

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 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.

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

**SITE SELECTION
MAGAZINE**



3 issues in the period
41,917 average circulation

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
SITE SELECTION MAGAZINE (3 issues in the period)	41,829	88	41,917

(See Paragraph 3b for Format Type and Source)

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	1,582
Allocated for Trade Shows and Conventions	-
All Other	1,778
TOTAL	3,360

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	41,637	99.3	41,549	99.1	88	0.2
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	280	0.7	280	0.7	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	41,917	100.0	41,829	99.8	88	0.2

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2020 Issue	Print	Digital	Unique Total Qualified*
July	40,006	2,728	41,864
September	40,007	2,700	41,887
November	40,122	2,692	42,000

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

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2020
This issue is 0.3% or 124 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, 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	1,007	2.4	972	43	642	142	118	85	20	-	-
2. Automotive	2,334	5.6	2,313	24	1,457	406	65	322	83	-	1
3. Biotech & Pharmaceuticals	3,292	7.8	3,238	74	2,163	556	353	168	50	-	2
4. Chemical Manufacturing, except Pharmaceuticals	1,556	3.7	1,524	41	1,233	154	82	69	18	-	-
5. Electronics & IT	2,662	6.3	2,617	66	1,935	236	313	139	37	-	2
6. Food & Beverage	3,711	8.8	3,656	68	2,829	544	84	227	26	-	1
7. Machinery	3,571	8.5	3,506	84	2,898	308	104	217	42	-	2
8. Manufacturing - Other	2,905	6.9	2,802	136	1,938	394	169	333	70	-	1
9. Metals - Primary & Fabricated	3,525	8.4	3,433	115	2,626	407	77	325	89	-	1
10. Petroleum	214	0.5	209	6	127	40	15	28	4	-	-
11. Plastics & Rubber	1,525	3.6	1,494	43	1,145	145	59	142	34	-	-
12. Transportation Mfg	228	0.6	224	6	171	23	10	18	6	-	-
A - Subtotal: Manufacturing	26,530	63.1	25,988	706	19,164	3,355	1,449	2,073	479	-	10
13. Consultants - Architect, Engineering Site & Business	1,032	2.5	886	233	506	162	111	163	85	1	4
14. Finance & Insurance	980	2.3	876	124	317	162	392	85	23	-	1
15. Industries - Other	1,365	3.3	1,202	222	696	199	206	173	73	17	1
16. Professional Services	1,790	4.3	1,709	133	1,138	215	125	220	82	7	3
17. R&D - physical, engineering, Life sciences	1,481	3.5	1,470	13	990	350	19	90	29	1	2
18. Real Estate Brokers	2,144	5.1	1,901	417	681	527	355	354	220	-	7
19. Real Estate Developers & Construction	830	2.0	752	127	413	140	101	132	43	-	1
20. Real Estate - Other	438	1.0	387	79	180	86	93	52	26	-	1
21. Retail	845	2.0	817	41	312	94	360	59	19	-	1
22. Transportation & Warehousing & Distribution	2,239	5.3	2,103	185	1,432	276	284	170	71	2	4
B - Subtotal: Business Services	13,144	31.3	12,103	1,574	6,665	2,211	2,046	1,498	671	28	25
23. All Others	2,296	5.5	2,001	400	1,518	244	126	241	142	7	18
24. Other Paid Subscriptions	30	0.1	30	12	1	3	4	6	1	4	11
UNIQUE TOTAL QUALIFIED CIRCULATION*	42,000	100.0	40,122	2,692	27,348	5,813	3,625	3,818	1,293	39	64
PERCENT	100.0		95.5	6.4	65.1	13.8	8.6	9.1	3.1	0.1	0.2

*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	6,866	16.3
500-999 Employees	2,334	5.6
100-499 Employees	14,110	33.6
50-99 Employees	8,527	20.3
20-49 Employees	4,668	11.1
1-19 Employees	3,309	7.9
Employee Size Not Available	2,186	5.2
TOTAL QUALIFIED CIRCULATION	42,000	100.0

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2020

Qualification Source	Print	Digital	Unique Total Qualified*	Percent
I. Direct Request:	21,596	1,195	22,174	52.8
II. Request from recipient's company:	48	3	49	0.1
III. Membership Benefit:	289	27	295	0.7
IV. Communication (other than request):	49	10	59	0.1
V. TOTAL - Sources other than above (listed alphabetically):	18,140	1,457	19,423	46.3
Association rosters and directories	-	-	-	-
**Business directories	12,301	943	13,175	31.4
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-
**Other sources	5,839	514	6,248	14.9
VI. Single Copy Sales:	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	40,122	2,692	42,000	100.0
PERCENT	95.5	6.4	100.0	

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

**See Additional Data

Note: Although age is not reported, all qualified circulation must be sourced within 36 months of the analyzed issue.

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED BRAND REPORTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	January - June 2018	July - December 2018	January - June 2019	July - December 2019	January - June 2020*	July - December 2020*
Unique Total Audit Average Qualified***:	46,535	47,426	48,136	47,565	45,899	41,917
Unique Qualified Non-Paid Total***:	46,409	47,306	48,022	47,456	45,797	41,829
Print:	45,061	45,988	46,421	45,989	43,882	39,957
Digital:	2,743	2,711	2,834	2,625	2,785	2,679
Unique Qualified Paid Total***:	126	120	114	109	102	88
Print:	126	120	114	109	102	88
Digital:	30	32	32	34	32	28
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 2020 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 2020

State	Print	Digital	Unique Total Qualified*	Percent	State	Print	Digital	Unique Total Qualified*	Percent
Maine	116	5	120		Kentucky	444	28	460	
New Hampshire	227	10	235		Tennessee	761	40	784	
Vermont	95	2	96		Alabama	500	43	530	
Massachusetts	1,273	63	1,327		Mississippi	199	16	205	
Rhode Island	161	8	165		EAST SO. CENTRAL	1,904	127	1,979	4.7
Connecticut	587	26	610		Arkansas	224	16	237	
NEW ENGLAND	2,459	114	2,553	6.1	Louisiana	316	33	338	
New York	2,148	171	2,269		Oklahoma	361	22	376	
New Jersey	1,335	81	1,395		Texas	2,719	196	2,852	
Pennsylvania	1,942	112	2,016		WEST SO. CENTRAL	3,620	267	3,803	9.1
MIDDLE ATLANTIC	5,425	364	5,680	13.5	Montana	77	3	80	
Ohio	2,108	134	2,196		Idaho	175	6	178	
Indiana	1,036	66	1,079		Wyoming	31	2	33	
Illinois	2,192	143	2,281		Colorado	584	31	608	
Michigan	1,638	69	1,690		New Mexico	119	6	120	
Wisconsin	1,260	34	1,287		Arizona	543	48	570	
EAST NO. CENTRAL	8,234	446	8,533	20.3	Utah	380	19	394	
Minnesota	1,004	52	1,037		Nevada	189	22	202	
Iowa	427	24	444		MOUNTAIN	2,098	137	2,185	5.2
Missouri	846	60	882		Alaska	31	2	33	
North Dakota	92	1	93		Washington	672	33	696	
South Dakota	78	5	83		Oregon	466	23	482	
Nebraska	269	15	280		California	4,544	269	4,732	
Kansas	419	23	433		Hawaii	93	2	95	
WEST NO. CENTRAL	3,135	180	3,252	7.7	PACIFIC	5,806	329	6,038	14.4
Delaware	85	2	87		UNITED STATES	38,560	2,455	40,218	95.8
Maryland	541	34	565		U.S. Territories	71	2	72	
Washington, DC	84	18	98		Canada	242	30	269	
Virginia	689	56	731		Mexico	23	5	27	
West Virginia	101	4	102		Other International	1,226	159	1,373	
North Carolina	1,185	99	1,243		APO/FPO	-	-	-	
South Carolina	428	60	463		Email Only	-	41	41	
Georgia	1,125	106	1,195		UNIQUE TOTAL QUALIFIED CIRCULATION*	40,122	2,692	42,000	100.0
Florida	1,641	112	1,711						
SOUTH ATLANTIC	5,879	491	6,195	14.8					

*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 3 sources of circulation for quantities of 1 copy or -% to 12,787 copies or 30.4%, including D&B. Other sources include 18 sources of circulation for quantities of 1 copy or -% to 4,745 copies or 11.3%, including Manufacturer's News.

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 15, 2021
State	Georgia
County	Gwinnett
Received by BPA Worldwide	January 15, 2021
Type	BD
ID Number	S040B0D0

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.