan	1
Uzbekistan	7
South East Asia & Pacific	580
Cambodia (Kampuchea)	3
China, People's Republic of	206
Hong Kong	7
Indonesia	48
Japan	37
Korea, Republic of	34

GEOGRAPHIC ANALYSIS

PRINT ■ DIGITAL ■

REGION/AREA	TOTAL
Malaysia	36
Philippines	38
Singapore	37
Taiwan	15
Thailand	58
Vietnam	61
Africa	301
Angola	4
Benin	1
Burkina Faso	3
Cameroon	3
Cote D'Ivoire (Ivory Coast)	4
Democratic Republic of the Congo	3
Djibouti	2
Ethiopia	15
Ghana	8
Kenya	28
Madagascar	2
Malawi	3
Mali	1
Mauritius	1
Mozambique	1
Namibia	2
Niger	1
Nigeria	66
Saint Helena	1
Senegal	4
Sierra Leone	2
South Africa	111
Sudan	2

GEOGRAPHIC ANALYSIS

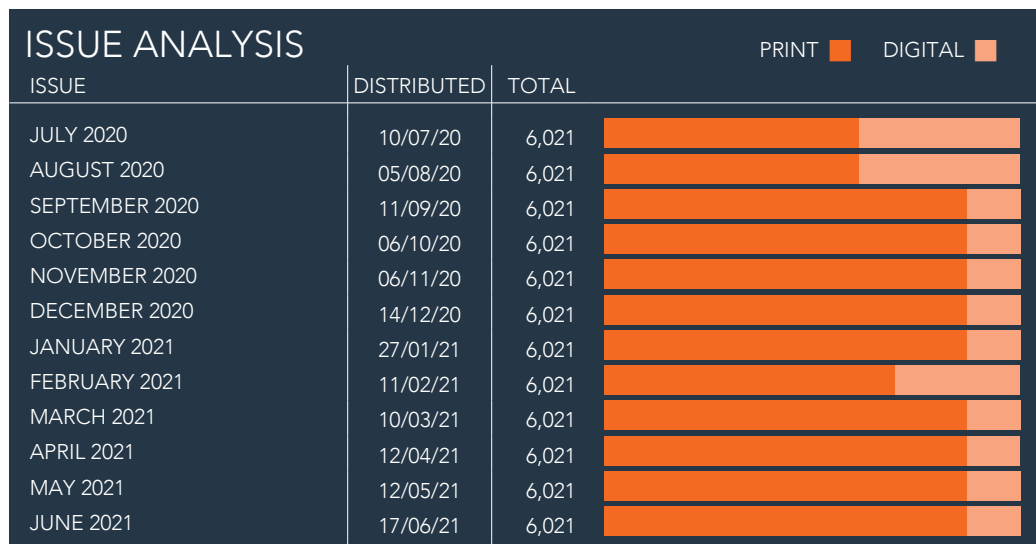
PRINT ■ DIGITAL ■

REGION/AREA	TOTAL
Tanzania	7
Togo	3
Uganda	5
Zambia	8
Zimbabwe	10
Middle East & North Africa	811
Algeria	40
Bahrain	4
Egypt	197
Emirates, United Arab	93
Iran	211
Iraq	18
Israel	16
Jordan	15
Kuwait	24
Lebanon	16
Libya	14
Morocco	23
Oman	17
Qatar	32
Saudi Arabia	58
Syria	7
Tunisia	24
Yemen	2

6,021 individuals were analysed (100% of the audit issue)

AVERAGE CIRCULATION ANALYSIS

	TOTAL
AVERAGE CIRCULATION	6,022
PRINT	4,903
DIGITAL	1,119



About this certificate

This certificate, issued 13/09/21, has been produced from data declared by Palladian Publications Ltd as being prepared in accordance with the ABC Reporting Standards. If a subsequent audit or inspection reveals a material inaccuracy we will publish an updated certificate.

While care has been taken to ensure the information presented is correct, ABC cannot accept responsibility for any errors or omissions.

© Copyright ABC and Palladian Publications Ltd.

This certificate is supported by the following organisations:



About ABC

ABC delivers a stamp of trust for the media industry. We are owned and developed jointly by media owners, advertisers and agencies to set agreed standards for media brand measurement across print, digital and events.

ABC is also a trusted verification provider. We audit media brand measurement data and the adoption of good practice and processes to industry-agreed standards.

Established in 1931, ABC was the first UK Joint Industry Currency (JIC) and is a founder of the International Federation of ABCs.

For more information please visit: www.abc.org.uk

