

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)	41,668	63	41,731
a. Print	39,955	63	40,018
b. Digital	2,539	21	2,560

(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	1,622
Allocated for Trade Shows and Conventions	133
All Other	1,578
TOTAL	3,333

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	41,115	98.5	41,052	98.3	63	0.2
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	616	1.5	616	1.5	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	41,731	100.0	41,668	99.8	63	0.2

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2022 Issues	Print	Digital	Unique Total Qualified*
July	40,021	2,615	41,788
September	40,008	2,562	41,705
November	40,026	2,502	41,700

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

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2022
This issue is 0.1% or 47 copies below 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, Chairmen, Presidents, Owners, Board of Directors	Vice Presidents (other than Real Estate), Treasurers, 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 Per- sonnel	Library Copies and Company Copies	Non- Titled Per- sonnel
Manufacturing:											
1. Aerospace	1,191	2.8	1,164	40	792	207	130	49	13	-	-
2. Automotive	1,316	3.2	1,305	19	932	159	122	91	12	-	-
3. Biotech & Pharmaceuticals	2,610	6.3	2,567	61	1,852	219	400	118	21	-	-
4. Chemical Manufacturing, except Pharmaceuticals	1,565	3.7	1,548	28	1,018	158	161	196	30	-	2
5. Electronics & IT	3,374	8.1	3,335	50	2,317	494	347	191	24	-	1
6. Food & Beverage	4,071	9.8	4,033	58	2,755	724	195	337	60	-	-
7. Machinery	3,708	8.9	3,681	53	2,565	491	240	344	67	-	1
8. Manufacturing - Other	3,314	7.9	3,249	102	2,201	387	362	336	28	-	-
9. Metals - Primary & Fabricated	3,735	9.0	3,672	103	2,542	484	120	542	47	-	-
10. Petroleum	339	0.8	338	3	175	53	30	77	4	-	-
11. Plastics & Rubber	1,218	2.9	1,193	34	870	103	114	110	21	-	-
12. Transportation Mfg	258	0.6	252	6	183	23	31	15	6	-	-
A - Subtotal: Manufacturing	26,699	64.0	26,337	557	18,202	3,502	2,252	2,406	333	-	4
13. Consultants - Architect, Engineering Site & Business	1,252	3.0	1,127	211	764	179	97	141	66	1	4
14. Finance & Insurance	1,330	3.2	1,249	125	750	214	254	78	34	-	-
15. Industries - Other	1,543	3.7	1,405	196	794	212	301	166	56	14	-
16. Professional Services	1,531	3.7	1,468	96	950	180	271	83	40	4	3
17. R&D - physical, engineering, Life sciences	680	1.6	671	14	397	124	124	23	10	-	2
18. Real Estate Brokers	1,443	3.4	1,196	365	505	326	264	217	125	-	6
19. Real Estate Developers & Construction	590	1.4	524	117	291	142	36	101	19	-	1
20. Real Estate - Other	281	0.7	231	73	102	59	70	31	18	-	1
21. Retail	784	1.9	765	37	413	80	215	64	11	-	1
22. Transportation & Warehousing & Distribution	2,743	6.6	2,640	166	2,049	282	175	172	62	1	2
B - Subtotal: Business Services	12,177	29.2	11,276	1,400	7,015	1,798	1,807	1,076	441	20	20
23. All Others	2,804	6.7	2,393	534	1,755	299	233	359	145	4	9
24. Other Paid Subscriptions	20	0.1	20	11	-	-	4	3	1	3	9
UNIQUE TOTAL QUALIFIED CIRCULATION*	41,700	100.0	40,026	2,502	26,972	5,599	4,296	3,844	920	27	42
PERCENT	100.0		96.0	6.0	64.7	13.4	10.3	9.2	2.2	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	6,428	15.4
500-999 Employees	3,129	7.5
100-499 Employees	17,330	41.6
50-99 Employees	6,917	16.6
20-49 Employees	3,002	7.2
1-19 Employees	2,550	6.1
Employee Size Not Available	2,344	5.6
TOTAL QUALIFIED CIRCULATION	41,700	100.0

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2022

Qualification Source	Qualified Within			Print	Digital	Unique Total Qualified*	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	11,553	7,963	2,048	21,065	1,129	21,564	51.7
II. Request from recipient's company:	28	5	9	42	3	42	0.1
III. Membership Benefit:	534	-	-	531	44	534	1.3
IV. Communication (other than request):	1	5	1	6	1	7	-
V. TOTAL - Sources other than above (listed alphabetically):	15,943	2,686	924	18,382	1,325	19,553	46.9
Association rosters and directories	-	-	-	-	-	-	-
**Business directories	14,165	2,232	660	16,467	690	17,057	40.9
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
**Other sources	1,778	454	264	1,915	635	2,496	6.0
VI. Single Copy Sales:	-	-	-	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	28,059	10,659	2,982	40,026	2,502	41,700	100.0
PERCENT	67.3	25.6	7.1	96.0	6.0	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 2020	July - December 2020	January - June 2021	July - December 2021	January - June 2022*	July - December 2022*
Unique Total Audit Average Qualified***:	45,899	41,917	41,936	40,717	41,858	41,731
Unique Qualified Non-Paid Total***:	45,797	41,829	41,849	40,635	41,786	41,668
Print:	43,882	39,957	40,023	38,772	39,950	39,955
Digital:	2,785	2,679	2,598	2,510	2,666	2,539
Unique Qualified Paid Total***:	102	88	87	82	72	63
Print:	102	88	87	81	71	63
Digital:	32	28	28	23	25	21
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 2022 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 2022

State	Print	Digital	Unique Total Qualified*	Percent	State	Print	Digital	Unique Total Qualified*	Percent
Maine	120	6	124		Kentucky	445	25	460	
New Hampshire	237	12	245		Tennessee	711	32	726	
Vermont	78	4	81		Alabama	492	31	515	
Massachusetts	1,224	50	1,260		Mississippi	193	14	198	
Rhode Island	129	8	134		EAST SO. CENTRAL	1,841	102	1,899	4.6
Connecticut	616	35	638		Arkansas	251	14	258	
NEW ENGLAND	2,404	115	2,482	5.9	Louisiana	392	35	420	
New York	2,006	172	2,133		Oklahoma	406	15	413	
New Jersey	1,263	71	1,303		Texas	2,733	188	2,846	
Pennsylvania	1,887	93	1,945		WEST SO. CENTRAL	3,782	252	3,937	9.4
MIDDLE ATLANTIC	5,156	336	5,381	12.9	Montana	76	2	78	
Ohio	1,937	112	2,008		Idaho	161	7	166	
Indiana	973	56	1,013		Wyoming	36	2	38	
Illinois	2,072	135	2,164		Colorado	545	31	561	
Michigan	1,654	55	1,687		New Mexico	99	8	102	
Wisconsin	1,220	38	1,242		Arizona	543	48	576	
EAST NO. CENTRAL	7,856	396	8,114	19.5	Utah	388	16	397	
Minnesota	949	43	978		Nevada	175	25	187	
Iowa	489	19	502		MOUNTAIN	2,023	139	2,105	5.0
Missouri	829	54	863		Alaska	55	2	56	
North Dakota	98	1	99		Washington	713	33	734	
South Dakota	113	5	118		Oregon	442	12	446	
Nebraska	268	24	285		California	4,920	235	5,091	
Kansas	418	20	432		Hawaii	89	5	92	
WEST NO. CENTRAL	3,164	166	3,277	7.9	PACIFIC	6,219	287	6,419	15.4
Delaware	100	1	100		UNITED STATES	38,570	2,263	40,023	96.0
Maryland	528	34	550		U.S. Territories	79	3	81	
Washington, DC	75	13	85		Canada	164	40	196	
Virginia	818	45	847		Mexico	14	11	23	
West Virginia	100	5	102		Other International	1,199	155	1,347	
North Carolina	1,221	82	1,267		APO/FPO	-	-	-	
South Carolina	474	55	499		Email Only	-	30	30	
Georgia	1,138	109	1,209		UNIQUE TOTAL QUALIFIED CIRCULATION*	40,026	2,502	41,700	100.0
Florida	1,671	126	1,750						
SOUTH ATLANTIC	6,125	470	6,409	15.4					

*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 a quantity 108 copies or 0.3% to 16,949 copies or 40.6%, including D&B Hoovers. Other sources include 11 sources of circulation for a quantity of 1 copy or -% to 1,440 copies or 3.5%.

PUBLISHER'S AFFIDAVIT

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

Julie Clarke, Circulation Manager

Ron Starnier, 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

State

County

Received by BPA Worldwide

Type

ID Number

December 20, 2022

Georgia

Gwinnett

December 20, 2022

BD

S040BRD22

About BPA Worldwide.

BPA Worldwide is in the business of providing assurance. For 80+ years as a not-for-profit assurance service provider, BPA was originally created by advertisers, advertising agencies and the media industry to audit audience claims used in the buying and selling of advertising. Performing nearly 1,000 annual audits of media channels in 19 countries, BPA is a trusted resource for compliance and assurance services.