

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment which must be made by the user of the report.

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SITE SELECTION is a B2B brand that reaches individuals who are actively involved in managing industrial assets, including all aspects of real estate management including site selection for corporations. The brand content covers manufacturing plant site selection, facilities management, logistics and supply chain network management, tax and incentives policy, and economic development strategy. In-depth country, state, region and industry spotlights and profiles form the bulk of the content and are based on extensive interviews with top corporate executives, leading site consultants and high-ranking government officials. Site Selection content is available in print and digital editions and in various electronic newsletters.

FIELD SERVED

SITE SELECTION serves the manufacturing and business service industries as reported in Paragraph 3a herein.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are CEOs, Partners, Chairmen, Presidents, Owners; VP, Treasurers, Secretaries, Other Corporation Officers; VP/Managers/Directors of Real Estate, Properties, and/or Facilities and Other Real Estate and Facilities Personnel; Corporate Managers and Directors; Library Copies and Company Copies; and other titled and non-titled recipients.

CHANNELS

**SITE SELECTION
MAGAZINE**



3 Issues in the period
44,924 average circulation

EXECUTIVE SUMMARY

Below are the Average contacts per occurrence, including frequency per period reported

	Non-Paid	Paid	Average
SITE SELECTION MAGAZINE Unique Total* (3 issues in the period)	44,780	144	44,924
a. Print	41,913	144	42,057
b. Digital	5,386	24	5,410
1. Requested	2,639	24	2,663
2. Non-Requested	2,747	-	2,747

*Unique Total represents unique recipients, not the sum of Print and Digital.

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	1,417
Allocated for Trade Shows and Conventions	200
All Other	1,640
TOTAL	3,257

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	44,648	99.4	44,504	99.1	144	0.3
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	276	0.6	276	0.6	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	44,924	100.0	44,780	99.7	144	0.3

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2016 Issue	Print	Digital	Unique Total Qualified*
July	42,044	5,645	45,156
September	41,761	5,065	44,304
November	42,364	5,521	45,311

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2016

This issue is 1.1% or 510 copies above the average of the other 2 issues reported in Paragraph 2.

BUSINESS AND INDUSTRY	UNIQUE TOTAL QUALIFIED*	PERCENT OF TOTAL	Print	Digital	Chief Executive Officers, Partners, Presidents, Owners	Vice Presidents, Treasurers, Secretaries and Other Corporate Officers	Vice Presidents, Managers, Directors Real Estate, Properties, and/or Facilities and Other Real Estate and Facilities Personnel	Corporate Managers and Directors	Other Titled Person- nel	Library Copies and Company Copies	Non- Titled Person- nel
Manufacturing:											
1. Aerospace	1,006	2.2	974	57	648	138	156	56	8	-	-
2. Automotive	2,360	5.2	2,286	120	1,850	209	148	137	16	-	-
3. Biotech & Pharmaceuticals	3,136	6.9	2,934	300	1,786	813	392	124	21	-	-
4. Chemical Manufacturing, except Pharmaceuticals	762	1.7	678	147	299	173	122	152	16	-	-
5. Electronics & IT	3,884	8.6	3,710	277	2,505	812	307	201	59	-	-
6. Food & Beverage	2,088	4.6	1,969	191	1,376	259	106	299	48	-	-
7. Machinery	4,308	9.5	4,147	290	3,522	274	199	263	47	-	3
8. Manufacturing - Other	1,233	9.6	1,141	199	604	199	166	224	37	-	3
9. Metals - Primary & Fabricated	4,318	9.5	4,167	290	3,159	491	160	413	94	-	1
10. Petroleum	396	0.9	371	43	265	71	22	29	9	-	-
11. Plastics & Rubber	2,769	6.1	2,702	125	1,994	441	83	199	52	-	-
12. Transportation Mfg	229	0.5	216	27	113	48	23	36	9	-	-
A - Subtotal: Manufacturing	26,489	58.5	25,295	2,066	18,121	3,928	1,884	2,133	416	-	7
13. Consultants - Architect, Engineering Site & Business	1,846	4.1	1,659	315	987	268	84	319	175	1	12
14. Finance & Insurance	400	0.9	353	93	98	89	88	91	28	-	6
15. Industries - Other	1,065	2.4	970	193	454	126	160	220	78	16	11
16. Professional Services	272	0.6	253	33	134	17	8	65	33	8	7
17. R&D - physical, engineering, Life sciences	923	2.0	913	20	645	183	56	24	12	1	2
18. Real Estate Brokers	2,640	5.8	2,063	996	684	865	273	449	335	-	34
19. Real Estate Developers & Construction	609	1.4	541	154	251	157	41	115	40	-	5
20. Real Estate - Other	1,009	2.2	931	178	383	257	99	158	104	-	8
21. Retail	1,268	2.8	1,259	32	805	29	394	30	8	2	-
22. Transportation & Warehousing & Distribution	1,286	2.8	1,235	101	879	101	133	144	28	-	1
B - Subtotal: Business Service	11,318	25.0	10,177	2,115	5,320	2,092	1,336	1,615	841	28	86
23. All Others	7,445	16.4	6,833	1,328	4,166	1,132	564	1,062	437	30	54
24. Other Paid Subscriptions	59	0.1	59	12	8	6	-	18	7	5	15
UNIQUE TOTAL QUALIFIED CIRCULATION*	45,311	100.0	42,364	5,521	27,615	7,158	3,784	4,828	1,701	63	162
PERCENT	100.0		93.5	12.2	60.9	15.8	8.3	10.7	3.8	0.1	0.4

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

ANALYSIS BY NUMBER OF EMPLOYEES	TOTAL QUALIFIED	PERCENT OF TOTAL
1000+ Employees	6,550	14.5
500-999 Employees	2,148	4.7
100-499 Employees	14,496	32.0
50-99 Employees	9,135	20.2
20-49 Employees	3,140	6.9
1-19 Employees	2,357	5.2
Employee Size Not Available	7,485	16.5
TOTAL QUALIFIED CIRCULATION	45,311	100.0

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2016

QUALIFICATION SOURCE	Qualified Within					Unique Total Qualified*	Percent
	1 Year	2 Years	3 Years	Print	Digital		
I. Direct Request:	10,628	8,224	5,800	23,939	3,088	24,652	54.3
II. Request from recipient's company:	59	10	3	72	4	72	0.2
III. Membership Benefit:	105	101	30	203	77	236	0.5
IV. Communication from recipient or recipient's company (other than request):	68	5	-	70	10	73	0.2
V. TOTAL - Sources other than above (listed alphabetically):	19,177	893	208	18,080	2,342	20,278	44.8
**Association rosters and directories	401	32	25	128	361	458	1.0
**Business directories	16,426	70	27	16,196	364	16,523	36.5
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
**Other sources	2,350	791	156	1,756	1,617	3,297	7.3
VI. Single Copy Sales:	-	-	-	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	30,037	9,233	6,041	42,364	5,521	45,311	100.0
PERCENT	66.3	20.4	13.3	93.5	12.2	100.0	

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

**See Additional Data

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	January - June 2014	July - December 2014	January - June 2015	July - December 2015	January - June 2016*	July - December 2016*
Unique Total Audit Average Qualified***:	48,216	48,247	46,527	45,410	45,158	44,924
Unique Qualified Non-Paid Total***:	48,018	48,065	46,218	45,115	44,955	44,780
Print:	43,446	43,999	41,479	40,033	41,143	41,913
Digital:	12,242	11,992	10,010	8,198	6,261	5,386
Unique Qualified Paid Total***:	198	182	309	295	193	144
Print:	196	181	308	295	192	144
Digital:	74	68	147	129	53	24
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	**NC	**NC	**NC	**NC	**NC	**NC

*NOTE: January - December 2016 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

***Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2016

State	Print	Digital	Unique Total Qualified*	Percent	State	Print	Digital	Unique Total Qualified*	Percent
Maine	128	5	129		Kentucky	466	50	490	
New Hampshire	222	19	235		Tennessee	805	111	850	
Vermont	85	6	89		Alabama	541	73	577	
Massachusetts	1,273	138	1,362		Mississippi	191	31	208	
Rhode Island	150	22	161		EAST SO. CENTRAL	2,003	265	2,125	4.7
Connecticut	647	74	691		Arkansas	241	27	257	
NEW ENGLAND	2,505	264	2,667	5.9	Louisiana	442	78	460	
New York	2,152	270	2,284		Oklahoma	404	44	433	
New Jersey	1,332	201	1,453		Texas	3,025	430	3,237	
Pennsylvania	1,978	243	2,101		WEST SO. CENTRAL	4,112	579	4,387	9.7
MIDDLE ATLANTIC	5,462	714	5,838	12.9	Montana	67	7	71	
Ohio	2,239	296	2,399		Idaho	134	13	141	
Indiana	1,162	126	1,219		Wyoming	36	2	37	
Illinois	2,236	302	2,400		Colorado	619	65	650	
Michigan	1,737	187	1,835		New Mexico	139	22	148	
Wisconsin	1,211	95	1,265		Arizona	575	84	620	
EAST NO. CENTRAL	8,585	1,006	9,118	20.1	Utah	379	44	393	
Minnesota	1,035	93	1,085		Nevada	196	38	218	
Iowa	446	55	478		MOUNTAIN	2,145	275	2,278	5.0
Missouri	824	109	873		Alaska	23	3	26	
North Dakota	99	4	101		Washington	689	94	731	
South Dakota	115	17	121		Oregon	446	42	470	
Nebraska	259	24	273		California	5,253	581	5,568	
Kansas	435	47	456		Hawaii	46	3	48	
WEST NO. CENTRAL	3,213	349	3,387	7.5	PACIFIC	6,457	723	6,843	15.1
Delaware	92	16	99		UNITED STATES	40,945	5,226	43,658	96.4
Maryland	549	79	594		U.S. Territories	72	7	77	
Washington, DC	126	57	171		Canada	206	24	221	
Virginia	833	150	913		Mexico	26	13	32	
West Virginia	123	12	126		Other International	1,115	249	1,321	
North Carolina	1,236	193	1,337		APO/FPO	-	-	-	
South Carolina	511	95	553		Email Only	-	2	2	
Georgia	1,255	186	1,358						
Florida	1,738	263	1,864						
SOUTH ATLANTIC	6,463	1,051	7,015	15.5					
					UNIQUE TOTAL QUALIFIED CIRCULATION*	42,364	5,521	45,311	100.0

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

ADDITIONAL DATA

METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served and definition of recipient's qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients of the digital version are notified via email when the version is available.

STATEMENT OF CONTENT PLATFORM:

Editorial Replica - If a print edition exists, editorial and design are unchanged from the original print edition. Each issue's content and design are identical to the original edition. Apart from minor updates, the content cannot change once the issue is made available.

PARAGRAPH 3b:

Association rosters and directories include 1 source of circulation for a quantity of 458 copies or 1.0%.
 Business directories include 2 sources of circulation for quantities of 25 copies or 0.1% to 16,498 copies or 36.4%, including Hoovers.
 Other sources include 22 sources of circulation for quantities of 1 copy or -% to 2,025 copies or 4.5%.

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Julie Clarke, Circulation Manager

Ron Starner, Executive Vice President

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

IMPORTANT NOTE:

This unaudited brand report has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed January 12, 2017

State Georgia

County Gwinnett

Received by BPA Worldwide January 12, 2017

Type BD

ID Number S040B0D6

About BPA Worldwide:

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.