

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.

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

**SITE SELECTION
PRINT AND DIGITAL
MAGAZINE**



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)	41,849	87	41,936
a. Print	40,023	87	40,110
b. Digital	2,598	28	2,626

(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	1,650
Allocated for Trade Shows and Conventions	-
All Other	1,938
TOTAL	3,588

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	41,626	99.3	41,539	99.1	87	0.2
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	310	0.7	310	0.7	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	41,936	100.0	41,849	99.8	87	0.2

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2021 Issue	Print	Digital	Unique Total Qualified*
January	40,172	2,426	41,855
March	40,078	2,811	42,012
May	40,079	2,643	41,941

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

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2021
This issue is -% or 7 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	1,167	2.8	1,130	47	698	158	211	87	13	-	-
2. Automotive	1,628	3.9	1,611	21	1,120	205	132	142	28	-	1
3. Biotech & Pharmaceuticals	3,457	8.2	3,403	71	2,124	544	571	173	45	-	-
4. Chemical Manufacturing, except Pharmaceuticals	1,507	3.6	1,477	38	910	282	218	76	21	-	-
5. Electronics & IT	2,591	6.2	2,549	61	1,578	445	390	150	27	-	1
6. Food & Beverage	3,357	8.0	3,302	68	2,230	566	297	241	21	-	2
7. Machinery	3,478	8.3	3,415	81	2,389	489	342	210	45	-	3
8. Manufacturing - Other	4,556	10.9	4,449	138	2,956	835	308	388	68	-	1
9. Metals - Primary & Fabricated	2,934	7.0	2,839	118	1,832	576	171	281	73	-	1
10. Petroleum	278	0.7	275	3	136	53	62	22	5	-	-
11. Plastics & Rubber	1,522	3.6	1,494	39	975	264	120	137	26	-	-
12. Transportation Mfg	310	0.7	306	6	219	31	37	18	5	-	-
A - Subtotal: Manufacturing	26,785	63.9	26,250	691	17,167	4,448	2,859	1,925	377	-	9
13. Consultants - Architect, Engineering Site & Business	987	2.4	839	229	470	143	128	163	80	1	2
14. Finance & Insurance	859	2.0	746	134	272	128	368	67	24	-	-
15. Industries - Other	1,200	2.9	1,033	221	625	162	177	162	61	13	-
16. Professional Services	1,899	4.5	1,814	136	1,238	238	134	202	79	5	3
17. R&D - physical, engineering, Life sciences	820	2.0	806	17	513	165	24	86	29	1	2
18. Real Estate Brokers	2,031	4.8	1,783	422	639	488	352	332	212	-	8
19. Real Estate Developers & Construction	794	1.9	714	131	401	136	89	126	38	-	4
20. Real Estate - Other	406	1.0	352	75	161	82	88	54	21	-	-
21. Retail	764	1.8	736	42	283	82	328	51	18	-	2
22. Transportation & Warehousing & Distribution	2,522	6.0	2,391	178	1,492	500	241	215	68	3	3
B - Subtotal: Business Services	12,282	29.3	11,214	1,585	6,094	2,124	1,929	1,458	630	23	24
23. All Others	2,839	6.7	2,580	351	1,982	267	134	258	172	8	18
24. Other Paid Subscriptions	35	0.1	35	16	1	3	3	8	2	3	15
UNIQUE TOTAL QUALIFIED CIRCULATION*	41,941	100.0	40,079	2,643	25,244	6,842	4,925	3,649	1,181	34	66
PERCENT	100.0		95.6	6.3	60.2	16.3	11.7	8.7	2.8	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	7,575	18.1
500-999 Employees	3,528	8.4
100-499 Employees	16,578	39.5
50-99 Employees	5,283	12.6
20-49 Employees	3,337	8.0
1-19 Employees	3,283	7.8
Employee Size Not Available	2,357	5.6
TOTAL QUALIFIED CIRCULATION	41,941	100.0

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

Qualification Source	Print	Digital	Unique Total Qualified*	Percent
I. Direct Request:	21,763	1,139	22,338	53.3
II. Request from recipient's company:	44	2	44	0.1
III. Membership Benefit:	300	27	305	0.7
IV. Communication (other than request):	8	8	16	-
V. TOTAL - Sources other than above (listed alphabetically):	17,964	1,467	19,238	45.9
Association rosters and directories	-	-	-	-
**Business directories	13,262	887	14,081	33.6
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-
**Other sources	4,702	580	5,157	12.3
VI. Single Copy Sales:	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	40,079	2,643	41,941	100.0
PERCENT	95.6	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	Audited Data	Circulation Claim
	July - December 2018	January - June 2019	July - December 2019	January - June 2020	July - December 2020	January - June 2021*
Unique Total Audit Average Qualified***:	47,426	48,136	47,565	45,899	41,917	41,936
Unique Qualified Non-Paid Total***:	47,306	48,022	47,456	45,797	41,829	41,849
Print:	45,988	46,421	45,989	43,882	39,957	40,023
Digital:	2,711	2,834	2,625	2,785	2,679	2,598
Unique Qualified Paid Total***:	120	114	109	102	88	87
Print:	120	114	109	102	88	87
Digital:	32	32	34	32	28	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 - June 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 MAY 2021

State	Print	Digital	Unique Total Qualified*	Percent	State	Print	Digital	Unique Total Qualified*	Percent
Maine	97	4	100		Kentucky	430	27	445	
New Hampshire	219	10	226		Tennessee	764	39	787	
Vermont	80	2	81		Alabama	485	40	515	
Massachusetts	1,365	57	1,415		Mississippi	205	15	212	
Rhode Island	159	7	163		EAST SO. CENTRAL	1,884	121	1,959	4.7
Connecticut	618	27	641		Arkansas	236	13	247	
NEW ENGLAND	2,538	107	2,626	6.3	Louisiana	307	29	327	
New York	2,155	163	2,275		Oklahoma	342	21	355	
New Jersey	1,338	74	1,393		Texas	2,796	202	2,934	
Pennsylvania	1,937	102	2,004		WEST SO. CENTRAL	3,681	265	3,863	9.2
MIDDLE ATLANTIC	5,430	339	5,672	13.5	Montana	67	2	69	
Ohio	2,033	124	2,117		Idaho	163	6	165	
Indiana	1,013	65	1,056		Wyoming	41	1	42	
Illinois	2,091	146	2,186		Colorado	545	34	570	
Michigan	1,548	71	1,602		New Mexico	104	8	105	
Wisconsin	1,218	36	1,243		Arizona	526	50	554	
EAST NO. CENTRAL	7,903	442	8,204	19.6	Utah	405	17	418	
Minnesota	981	50	1,012		Nevada	201	24	216	
Iowa	440	24	457		MOUNTAIN	2,052	142	2,139	5.1
Missouri	834	57	869		Alaska	34	1	35	
North Dakota	93	1	94		Washington	726	34	751	
South Dakota	407	23	421		Oregon	443	21	458	
Nebraska	248	23	267		California	4,555	262	4,744	
Kansas	80	6	86		Hawaii	88	3	91	
WEST NO. CENTRAL	3,083	184	3,206	7.6	PACIFIC	5,846	321	6,079	14.5
Delaware	84	1	85		UNITED STATES	38,517	2,423	40,173	95.8
Maryland	528	35	554		U.S. Territories	70	1	70	
Washington, DC	66	18	80		Canada	201	29	228	
Virginia	748	59	790		Mexico	21	6	26	
West Virginia	92	5	94		Other International	1,270	155	1,415	
North Carolina	1,287	101	1,344		APO/FPO	-	-	-	
South Carolina	471	59	503		Email Only	-	29	29	
Georgia	1,187	110	1,264		UNIQUE TOTAL QUALIFIED CIRCULATION*	40,079	2,643	41,941	100.0
Florida	1,637	114	1,711						
SOUTH ATLANTIC	6,100	502	6,425	15.3					

*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 13,929 copies or 33.2%, including D&B Hoovers. Other sources include 17 sources of circulation for quantities of 1 copy or -% to 4,008 copies or 9.6%.

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	July 14, 2021
State	Georgia
County	Gwinnett
Received by BPA Worldwide	July 14, 2021
Type	BD
ID Number	S040B0J1

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.