

Audience Profile

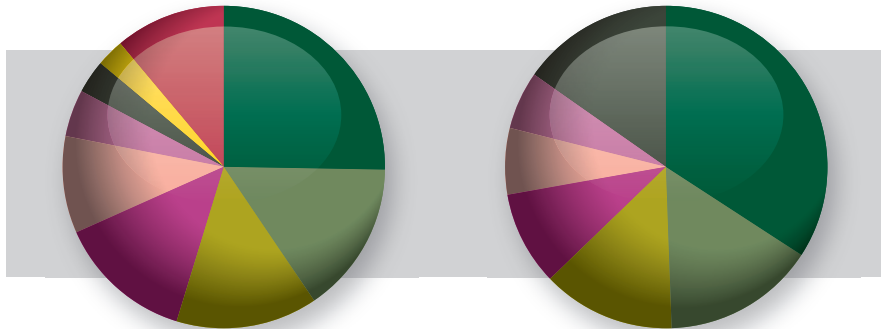
Audience Profile

Agg-Net delivers cost effective advertising through a digital platform with a much larger reach than traditional printed media.

- Over 22,000 unique visitors every month and 185,253* in the last year
- 85 per cent year-on-year growth
- 71 per cent UK & 29 per cent International
- Search traffic doubled in last 12 months with 44 per cent of users now finding the site organically through search engines

* Figures can be independently verified through Google Analytics and relate to the period 1 August 2011 to 31 July 2012

With our audience growing monthly, the 'Business Activity' & 'Job Function' analysis below are an indication of the best information currently available and are updated on a regular basis.



Business Activity

Quarrying, Asphalt, Concrete	26.1%
Civil Engineering, Building, Specialist Contractor	15%
Plant/Equipment Supplier	14.2%
Recycling/Demolition/Landfill	14.1%
Plant Hire	9.5%
Industrial Minerals (coal/cement/lime)	4.6%
Technical Consultancy	3.2%
Govt Dept/Local Authority/Utility	3%
Other	10.3%

Job Function

Director/Owner/Partner	35.1%
Engineer/Technical Specialist	15.6%
Manager (Other)	13.4%
Sales Manager/Representative	9.1%
General/Regional/Area Manager	7%
Quarry/Site/Works Manager	6.1%
Other	13.7%