

## B2B Media

### Publisher's Statement

6 months ended December 31, 2025

Subject to Audit

### Field Served:

SITE SELECTION serves the manufacturing and business service industries as reported in the Business Analysis herein.



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All totals in this report represent aggregate unique recipients,  
not the sum of print and digital circulation.

TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION		41,740
AVERAGE QUALIFIED NONPAID CIRCULATION		
Qualified Nonpaid Individual - Print		39,422
Qualified Nonpaid Individual - Digital		3,164
<b>Total Qualified Nonpaid Individual</b>		<b>41,090</b>
Qualified Nonpaid Membership Benefit - Print		647
Qualified Nonpaid Membership Benefit - Digital		35
<b>Total Qualified Nonpaid Membership Benefit</b>		<b>650</b>
<b>Total Average Qualified Nonpaid Circulation</b>		<b>41,740</b>

AVERAGE NONQUALIFIED CIRCULATION		
Nonqualified Allocated for Shows & Conventions - Print		257
<b>Total Nonqualified Allocated for Shows &amp; Conventions</b>		<b>257</b>
Nonqualified Miscellaneous, Including Staff Copies - Print		3,332
<b>Total Nonqualified Miscellaneous, Including Staff Copies</b>		<b>3,332</b>
<b>Total Average Nonqualified Circulation</b>		<b>3,589</b>

CIRCULATION BY ISSUES			
Issue	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Total Qualified Nonpaid
Jul	40,040	3,105	41,750
Sep	40,115	3,147	41,770
Nov	40,052	3,344	41,700

SOURCE ANALYSIS							
Source	Print	Digital	Qualified Within				
			1 Year	2 Years	3 Years	Total	Percent
<b>Total Direct Request From Recipient</b>	<b>21,671</b>	<b>2,195</b>	<b>8,852</b>	<b>7,454</b>	<b>6,065</b>	<b>22,371</b>	<b>53.7</b>
<b>Total Direct Request From Recipient's Company</b>	<b>49</b>	<b>5</b>	<b>31</b>	<b>15</b>	<b>3</b>	<b>49</b>	<b>0.1</b>
<b>Total Communication Other Than Request</b>	<b>29</b>	<b>24</b>	<b>36</b>	<b>7</b>	<b>3</b>	<b>46</b>	<b>0.1</b>
Membership Benefit	666	35	669			669	1.6
Business Directories	10,453	577	8,478	2,452	21	10,951	26.3
Lists							
Acquired Circulation							
Other Sources	7,184	508	7,119	274	221	7,614	18.3
<b>Total Qualified Subscriptions</b>	<b>40,052</b>	<b>3,344</b>	<b>25,185</b>	<b>10,202</b>	<b>6,313</b>	<b>41,700</b>	<b>100.0</b>
<b>Percent</b>	<b>96.1</b>	<b>8.1</b>	<b>60.4</b>	<b>24.5</b>	<b>15.1</b>	<b>100.0</b>	

BUSINESS ANALYSIS											
Classification by Business & Industry	Total	%	Qualified Nonpaid - Print	Qualified Nonpaid - 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 Personnel	Library Copies and Company Copies	Non-Titled Personnel
<b>MANUFACTURING:</b>											
1. Aerospace	1,120	2.7	1,100	38	692	274	70	69	15		
2. Automotive	1,742	4.2	1,728	41	1,226	305	52	141	18		
3. Biotech & Pharmaceuticals	2,873	6.9	2,843	82	1,908	585	188	155	37		
4. Chemical Manufacturing, except Pharmaceuticals	2,070	5.0	2,046	65	1,289	412	127	217	25		
5. Electronics & IT	3,017	7.2	2,976	86	2,122	546	147	169	33		
6. Food & Beverage	4,634	11.1	4,593	101	3,139	885	118	451	41		
7. Machinery	4,792	11.5	4,737	161	3,211	982	114	436	48		1
8. Manufacturing - Other	2,307	5.5	2,239	142	1,476	412	94	296	28		1
9. Metals - Primary & Fabricated	3,886	9.3	3,817	218	2,418	776	85	563	44		
10. Petroleum	186	0.4	183	7	103	35	7	37	4		
11. Plastics & Rubber	1,608	3.9	1,583	59	1,132	252	32	171	21		
12. Transportation Mfg	476	1.1	472	17	357	71	13	32	3		
<b>Sub-total Manufacturing</b>	<b>28,711</b>	<b>68.9</b>	<b>28,317</b>	<b>1,017</b>	<b>19,073</b>	<b>5,535</b>	<b>1,047</b>	<b>2,737</b>	<b>317</b>		<b>2</b>
13. Consultants - Architect, Engineering Site & Business	867	2.1	740	258	434	149	69	136	75	1	3
14. Finance & Insurance	1,330	3.2	1,220	162	937	237	68	64	21		3
15. Industries - Other	1,506	3.6	1,359	251	845	266	107	210	63	11	4
16. Professional Services	762	1.8	679	168	443	122	65	71	56	2	3
17. R&D - physical, engineering, Life sciences	431	1.0	422	18	271	70	59	22	9		
18. Real Estate Brokers	1,110	2.7	894	399	379	290	142	198	99		2
19. Real Estate Developers & Construction	871	2.1	774	181	434	225	42	131	38		1
20. Real Estate - Other	317	0.8	264	91	139	81	41	34	21		1
21. Retail	684	1.6	655	69	414	87	69	98	16		
22. Transportation & Warehousing & Distribution	2,247	5.4	2,138	233	1,433	339	117	319	38		1
<b>Sub-Total Business Services</b>	<b>10,125</b>	<b>24.3</b>	<b>9,145</b>	<b>1,830</b>	<b>5,729</b>	<b>1,866</b>	<b>779</b>	<b>1,283</b>	<b>436</b>	<b>14</b>	<b>18</b>
All Others	2,864	6.9	2,590	497	1,847	303	162	388	111	8	45
Other Paid Subscriptions											
<b>Total Qualified Circulation</b>	<b>41,700</b>	<b>100.0</b>	<b>40,052</b>	<b>3,344</b>	<b>26,649</b>	<b>7,704</b>	<b>1,988</b>	<b>4,408</b>	<b>864</b>	<b>22</b>	<b>65</b>
<b>Percent</b>			<b>96.0</b>	<b>8.0</b>	<b>63.9</b>	<b>18.5</b>	<b>4.8</b>	<b>10.6</b>	<b>2.1</b>	<b>0.1</b>	<b>0.2</b>

SUPPLEMENTAL ANALYSIS			
Analysis by Number of Employees			
		Total	%
1.	1000+ Employees	6,262	15.0
2.	500-99 Employees	2,662	6.4
3.	100-499 Employees	15,137	36.3
4.	50-99 Employees	9,460	22.7
5.	20-49 Employees	2,475	5.9
6.	1-19 Employees	3,130	7.5
7.	Employee Size Not Available	2,574	6.2
	<b>Total Qualified Circulation</b>	<b>41,700</b>	<b>100.0</b>

GEOGRAPHIC ANALYSIS			
State	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Total Qualified Nonpaid
Alabama	506	61	530
Arizona	531	70	564
Arkansas	278	19	282
California	4,339	187	4,473
Colorado	552	52	579
Connecticut	564	35	583
Delaware	85	6	89
District of Columbia	58	17	66
Florida	1,666	184	1,738
Georgia	1,164	142	1,226
Idaho	177	14	184
Illinois	2,028	158	2,102
Indiana	1,039	84	1,073
Iowa	547	28	559
Kansas	490	29	505
Kentucky	488	50	508
Louisiana	440	87	503
Maine	131	15	138
Maryland	479	45	498
Massachusetts	1,106	73	1,146
Michigan	1,659	109	1,701
Minnesota	1,040	61	1,065
Mississippi	222	20	228
Missouri	878	71	907
Montana	79	4	80
Nebraska	295	47	328
Nevada	185	24	197
New Hampshire	202	13	207
New Jersey	1,238	90	1,274
New Mexico	86	11	91
New York	1,831	182	1,927
North Carolina	1,237	115	1,283
North Dakota	101	5	105
Ohio	2,065	169	2,138
Oklahoma	421	26	431
Oregon	477	24	488
Pennsylvania	1,837	136	1,899
Rhode Island	119	9	121
South Carolina	499	66	527
South Dakota	127	8	133
Tennessee	731	58	749
Texas	2,900	278	3,039
Utah	435	26	447
Vermont	93	6	96
Virginia	681	70	713
Washington	714	54	741
West Virginia	98	8	100
Wisconsin	1,421	77	1,446
Wyoming	41		41
<b>TOTAL 48 CONTERMINOUS STATES</b>	<b>38,380</b>	<b>3,123</b>	<b>39,848</b>
Alaska	47	4	48
Hawaii	78	8	81
<b>TOTAL ALASKA &amp; HAWAII</b>	<b>125</b>	<b>12</b>	<b>129</b>
Single Copy Sales			
U.S. Unclassified			
<b>TOTAL UNITED STATES</b>	<b>38,505</b>	<b>3,135</b>	<b>39,977</b>
Poss. & Other Areas	49	9	55
<b>U.S. &amp; POSS., etc.</b>	<b>38,554</b>	<b>3,144</b>	<b>40,032</b>
Canada	427	43	452
International	1,071	113	1,172
Military or Civilian Personnel Overseas			
<b>Total International</b>	<b>1,498</b>	<b>156</b>	<b>1,624</b>
E-mail Address Only		44	44
Other Unclassified			
<b>GRAND TOTAL</b>	<b>40,052</b>	<b>3,344</b>	<b>41,700</b>

## NOTES

**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.

**Rounding %:** Due to rounding, percentages may not always add up to 100%.

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We certify that to the best of our knowledge all data set forth in this Publisher's Statement are true and report circulation in accordance with Alliance for Audited Media's Bylaws and Rules.

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