



AdStudy® Report

INTERNATIONAL CONSTRUCTION
June 2019



Conducted By

SIGNET
RESEARCH INC.

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INTRODUCTION

This report contains the results of an **AdStudy®**, conducted by SIGNET RESEARCH, INC. using ads from the June 2019 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 132 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 on 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

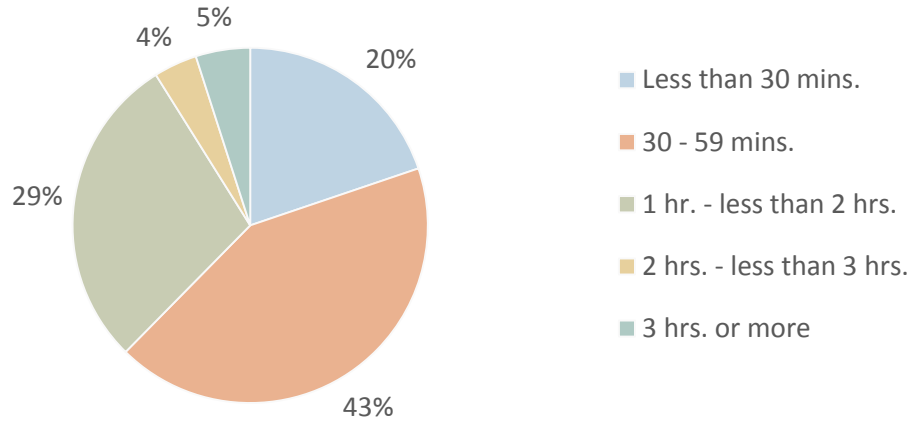
- the percentage of respondents who have seen a salesperson from the company advertising or sales representation for the product advertised in the past six months.

Company/Brand Awareness

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

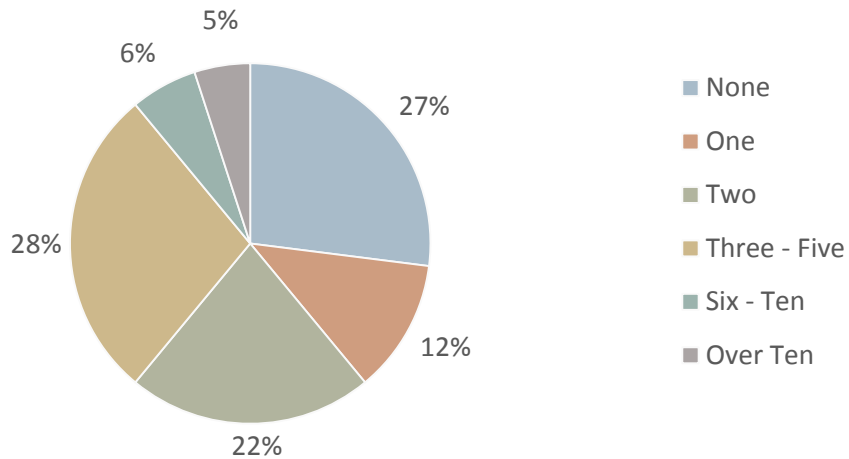
READER PROFILE

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 3 minutes

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



*Mean Pass Along: 2.7 people
Total Readers Per Copy: 3.7 people*

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

Construction Latin America	8%
Construction Equipment	47%
Gulf Construction	6%
World Highways	18%
None of the Above	40%

**Unduplicated Readership -
Receive INTERNATIONAL CONSTRUCTION only: 40%**

Multiple responses permitted

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

International Construction	86%
Construction Latin America	11%
Construction Equipment	43%
Gulf Construction	6%
World Highways	19%
None of the Above	4%

Multiple responses permitted

READER PROFILE

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	55%
Road Building Equipment	41%
Quarrying & Mining Equipment	36%
Tunnelling Equipment	20%
Concrete Equipment inc. Mixing Technology	35%
Demolition & Recycling	29%
Cranes, Lifting Equipment and Transport	48%
Falsework & Formwork	15%
Access Equipment	21%
Construction Technology/Software	36%
Machine Control/BIM/Surveying/Telematics	20%
Equipment Attachments	28%
On-site Equipment	24%
Engines	15%
After Market Parts/Components	18%
Other	8%

Involved In One or More: 94%

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	16%
Discussed an ad/article with someone else in the company	49%
Recommend/specified products	38%
Referred an ad/article to someone else in the company by passing along a tearsheet, photocopy or actual issue	32%
Requested additional information from a company, sales representative or distributor	24%
Visited an advertiser's Website	42%
Other action	12%

Took One or More Actions: 86%

Multiple responses permitted

In what format would you prefer to receive INTERNATIONAL CONSTRUCTION?

Print	33%
Digital publication (Replica of print publication in digital format)	28%
Both print and digital publication	34%
No preference	5%

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.	64%
I read through <i>INTERNATIONAL CONSTRUCTION</i> as much for the advertising as for the articles.	55%
Companies that advertise build trust and are seen as a reliable source.	36%
None of the Above	10%

Multiple responses permitted

EDITORIAL READERSHIP

<u>Editorial</u>	<u>Page</u>	<u>Editorial Score*</u>	<u>Recall Seeing</u>	<u>Recall Reading</u>
Global Equipment Review: Global equipment boom	27	154	83%	71%
World News	6	149	80%	69%
Economic Outlook: Middle East: Political problems remain	12	145	79%	66%
Compact Loaders: New technology to the fore	41	142	78%	64%
Quarrying and Mining Equipment: Tough conditions, tough equipment	35	139	74%	65%
Regional Report: Latin America: Seeking international investment support	14	130	72%	58%
Comment: Money talks	3	128	70%	58%
Road Construction: The perfect surface	19	125	69%	56%
Industry Interview: Volvo CE: Electric focus	47	119	65%	54%
TOTAL ISSUE AVERAGE		137	74%	62%

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

PUBLICATION VERBATIMS

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

- It is very essential and helpful.
- A good tool I appreciate.
- Very useful and help us in choosing the right equipment.
- We would familiar with new technology and think or find the best or new way for our works.
- Very informative.
- (1) Keep in touch with the latest developments in specific areas, needed for the profession (Consulting Engineering, particularly in Civil/Structural Engineering and broader) (2) Significant contribution to my efforts in preparing several scientific Technical Dictionaries (together with Construction Europe).
- A good tool for knowledge and experience transfer from all over the globe to me; it is the most effective feature of the magazine.
- For construction ideas and to see how other people use the products.
- Though there are advertisements but are thoughtfully placed while the articles are exemplary and very informative. Have used as much information in making presentations to our applicable field of Pavement Rehabilitation that we offer for the Indian subcontinent.
- It was useful for me before when I was doing construction work, but now days I'm still asked by higher officials to give advice when the organization plans to buy construction equipment and sometimes I will participate on bid evaluation.
- They inform me about the development in Construction Technology. It is very useful.
- It is very important because true this magazine I can learn about what is going on in the construction industry worldwide.
- It keeps me informed updated technology and developments about construction's world.
- It gives information on a global perspective; the ads show things yet to come to my market. Thus I get a broad view of the industry and where it is going.

PUBLICATION VERBATIMS

- Provides awareness trends, markets of construction industry.
- Learn about products available to include in our machines. Monitor industry trends.
- Construction, maintain and design work.
- Very useful as it keeps me updated on what is being built in the world and what technology is used along with various construction equipment. It also informs me on potential suppliers of equipment and attachments that may be required in our region.
- General Trends in the industry.
- As Product reference.
- It is very informative magazine for all professionals across world.
- It varies.
- Good reference.
- It is very useful.
- It allows me to stay up to date on new projects, technology and products.
- International Construction helps keep me informed about current technologies and market trends.
- ICON has become a good reference for my company.
- Many thanks and appreciation for keeping sending me a copy of the magazine since I was a student up to now. The INT. CONST. magazine keeping me always updated with the latest engineering news, technology, and equipment.
- It keeps us in touch with the recent products and companies development.
- Trade reports for European market overview.
- Knowledge.
- Good source of information.

PUBLICATION VERBATIMS

- International Construction helps me in updating my knowledge in new construction machines working as a Project Manager and a Consultant in the road construction industry.
- Very useful.
- Receiving new information of construction work.
- Wish it had more International Construction Project Spotlights before the projects begin.
- First issue, so application is being educated to companies, materials available.
- It's very informative and easy to read.
- Those days, the printed magazines were sent to me. Now its digital. I like printed articles and read it fairly frequently. After reading, it is placed at the sitting room table so that visitors and clients can read while waiting to see me.
- New technology and models of machinery equipment.
- Is a good reference of new technology coming out in the market and what are the new projects local and overseas.
- The IC Issues I received were all educating and I always look forward for the upcoming issue unctuously so I hope I receive each thanks a lot.
- It is very informative.
- It provides news about the construction around the world and the use of new technologies.

TOP 5 ADSTUDY® SCORES*

1. Volvo Construction Equipment: 146



2. Bomag: 145



3. Hyundai Construction Equipment: 139



4. Dynapac: 135



4. JOSEPH VÖGELE AG: 135



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

ADVERTISER SCORES

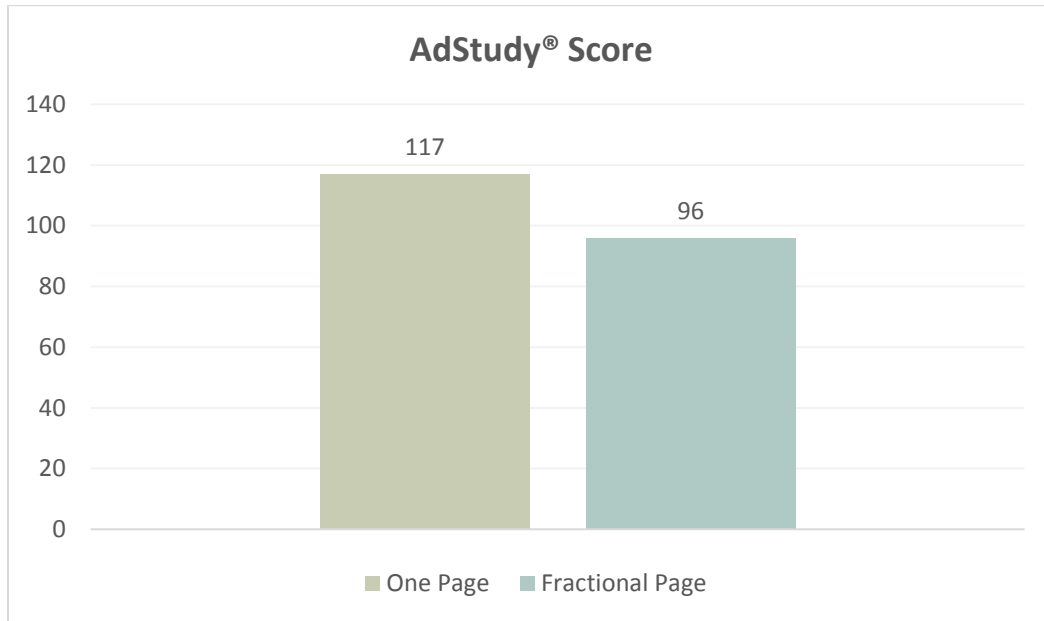
Advertiser	Size	Page	AdStudy® Score*	Recall Seeing	Recall Reading	Have Seen Salesperson	Company/Brand Awareness
Volvo Construction Equipment	1 page	29	146	79%	67%	26%	75%
Bomag	1/2 page	22	145	79%	66%	17%	68%
Hyundai Construction Equipment	1 page	25	139	78%	61%	23%	74%
Dynapac	1 page	C.2	135	74%	61%	22%	68%
JOSEPH VÖGELE AG	1 page	21	135	75%	60%	22%	58%
Terex Trucks	1 page	37	130	72%	58%	14%	60%
Hamm	1/3 page	20	129	71%	58%	18%	48%
Liebherr	1 page	11	129	71%	58%	22%	65%
Ammann Group	1 page	18	125	69%	56%	16%	45%
GOMACO	1 page	C.4	125	69%	56%	12%	47%
Shell Lubricants	1 page	C.3	124	71%	53%	15%	68%
BENNINGHOVEN GmbH & Co. KG	1 page	26	122	69%	53%	16%	43%
Sany Group	1 page	4	122	71%	51%	20%	57%
XCMG	1 page	9	120	66%	54%	20%	57%
MTU	1 page	46	113	62%	51%	11%	45%
Shantui	1 page	17	109	61%	48%	11%	46%
Astec Industries Co.	1 page	33	108	59%	49%	12%	40%
Topcon	1/2 page	39	107	62%	45%	13%	51%
Padley & Venables	1/2 page	39	102	54%	48%	8%	31%
ALLU Group	1 page	40	98	57%	41%	7%	28%
Metso	1 page	34	95	53%	42%	14%	47%
PBS Turbo / MAN Energy Solutions	1 page	45	85	51%	34%	8%	16%

ADVERTISER SCORES

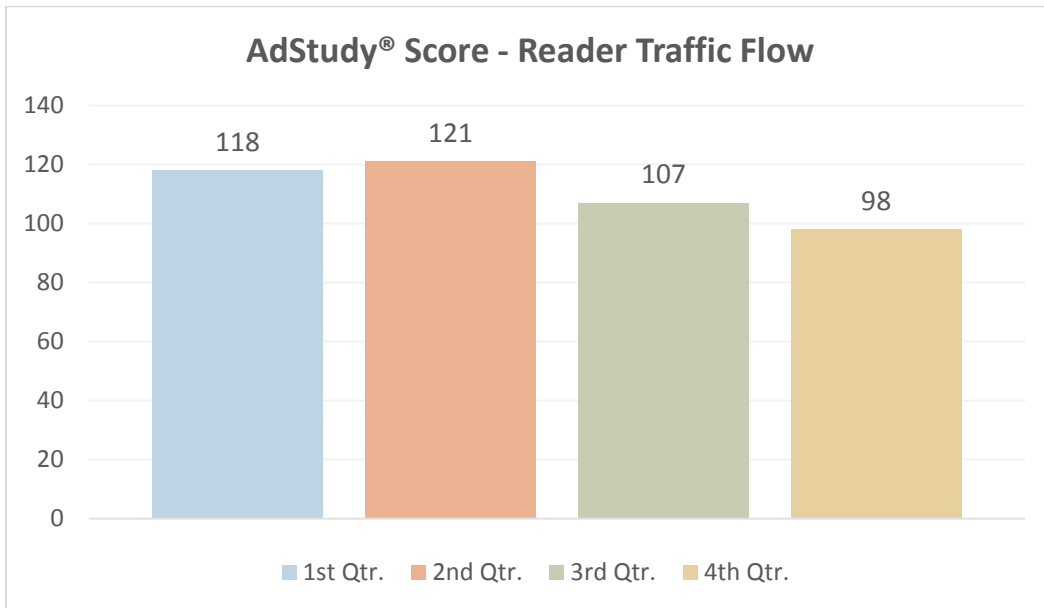
Advertiser	Size	Page	AdStudy® Score*	Recall Seeing	Recall Reading	Have Seen Salesperson	Company/Brand Awareness
Nylacast	1/4 page	43	84	46%	38%	5%	24%
Thomas Turton	1/4 page	43	84	48%	36%	8%	26%
Sunward	1/2 page	13	82	47%	35%	7%	22%
Veronafiere	1/2 page	43	72	41%	31%	11%	26%
Minnich Manufacturing	1/2 page	22	61	34%	27%	8%	18%
Trackunit	1 page	30	60	36%	24%	9%	12%
TOTAL ISSUE AVERAGE			110	62%	49%	14%	45%
SIZE AVERAGES		NO. OF ADS					
One Page		19	117	65%	51%	16%	50%
Fractional Page		9	96	54%	43%	11%	35%

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

SIZE/PLACEMENT AVERAGES



The above are averages for the sizes of ads in this issue
(i.e. 117 is the average score for the One Page ads)



The above are averages per 1/4 of the magazine
(i.e. 118 is the average score for the first 1/4 of the book)

PUBLICATION NORMS THROUGH JUNE 2019

	AdStudy® Score*	Recall Seeing	Recall Reading	
Total Issue Average	104	58%	45%	
One Page or More	110	62%	48%	
Fractional Page	87	49%	38%	
	<u>1st Qtr.</u>	<u>2nd Qtr.</u>	<u>3rd Qtr.</u>	<u>4th Qtr.</u>
Reader Traffic Flow (1/4 Book Averages)	114	106	98	98

Total Ads Assessed: 153

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