



AdStudy® Report

INTERNATIONAL CONSTRUCTION
May 2018



Conducted By

SIGNET
RESEARCH INC.

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This report contains the results of an **AdStudy®**, conducted by SIGNET RESEARCH, INC. using ads from the May 2018 issue of *INTERNATIONAL CONSTRUCTION*.

Established in 1968, SIGNET RESEARCH, INC. is a leading provider of Ad Measurement studies specializing in publication, association, and advertising research. Signet combines cutting edge technologies with a commitment to client customization through its proprietary AdStudies.

The objective of the **SIGNET AdStudy®** is to measure Recall and Readership of ads that appeared in a particular issue.

Readers from the publication's circulation list are invited to participate in this online study. The invitation is sent after they receive the issue to be studied and before receiving the next issue. Participants are connected to a Signet website where they view the ads to be measured.

This report is based on returns from 111 respondents. In order to reduce respondent fatigue a split sample technique was used, so that each respondent rated a portion of the studied advertisements, with the objective being a minimum base of 100 respondents per ad. In addition, in order to eliminate bias with regards to the order of viewing the ads, the sequence of viewing the ads was rotated.

By providing measurement scores to each ad and comparing it to others in the same issue, advertisers are given the opportunity to find new ways to better communicate with their audience and realize a stronger return of investment with their media buy. While these results represent a small sample of the magazine's total circulation, they do reflect the opinion and commentary of readers who are the most active, providing insight into how the general audience may react to the advertising.

SCORES USED IN THIS REPORT

Recall Seeing

- the percentage of respondents who recalled seeing the advertisement in the issue.

Recall Reading

- the percentage of respondents who read the advertisement.

AdStudy® Score

- a measure of ad exposure. It is calculated by adding the recall seeing and recall reading percentages.

Have Seen Sales Representation

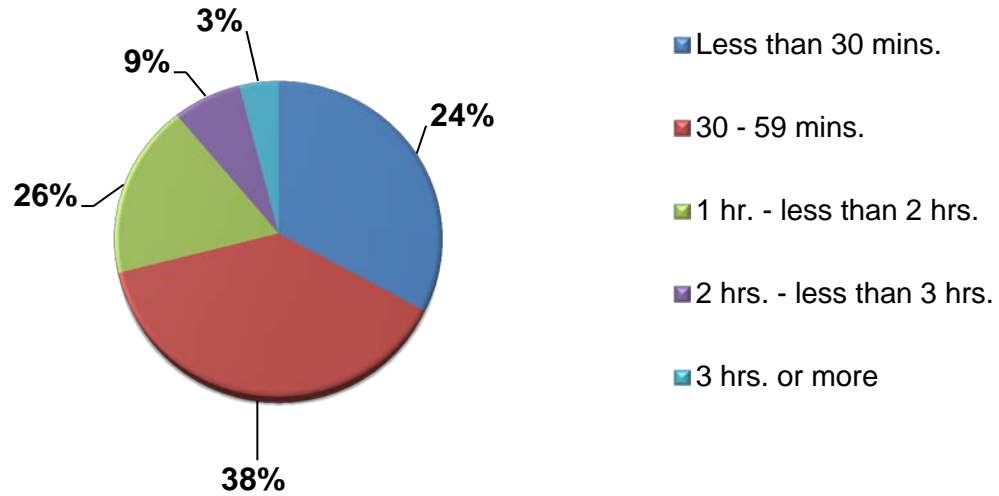
- the percentage of respondents who have seen a salesperson from the company advertising or sales representation for the product advertised in the past six months.

Company/Brand Awareness

- the percentage of respondents who were aware of this company/brand before reading *International Construction*.

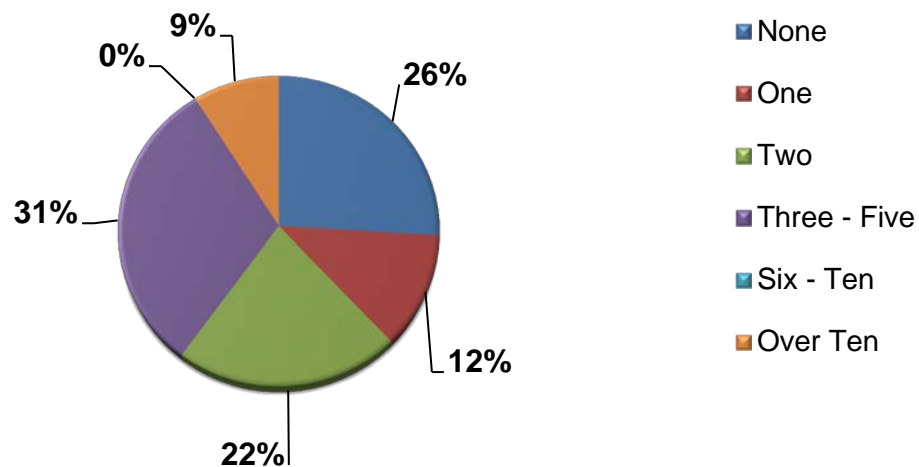
READER PROFILE

Considering all the times you pick it up, about how much time, in total, do you spend reading or looking through a typical issue of *INTERNATIONAL CONSTRUCTION*?



Mean: 1 hour and 4 minutes

How many people, other than yourself, usually read or look through your issue of *INTERNATIONAL CONSTRUCTION*?



Mean Pass Along: 2.8 people
Total Readers Per Copy: 3.8 people

Which of the following trade publications, other than INTERNATIONAL CONSTRUCTION, do you receive personally addressed to you?

Construction Latin America	19%
Construction Equipment	41%
Gulf Construction	7%
World Highways	17%
None of the Above	44%

**Unduplicated Readership -
 Receive *INTERNATIONAL CONSTRUCTION* only: 44%**

Multiple responses permitted

Which of the following publications do you read regularly, that is 3 out of 4 issues?

International Construction	90%
Construction Latin America	22%
Construction Equipment	34%
Gulf Construction	7%
World Highways	17%
None of the Above	5%

Multiple responses permitted

Please indicate if you are involved, either as an individual or as part of a group or committee in the initiation, recommendation, specification, approval or purchase of any of the following products or services.

Earthmoving Equipment	47%
Road Building Equipment	31%
Mining Equipment	24%
Concrete Equipment	43%
Demolition & Recycling	26%
Cranes, Lifting Equipment and Transport	43%
Construction Technology/Software	41%
Machine Control/BIM/Surveying/Telematics	24%
Equipment Attachments	31%
On-site Equipment	21%
After Market Parts/Components	17%
Other	16%

Involved In One or More: 86%

Multiple responses permitted

What action(s) have you taken during the past year as a result of advertisements and/or articles in INTERNATIONAL CONSTRUCTION?

Bought products or services advertised	24%
Discussed an ad/article with someone else in the company	47%
Recommend/specified products	47%
Referred an ad/article to someone else in the company by passing along a tearsheet, photocopy or actual issue	29%
Requested additional information from a company, sales representative or distributor	26%
Visited an advertiser's Website	48%
Other action	9%

Took One or More Actions: 84%

Multiple responses permitted

In what format would you prefer to receive INTERNATIONAL CONSTRUCTION?

Print	25%
Digital publication (Replica of print publication in digital format)	34%
Both print and digital publication	39%
No preference	2%

Which of the following statements would you agree with?

The advertising in <i>INTERNATIONAL CONSTRUCTION</i> educates and is an important part of the publication.	66%
I read through <i>INTERNATIONAL CONSTRUCTION</i> as much for the advertising as for the articles.	50%
Companies that advertise build trust and are seen as a reliable source.	36%
None of the Above	7%

Multiple responses permitted

EDITORIAL READERSHIP

<u>Editorial</u>	<u>Page</u>	<u>Editorial Score*</u>	<u>Recall Seeing</u>	<u>Recall Reading</u>
Economic Outlook: Infrastructure opportunities	13	102	56%	46%
Regional Report: Europe: Growing pains	17	110	66%	44%
Haulers: Carried away	25	114	69%	45%
High-Rise Construction: Touching the Sky	31	128	70%	58%
Construction Technology: Engines: The future of engines	38	115	65%	50%
Construction Technology: Drones: The view from above	42	129	71%	58%
Construction Technology: BIM: Getting with the times	48	113	65%	48%
Demolition and Recycling: Refreshing and renewing	53	108	64%	44%
Equipment Market Review: Europe: Europe on a High	73	109	64%	45%
TOTAL ISSUE AVERAGE		114	66%	49%

*Measure of Ed Exposure – Calculated by adding the Recall Seeing and Recall Reading percentages. Percentages may not add up due to rounding.

Tell us how useful *INTERNATIONAL CONSTRUCTION* is to you and how you use it in your job.

- A lot!
- Getting aware of new products, systems and inventions.
- Does not always contain articles related to my activity, engineering and construction, therefore sometimes it is more useful for others.
- Dealers guide is very important.
- Useful for recommendations and advice to purchase equipment for high officials.
- Great LEARNING Tool.
- Very useful to keep up with market trends.
- Very informative, useful to educate our younger coming engineers.
- Thanks to International Construction, we are aware of who does what as it might affect our business.
- To be informed about companies.
- It's useful to get the latest technology in construction field.
- Great, makes life so much easier.
- A knowledge full magazine.
- Good overview.
- Very useful.
- It is very useful to me and my job career.
- It's a useful source of information.
- Great source of information and introduces reliable companies.
- Mostly reading construction articles and new technologies.
- Important.

PUBLICATION VERBATIMS

- Knowing what projects are going on internationally.
- It helps to source the construction equipment for construction industries and projects.
- Without it, no new information about construction industry.
- I usually read publications as a reference book it thought me a lot in the past many issues I thank the company very much for sending me all the monthly issues.
- I use it as a source of information for classes.
- Good way to learn about market updates.

TOP 5 ADSTUDY® SCORES*



Cat Engines: 135

Kobelco: 131

Hyundai Construction Equipment: 127

Liebherr: 127

JOSEPH VÖGELE AG: 109



*Measure of Ad Exposure - Calculated by adding the Recall Seeing and Recall Reading percentages.

ADVERTISER SCORES

Advertiser	Size	Page	AdStudy® Score*	Recall Seeing	Recall Reading	Have Seen Salesperson	Company/ Brand Awareness
Cat Engines	1 page	15	135	75%	60%	31%	68%
Kobelco	1 page	4	131	78%	53%	13%	75%
Hyundai Construction Equipment	1 page	C.4	127	69%	58%	18%	77%
Liebherr	1 page	19	127	72%	55%	18%	74%
JOSEPH VÖGELE AG	1 page	27	109	63%	46%	13%	54%
Dynapac (part of Fayat Group)	1 page	C.2	106	59%	47%	13%	67%
Cummins	1 page	41	104	58%	46%	16%	54%
Shantui	1 page	9	103	60%	43%	9%	36%
Perkins	1 page	23	102	58%	44%	18%	53%
Schwing Stetter	1 page	30	101	61%	40%	13%	57%
Bauma CTT Rusia	1/2 page	61	99	54%	45%	12%	43%
BENNINGHOVEN GmbH & Co. KG	1 page	20	98	56%	42%	13%	26%
Sennebogen Maschinenfabrik GmbH	1 page	36	97	59%	38%	13%	41%
Sumitomo Construction Machinery CO., LTD.	1 page	62	96	59%	37%	6%	59%
Alimak Hek	1/2 page	34	94	55%	39%	6%	36%
HAMM AG	1/3 page	29	92	52%	40%	15%	39%
Sany Group	1 page	24	91	53%	38%	13%	53%
Off-Highway Research	1 page	C.3	90	51%	39%	13%	36%
KLEEMANN GmbH	1 page	56	88	49%	39%	15%	29%
Microdrones	1 2/3 page	44-45	87	53%	34%	7%	13%

ADVERTISER SCORES

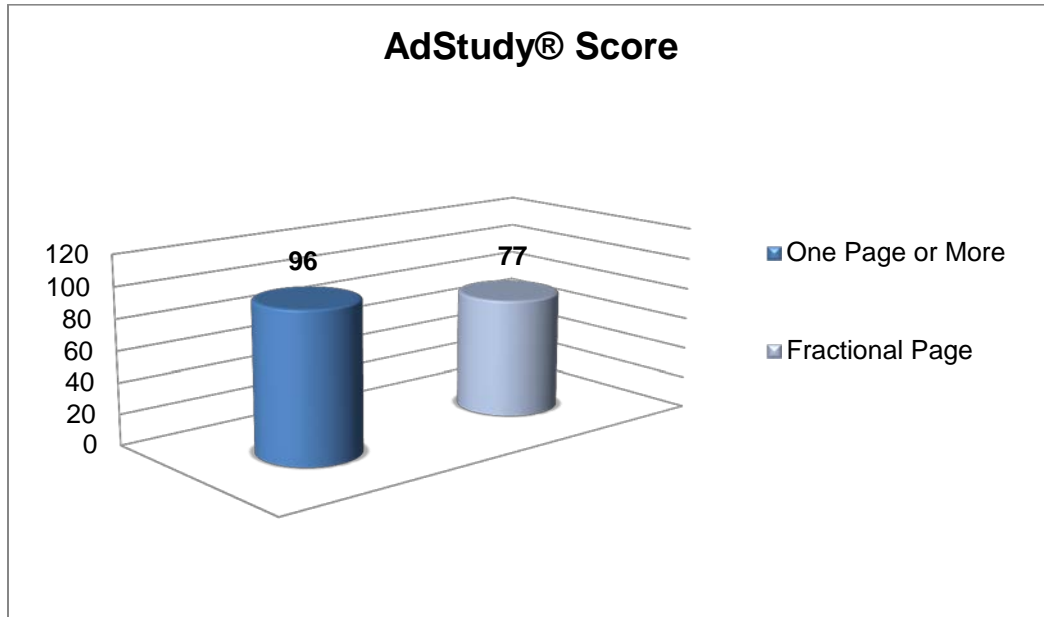
Advertiser	Size	Page	AdStudy® Score*	Recall Seeing	Recall Reading	Have Seen Salesperson	Company/ Brand Awareness
Maber	1/2 page	28	87	51%	36%	6%	24%
Jaso Tower Cranes	1 page	65	86	49%	37%	6%	25%
Wacker Neuson	1/2 page	33	86	50%	36%	16%	46%
ALLU Group	1 page	10	85	45%	40%	3%	18%
Pix4D	1 page	52	85	51%	34%	7%	13%
Indeco	1 page	60	85	49%	36%	10%	27%
Dynaset	1/2 page	58	84	47%	37%	8%	26%
Geda	1/2 page	34	82	47%	35%	6%	21%
Metso	1 page	59	81	50%	31%	7%	36%
Doka	1/2 page	14	78	47%	31%	7%	34%
Topcon	1 page	50	78	45%	33%	7%	40%
DynaVIs	1 page	12	76	44%	32%	5%	20%
RDS Technology (part of Topcon)	1/4 page	66	76	42%	34%	12%	43%
XCMG	1 page	16	76	44%	32%	7%	40%
Epiroc	1 page	55	70	42%	28%	11%	20%
Trimble	1 page	47	67	39%	28%	7%	25%
PiacenzaExpo	1/3 page	57	66	38%	28%	6%	22%
Paschal	1/2 page	28	66	37%	29%	4%	14%

ADVERTISER SCORES

Advertiser	Size	Page	AdStudy® Score*	Recall Seeing	Recall Reading	Have Seen Salesperson	Company/ Brand Awareness
Cansel	1/3 page	45	63	37%	26%	1%	8%
Layher	1/2 page	33	52	31%	21%	7%	21%
Costex Tractor Parts	1/4 page	66	51	30%	21%	6%	12%
TOTAL ISSUE AVERAGE			89	51%	38%	10%	37%
SIZE AVERAGES		NO. OF ADS					
One Page or More		27	96	55%	40%	12%	42%
Fractional Page		14	77	44%	33%	8%	28%

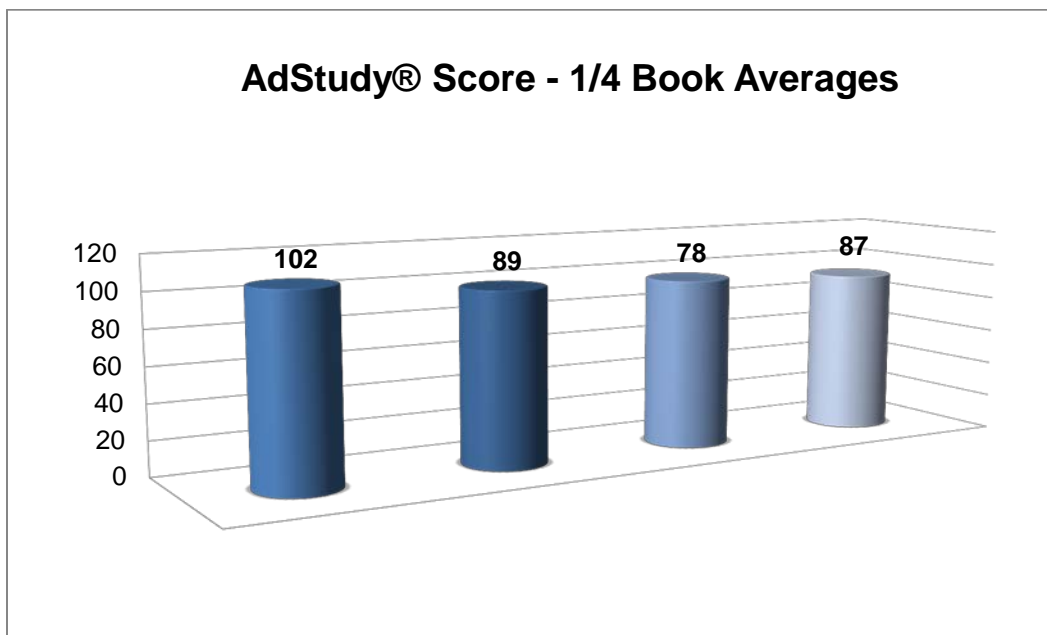
*Measure of Ad Exposure - Calculated by adding the Recall Seeing and Recall Reading percentages.
 Percentages may not add up due to rounding.

SIZE AVERAGES



The above are averages for the sizes of ads in this issue
(i.e. 96 is the average score for the One Page or More ads)

READER TRAFFIC FLOW CHART



The above are averages per 1/4 of the magazine
(i.e. 102 is the average score for the first 1/4 of the book)

PUBLICATION NORMS THROUGH MAY 2018

	AdStudy® Score*	Recall Seeing	Recall Reading	
Total Issue Average	102	58%	45%	
One Page or More	108	61%	47%	
Fractional Page	85	48%	37%	
	<u>1st Qtr.</u>	<u>2nd Qtr.</u>	<u>3rd Qtr.</u>	<u>4th Qtr.</u>
Reader Traffic Flow (1/4 Book Averages)	113	102	95	99

Total Ads Assessed: 125

*Measure of Ad Exposure - Calculated by adding the Recall Seeing and Recall Reading percentages.