

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.

Conway Inc.
6625 The Corners Parkway
Suite 200
Peachtree Corners, GA 30092
Tel. No.: (770) 446-6996
Fax No.: (770) 263-8825
www.siteselection.com

SITE SELECTION is a B2B brand that reaches individuals who manage 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.

MAGAZINE CHANNEL FORMAT – PRINT AND DIGITAL ISSUES

SITE SELECTION is produced in print and digital formats. The editorial for the print copy is the same for all recipients. The digital format is written and designed for the digital reading experience, accessed by a computer, mobile phone, or tablet. Digital formats may include features such as videos and surveys allowing for user interaction with the brand.

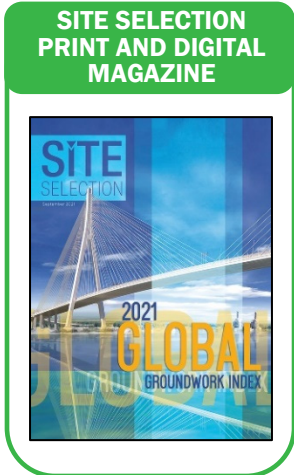
FIELD SERVED

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, Board of Directors; VP (other than Real Estate), 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



EXECUTIVE SUMMARY

Below are the average contacts per occurrence, including frequency per period reported.

	Non-Paid	Paid	Average
SITE SELECTION PRINT AND DIGITAL MAGAZINE Unique Total* (3 issues in the period)	40,635	82	40,717
a. Print	38,772	81	38,853
b. Digital	2,510	23	2,533

(See Paragraph 3b for Source)

*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	1,534
Allocated for Trade Shows and Conventions	125
All Other	1,615
TOTAL	3,274

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	40,402	99.2	40,320	99.0	82	0.2
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	315	0.8	315	0.8	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	40,717	100.0	40,635	99.8	82	0.2

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

	2021 Issue	Print	Digital	Unique Total Qualified*
July		37,942	2,917	40,129
September		40,002	2,982	42,154
November		38,613	1,701	39,866

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

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF SEPTEMBER 2021
This issue is 5.4% or 2,156 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, Chairmen, Presidents, Board of Directors	Vice Presidents (other than Real Estate), Secretaries and Other Corporate Officers	Vice Presidents, Managers, Directors of Real Estate, Properties, and/or Facilities and Other Real Estate and Facilities Personnel	Corporate Managers and Directors	Other Titled Personnel	Library Copies and Company Copies	Non-Titled Personnel
Manufacturing:											
1. Aerospace	1,071	2.6	1,035	47	635	150	202	73	11	-	-
2. Automotive	1,560	3.7	1,544	23	1,071	190	132	142	24	-	1
3. Biotech & Pharmaceuticals	3,220	7.6	3,166	71	1,995	513	532	154	25	-	1
4. Chemical Manufacturing, except Pharmaceuticals	1,652	3.9	1,626	36	989	305	218	123	17	-	-
5. Electronics & IT	2,711	6.4	2,661	63	1,684	466	368	171	21	-	1
6. Food & Beverage	3,669	8.7	3,611	69	2,371	627	289	358	22	-	2
7. Machinery	3,685	8.8	3,625	84	2,535	530	334	249	35	-	2
8. Manufacturing - Other	4,664	11.1	4,578	135	3,054	833	317	425	35	-	-
9. Metals - Primary & Fabricated	3,546	8.4	3,454	117	2,259	664	180	391	51	-	1
10. Petroleum	396	0.9	392	4	207	76	57	49	7	-	-
11. Plastics & Rubber	1,411	3.4	1,380	41	895	253	120	127	16	-	-
12. Transportation Mfg	309	0.7	306	6	216	33	35	20	5	-	-
A - Subtotal: Manufacturing	27,894	66.2	27,378	696	17,911	4,640	2,784	2,282	269	-	8
13. Consultants - Architect, Engineering Site & Business	950	2.3	792	259	445	141	127	154	80	1	2
14. Finance & Insurance	874	2.1	755	142	292	133	360	64	24	-	1
15. Industries - Other	1,151	2.7	978	229	580	158	182	160	59	12	-
16. Professional Services	1,867	4.4	1,789	149	1,226	238	131	195	70	4	3
17. R&D - physical, engineering, Life sciences	695	1.6	681	18	460	132	27	55	18	1	2
18. Real Estate Brokers	1,966	4.7	1,675	460	635	474	335	316	198	-	8
19. Real Estate Developers & Construction	771	1.8	683	141	388	133	90	123	35	-	2
20. Real Estate - Other	398	0.9	342	89	157	81	85	54	21	-	-
21. Retail	682	1.6	651	49	256	75	299	42	8	-	2
22. Transportation & Warehousing & Distribution	2,307	5.5	2,157	189	1,363	457	235	202	45	2	3
B - Subtotal: Business Services	11,661	27.6	10,503	1,725	5,802	2,022	1,871	1,365	558	20	23
23. All Others	2,568	6.1	2,090	544	1,601	315	167	316	146	7	16
24. Other Paid Subscriptions	31	0.1	31	17	1	2	3	5	2	2	16
UNIQUE TOTAL QUALIFIED CIRCULATION*	42,154	100.0	40,002	2,982	25,315	6,979	4,825	3,968	975	29	63
PERCENT	100.0		94.9	7.1	60.1	16.6	11.4	9.4	2.3	0.1	0.1

*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	7,201	17.1
500-999 Employees	3,519	8.3
100-499 Employees	18,169	43.1
50-99 Employees	5,004	11.9
20-49 Employees	3,097	7.3
1-19 Employees	3,157	7.5
Employee Size Not Available	2,007	4.8
TOTAL QUALIFIED CIRCULATION	42,154	100.0

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF SEPTEMBER 2021

Qualification Source	Qualified Within			Print	Digital	Unique Total Qualified*	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	10,010	4,057	7,437	21,039	1,243	21,504	51.0
II. Request from recipient's company:	33	9	4	46	2	46	0.1
III. Membership Benefit:	314	-	-	312	36	314	0.8
IV. Communication (other than request):	3	1	8	5	7	12	-
V. TOTAL - Sources other than above (listed alphabetically):	15,144	4,865	269	18,600	1,694	20,278	48.1
Association rosters and directories	-	-	-	-	-	-	-
**Business directories	8,434	4,464	103	12,208	798	13,001	30.8
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
**Other sources	6,710	401	166	6,392	896	7,277	17.3
VI. Single Copy Sales:	-	-	-	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	25,504	8,932	7,718	40,002	2,982	42,154	100.0
PERCENT	60.5	21.2	18.3	94.9	7.1	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

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	January - June 2019	July - December 2019	January - June 2020	July - December 2020	January - June 2021*	July - December 2021*
Unique Total Audit Average Qualified***:	48,136	47,565	45,899	41,917	41,936	40,717
Unique Qualified Non-Paid Total***:	48,022	47,456	45,797	41,829	41,849	40,635
Print:	46,421	45,989	43,882	39,957	40,023	38,772
Digital:	2,834	2,625	2,785	2,679	2,598	2,510
Unique Qualified Paid Total***:	114	109	102	88	87	82
Print:	114	109	102	88	87	81
Digital:	32	34	32	28	28	23
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Price:	**NC	**NC	**NC	**NC	**NC	**NC

*NOTE: January - December 2021 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 SEPTEMBER 2021

State	Print	Digital	Unique Total Qualified*	Percent	State	Print	Digital	Unique Total Qualified*	Percent
Maine	104	6	107		Kentucky	457	30	478	
New Hampshire	216	12	225		Tennessee	760	47	790	
Vermont	79	2	81		Alabama	493	44	527	
Massachusetts	1,298	66	1,352		Mississippi	215	16	224	
Rhode Island	155	7	160		EAST SO. CENTRAL	1,925	137	2,019	4.8
Connecticut	618	35	644		Arkansas	235	14	245	
NEW ENGLAND	2,470	128	2,569	6.1	Louisiana	334	35	359	
New York	2,089	210	2,258		Oklahoma	347	21	360	
New Jersey	1,313	84	1,373		Texas	2,738	224	2,888	
Pennsylvania	1,978	113	2,052		WEST SO. CENTRAL	3,654	294	3,852	9.1
MIDDLE ATLANTIC	5,380	407	5,683	13.5	Montana	72	3	75	
Ohio	2,060	131	2,148		Idaho	171	7	176	
Indiana	1,020	69	1,068		Wyoming	44	2	46	
Illinois	2,088	165	2,212		Colorado	546	40	578	
Michigan	1,552	72	1,601		New Mexico	97	10	101	
Wisconsin	1,294	41	1,324		Arizona	512	57	552	
EAST NO. CENTRAL	8,014	478	8,353	19.8	Utah	422	19	433	
Minnesota	970	52	1,006		Nevada	194	28	213	
Iowa	483	25	502		MOUNTAIN	2,058	166	2,174	5.2
Missouri	859	59	894		Alaska	40	2	42	
North Dakota	102	2	104		Washington	714	41	744	
South Dakota	90	6	96		Oregon	459	22	471	
Nebraska	253	24	272		California	4,424	296	4,655	
Kansas	416	23	433		Hawaii	90	4	93	
WEST NO. CENTRAL	3,173	191	3,307	7.8	PACIFIC	5,727	365	6,005	14.2
Delaware	92	2	94		UNITED STATES	38,438	2,729	40,356	95.7
Maryland	522	39	548		U.S. Territories	68	3	69	
Washington, DC	61	18	76		Canada	204	37	234	
Virginia	768	60	807		Mexico	21	11	30	
West Virginia	98	7	101		Other International	1,271	180	1,443	
North Carolina	1,272	104	1,336		APO/FPO	-	-	-	
South Carolina	480	70	513		Email Only	-	22	22	
Georgia	1,142	127	1,228		UNIQUE TOTAL QUALIFIED CIRCULATION*	40,002	2,982	42,154	100.0
Florida	1,602	136	1,691						
SOUTH ATLANTIC	6,037	563	6,394	15.2					

*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 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:

Business directories include 2 sources of circulation for quantities of 134 copies or 0.3% to 12,867 copies or 30.5%, including Hoovers/Dun & Bradstreet. Other sources include 17 sources of circulation for quantities of 1 copy or -% to 3,597 copies or 8.5%.

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 13, 2022

State Georgia

County Gwinnett

Received by BPA Worldwide January 13, 2022

Type BD

ID Number S040B0D1

About BPA Worldwide

A not-for-profit organization since 1931 and headquartered in Shelton, Connecticut, USA, BPA has a global membership, spanning more than 20 countries. The organization conducts 2,500+ audits for media brands in print, online/digital and live events. In addition, the BPA-iCompli division verifies compliance to defined industry standards, provides technology assurance, and certifies organization's sustainability practices and reporting. BPA is supported by 4,000+ advertiser and agency members. The latest innovation to move the industry forward is the BPA Media Exchange, a brand-safe and audited cooperative marketplace which offers automated solutions for the buying and selling of digital advertising.