

# HIGHWAYS

THE **ONE** AND ONLY MAGAZINE DEDICATED TO THE HIGHWAY MAINTENANCE AND TRAFFIC MANAGEMENT INDUSTRY

## Dear Reader,

As a regular reader you will be aware of our unique close associations with IHIE, Highways Agency, Transport Scotland, The Welsh Assembly, The Department for Regional Development in Northern Ireland, TRL & BSI Business Information.

These partnerships have resulted in incisive, exclusive editorial in the magazine and, coupled with the already bustling and news based content of Highways, we have seen a significant increase in monthly demand for copies each month.

Many readers (old and new) have contacted us to comment on our new Editor, Alec Peachey, and the many exceptional improvements to the quality and newsworthiness of the magazine that he has implemented.

You may be aware that earlier in the year we introduced a "£30 for 30 copies" subscription per reader. This meant that every reader would receive all 10 copies of Highways per year for the next 3 Years for only £30.

This has proved wonderfully successful with many Local Authorities, Consultants and Contractors who didn't want the responsibility of having to remember to renew their free copy each year and didn't want to miss a copy.

As a result of this uptake and with all of the new subscribers, readers who haven't renewed their free subscriptions will now automatically be placed on to a revolving circulation which will ensure they receive an average of only 3 copies per year. We will keep our circulation figure at the same average amount each month but with new readers added and older readers, who have not responded, deleted.

This will ensure that we will continue to be able to heavily invest in our circulation and develop a new and improving reader base each month. Join this informed group each month by subscribing to the "£30 for 30 offer" to receive each issue.

Please continue to enjoy the magazine and contact us with your feedback.

Yours sincerely

Neil Levett

Publisher, Highways Magazine

Please note - IHIE members will continue to receive the magazine FREE as part of their IHIE membership fees and need not take any action.

## 3 EASY WAYS TO PAY

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