

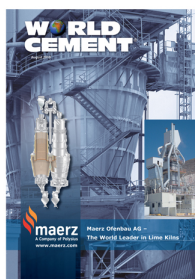


International Certificate of Circulation

For the 12 issues distributed between 1 July 2010 and 30 June 2011

**Business
Magazines**

World Cement



WORLD CEMENT®

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 - Newstrade & Other Single Copy Sales
 - Paid and Controlled
 - Single Copy Subscription Sales ✓ 8.03%
 - Multiple Copy Subscription Sales ✓ 1.65%
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The Primary Market Sector for this publication is:

Building: General

This certificate expires on 30 September 2012 unless ABC has issued a new certificate before that date.

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Certification Statement

This certificate was issued on 5 July 2011. The data included is derived from a return of circulation prepared by the publisher: Palladian Publications Ltd.

The Publisher has certified that the data has been reported in accordance with ABC reporting standards. If an audit or inspection reveals a material difference ABC will revise and re-issue the certificate together with an audit/inspection report detailing the changes. For details of audit or inspection reports issued or the reporting standards and procedures, please contact ABC.

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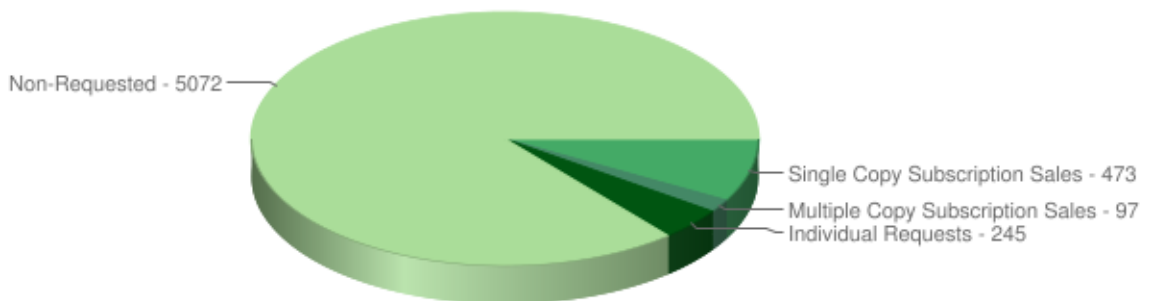


World Cement

Certificate of Average Net Circulation for the 12 issues distributed between 1 July 2010 and 30 June 2011

	Net Total
TOTAL AVERAGE NET CIRCULATION PER ISSUE	5,763
Total Average Net Newstrade Sales Per Issue	-
Analysis for the Audit issue cover dated May 2011 and distributed on 9 May 2011	
Total Net Circulation	5,887
Newstrade & Other Single Copy Sales	-
Paid and Controlled	-
Single Copy Subscription Sales	473
At Full Rate	473
At Between 50% and 100% of Full Rate	-
At less than 50% of Full Rate	-
Multiple Copy Subscription Sales	97
At Full Rate	97
At Between 50% and 100% of Full Rate	-
At less than 50% of Full Rate	-
Society/Association/Organisation Circulation	-
Controlled Free Circulation	5,317
<small>see terms of control. Sources for all addressees are less than 3 years old.</small>	
Individual Written Requests	149
Individual Electronic Requests	96
Individual Telephone Requests	-
Company Written Requests	-
Company Electronic Requests	-
Company Telephone Requests	-
Non-requested by name	3,598
Non-requested by job title / function	1,474
Non-Controlled Free Circulation	-

Duplication: The level of duplication on the mailing list for the audit issue was: 0%



SUPPORTING DATA

Basic Cover Price & Subscription Rates

The Basic Cover Price for the audit issue was: Not Applicable

The Basic Annual Rate for Subscriptions for the Audit Issue ranged between: £160.00 to £175.00

2 or 3 year subscriptions are available

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Certificate of Average Net Circulation for the 12 issues distributed between 1 July 2010 and 30 June 2011

Controlled Circulation

Terms of Control in the audit period:

CEO's, managing directors, technical directors, general managers, quarry managers, marketing managers, trading, shipping & distribution managers, operations managers, plant managers, plant chemists, technical services managers, process engineers, maintenance managers & other personnel in cement & lime manufacturing, aggregate and rock producing 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. Registrants & attendees for conferences.

Age of Source Data for the Audit Issue	Total		0-1 Year		1-2 Years		2-3 Years	
	Qty	%	Qty	%	Qty	%	Qty	%
Total	245	100.0	223	91.0	4	1.6	18	7.3
Individual Requests	245	100.0	223	91.0	4	1.6	18	7.3
Company Requests	-	-	-	-	-	-	-	-

Actual Distribution Dates for issues distributed during the audit period

Variances for issues with a variance of more than 10% above (+) or below (-) the average net circulation

Cover Date / ID	Distribution Date	Net Circ.	Variance %	Cover Date / ID	Distribution Date	Net Circ.	Variance %
July 2010	08-Jul-2010	5,750	-				
August 2010	04-Aug-2010	5,748	-				
September 2010	07-Sep-2010	5,753	-				
October 2010	13-Oct-2010	5,751	-				
November 2010	08-Nov-2010	5,750	-				
December 2010	11-Dec-2010	5,757	-				
January 2011	17-Jan-2011	5,755	-				
February 2011	05-Feb-2011	5,753	-				
March 2011	02-Mar-2011	5,749	-				
April 2011	06-Apr-2011	5,750	-				
May 2011	09-May-2011	5,887	-				
June 2011	28-May-2011	5,747	-				

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Geographical Analysis of circulation of the audit issue

Total Circulation	5,887	Total Analysed	5,887	Total Not Analysed	
Europe - Total	1,876				
Albania		Guatemala	20	Macau	
Andorra		Guiana, French		Malaysia	112
Austria	45	Guyana		Philippines	62
Azores		Haiti	4	Singapore	49
Balearic Islands		Honduras	16	Taiwan	31
Belarus (Belorussia)		Jamaica	21	Thailand	52
Belgium	35	Martinique		Vietnam	32
Bosnia & Herzegovina	4	Montserrat		Other	
Bulgaria	1	Nicaragua	13		
Canary Islands		Panama	24	Africa	127
Corsica		Paraguay	1	Angola	2
Croatia	6	Peru	12	Ascension Island	
Cyprus	6	Puerto Rico	24	Benin	5
Czech Republic	25	Saint Kitts & Nevis		Botswana	
Denmark	53	Saint Lucia		Burundi	
Estonia	3	St Vincent & Grenadines		Burkina Faso	1
Faroe Islands		Surinam	1	Cameroon	1
Finland	15	Trinidad & Tobago	31	Cape Verde Islands	1
France	331	Turks & Caicos Islands		Central African Republic	
Germany	283	Uruguay	3	Chad	
Gibraltar		Venezuela	12	The Comoros	
Greece	19	Virgin Islands, British		Congo	7
Greenland		Virgin Islands, US		Cote D'Ivoire (Ivory Coast)	2
Hungary	8	Other		Djibouti	
Iceland	4	Australasia & Pacific Rim	62	Equatorial Guinea	
Italy	110	Australia	51	Eritrea	1
Latvia	3	Belau (Caroline Islands)		Ethiopia	3
Liechtenstein		Christmas Island (Indian Ocean)		Gabon	2
Lithuania	3	Cocos (Keeling Islands)		Gambia	1
Luxembourg	10	Fiji	4	Ghana	3
Macedonia	2	French Polynesia		Guinea	3
Madeira		Guam		Guinea-Bissau	
Malta	1	Kiribati (Gilbert Islands)		Kenya	3
Moldova (Moldovia)	2	Marshall Islands		Lesotho	
Monaco		Micronesia, Federated States of		Liberia	4
Netherlands	56	Nauru		Madagascar	4
Norway	11	New Caledonia	1	Malawi	2
Poland	32	New Zealand	6	Mali	2
Portugal	66	N Z Island Territories		Mauritania	
Republic of Ireland	5	Norfolk Island		Mauritius	
Romania	11	Northern Mariana Is (Marianas)		Mayotte	
Russia	3	Papua New Guinea		Mozambique	2
San Marino		Pitcairn Island		Nambibia	1
Serbia	6	Samoa, American		Niger	1
Slovakia	8	Samoa, Western		Nigeria	14
Slovenia	7	Solomon Islands		Reunion	2
Spain	320	Tonga		Rwanda	1
Spitzbergen		Tuvalu		Saint Helena	
Sweden	24	Vanuatu (New Hebrides)		Sao Tome & Principe	
Switzerland	43	Wake Island		Senegal	1
Turkey	127	Wallis & Futuna		Seychelles	
Ukraine	2	Other		Sierra Leone	4
United Kingdom	185			Somalia	
Vatican City State		Asia	1,024	South Africa	36
Other	1	Afghanistan	1	Sudan	3
		Armenia	3	Swaziland	
North America	1,401	Azerbaijan	2	Tanzania	5
Canada	155	Bangladesh	8	Togo	3
Mexico	245	Bhutan	4	Tristan Da Cunha	
Saint Pierre & Miquelon		British Indian Ocean Territories		Uganda	
USA	1,001	Georgia		West Sahara	
Other		India	933	Zaire	
		Kazakhstan		Zambia	1
Central & South America	421	Kyrgyzstan		Zimbabwe	6
Anguilla		Maldives		Other	
Antigua & Barbuda		Mongolia	1	Middle East & N Africa	409
Antilles, Netherlands		Myanmar (Burma)	2	Algeria	4
Argentina	11	Nepal	7	Bahrain	1
Aruba		Pakistan	49	Egypt	80
Bahamas		Sri Lanka	8	Emirates, United Arab	84
Barbados	14	Tajikistan	1	Gaza & Khan Yunis	
Belize		Tibet		Iran	23
Bermuda		Turkmenistan		Iraq	6
Bolivia	7	Uzbekistan		Israel	4
Brazil	123	Other	5	Jordan	9
Cayman Islands		South East Asia	567	Kuwait	17
Chile	7	Brunei	3	Lebanon	7
Columbia	19	Cambodia (Kampuchea)	1	Libya	9
Costa Rica	21	China, Peoples Republic of	27	Morocco	8
Cuba	1	East Timor		Oman	38
Dominica		Hong Kong	4	Qatar	11
Dominican Republic	29	Indonesia	114	Saudi Arabia	83
Ecuador	5	Japan	58	Spanish North Africa	
El Salvador	2	Korea, Democratic People's Rep		Syria	11
Falkland Islands		Korea, Republic of	22	Tunisia	11
Grenada		Laos		Yemen	3
Guadeloupe				Other	

GLOSSARY

THE DISTRIBUTION PERIOD. This is the time period covered by the ABC certificate.

EXPIRY DATE. Date at which the certificate is no longer valid-all Business Publications must issue an ABC certificate at least annually and on a continuous basis when they are in ABC membership.

TOTAL AVERAGE CIRCULATION PER ISSUE. This is commonly known as the headline ABC figure and is the average of the circulation of all the issues distributed over the distribution period covered by the certificate.

AUDIT ISSUE. A detailed analysis of the circulation is conducted on one issue specified by ABC this is called the audit issue.

CATEGORIES OF CIRCULATION. Publishers can show the detail of their circulation in various categories as specified below and governed by ABC rules.

NEWSTRADE & SINGLE COPY SALES. Copies purchased from recognised retail outlets or individually direct from the publisher. Most newstrade sales are made on a 'sale or return' basis and only the sale of copies can be claimed. The numbers that are sold on discounted terms are also shown.

PAID AND CONTROLLED. Paid subscription copies sent individually addressed to an individual name or job title. The individual or job title meets the publishers 'Terms of Control' for the title. There is a further breakdown based on the subscription price paid.

SINGLE COPY SUBSCRIPTIONS. Paid copies, distributed individually addressed to a company or individual. There is a further breakdown based on the subscription rate paid.

MULTIPLE COPY SUBSCRIPTIONS. Sale of 2 or more copies that have been purchased but for whom detail on the final recipients is not available. These copies must be distributed to the same group of individuals for the life of the subscription. Most commonly they are copies that have been purchased from the publisher on behalf of a group of final recipients. This category may also include copies where the final recipient cannot be identified, but the subscription has been purchased by a third party at less than 10% of the full rate.

CORPORATE / GIFT SUBSCRIPTION SALES. A corporate subscription is purchased by a business/organisation on behalf of their employees. A gift subscription is purchased by one individual on behalf of another individual (maximum order being 12 separate subscriptions for named individuals from one purchaser who is not the recipient, their employer, a customer or member).

SOCIETY / ASSOCIATION / ORGANISATION CIRCULATION. Circulation to members of a particular society/association for which the publication is the official journal is shown in this category with the following detail:

- ~ Paid Optional – members who have chosen to pay an additional sum to receive the magazine.
- ~ Unpaid Requested – in writing, by telephone or via web to a current member.
- ~ Non Optional – to current members of the society and association.

CONTROLLED FREE CIRCULATION. Copies sent free to individuals who can be proven to meet the 'Terms of Control' set by the publisher.

TERMS OF CONTROL. This is the criteria, set by the publisher, used to decide if an individual qualifies for a free copy.

Controlled free circulation is broken down into three further categories:

- ~ Individually Requested Copies – copies requested by the individual themselves
- ~ Company Requested Copies – copies requested for an individual by someone else from within their company
- ~ Non-Requested Copies by Name/Job Title – copies that have not been requested. The publisher is able to provide independent proof that the individuals 'fit' the target group specified.

AGE OF REQUESTS. If the Controlled Circulation is requested then the age of those requests is shown- broken down by 1, 2 and 3 years. All controlled circulation must be re-verified within three years.

NON-CONTROLLED FREE CIRCULATION. This category is for free copies that are sent either to a person by name, or a company or a job title (not by name). Whilst it is known to whom the copies are being sent, no other information about the addressee is audited.

DUPLICATION LEVEL. This is the duplication that exists on the mailing list for the audit issue and is shown as a percentage. Duplicates are not removed from the circulation figures but represented by this percentage.

OTHER BULK SALES. These copies are supplied in bulk for free. This is either on an every issue or irregular basis (eg. airlines, hotels, businesses, exhibitions/conferences). The figure will not count towards the Average Net Circulation.