

B2B Media

Publisher's Statement

6 months ended June 30, 2024

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		41,698
AVERAGE QUALIFIED NONPAID CIRCULATION		
Qualified Nonpaid Individual - Print		39,472
Qualified Nonpaid Individual - Digital		2,746
Total Qualified Nonpaid Individual		41,141
Qualified Nonpaid Membership Benefit - Print		554
Qualified Nonpaid Membership Benefit - Digital		38
Total Qualified Nonpaid Membership Benefit		557
Total Average Qualified Nonpaid Circulation		41,698

AVERAGE NONQUALIFIED CIRCULATION	
Nonqualified Allocated for Shows & Conventions - Print	350
Total Nonqualified Allocated for Shows & Conventions	350
Nonqualified Miscellaneous, Including Staff Copies - Print	3,512
Total Nonqualified Miscellaneous, Including Staff Copies	3,512
Total Average Nonqualified Circulation	3,862

CIRCULATION BY ISSUES			
	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Total Qualified Nonpaid
Jan	40,020	2,700	41,651
Mar	40,037	2,815	41,642
May	40,022	2,839	41,804

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
MANUFACTURING:											
1. Aerospace	1,104	2.6	1,078	38	740	166	136	49	12		1
2. Automotive	1,358	3.2	1,338	28	964	137	160	86	11		
3. Biotech & Pharmaceuticals	2,793	6.7	2,749	71	1,949	241	442	139	22		
4. Chemical Manufacturing, except Pharmaceuticals	1,921	4.6	1,890	49	1,199	231	220	244	26		1
5. Electronics & IT	3,455	8.3	3,401	72	2,365	456	397	215	22		
6. Food & Beverage	3,350	8.0	3,293	87	2,031	468	231	551	68		1
7. Machinery	4,138	9.9	4,072	108	2,833	511	310	417	67		
8. Manufacturing - Other	3,072	7.3	2,992	118	1,966	339	386	351	30		
9. Metals - Primary & Fabricated	4,939	11.8	4,849	155	3,355	634	249	655	46		
10. Petroleum	523	1.3	520	7	310	80	33	95	5		
11. Plastics & Rubber	1,125	2.7	1,099	33	766	84	155	106	14		
12. Transportation Mfg	416	1.0	412	7	335	23	39	13	6		
Sub-total Manufacturing	28,194	67.4	27,693	773	18,813	3,370	2,758	2,921	329		3
13. Consultants - Architect, Engineering Site & Business	1,121	2.7	1,002	213	688	155	86	130	58		4
14. Finance & Insurance	1,088	2.6	1,013	113	721	198	101	39	29		
15. Industries - Other	1,091	2.6	990	162	591	138	183	116	46	15	2
16. Professional Services	1,381	3.3	1,316	110	964	149	147	74	39	3	5
17. R&D - physical, engineering, Life sciences	995	2.4	988	11	741	125	100	24	5		
18. Real Estate Brokers	1,294	3.1	1,047	406	452	307	172	240	113		10
19. Real Estate Developers & Construction	1,127	2.7	1,050	123	761	204	34	100	25		3
20. Real Estate - Other	300	0.7	244	91	134	49	50	47	20		
21. Retail	475	1.1	463	33	281	46	87	47	13		1
22. Transportation & Warehousing & Distribution	2,040	4.9	1,942	169	1,459	220	159	146	56		
Sub-Total Business Services	10,912	26.1	10,055	1,431	6,792	1,591	1,119	963	404	18	25
All Others	2,698	6.5	2,274	635	1,593	313	236	408	118	6	24
Other Paid Subscriptions											
Total Qualified Circulation	41,804	100.0	40,022	2,839	27,198	5,274	4,113	4,292	851	24	52
Percent			95.7	6.8	65.1	12.6	9.8	10.3	2.0	0.1	0.1

SUPPLEMENTAL ANALYSIS

Analysis by Number of Employees		Total	%
1.	1000+ Employees	6,846	16.4
2.	500-99 Employees	3,115	7.5
3.	100-499 Employees	17,886	42.8
4.	50-99 Employees	7,318	17.5
5.	20-49 Employees	1,784	4.3
6.	1-19 Employees	2,069	4.9
7.	Employee Size Not Available	2,786	6.7
	Total Qualified Circulation	41,804	100.0

SOURCE ANALYSIS

Source	Qualified Within						
	Print	Digital	1 Year	2 Years	3 Years	Total	Percent
Total Direct Request From Recipient	22,069	1,706	8,664	8,387	5,707	22,758	54.4
Total Direct Request From Recipient's Company	41	1	27	8	6	41	0.1
Total Communication Other Than Request	8		3	3	2	8	0.0
Membership Benefit	516	36	519			519	1.2
Business Directories	13,563	521	11,891	1,626	563	14,080	33.7
Lists							
Acquired Circulation							
Other Sources	3,825	575	4,003	165	230	4,398	10.5
Total Qualified Subscriptions	40,022	2,839	25,107	10,189	6,508	41,804	100.0
Percent	95.7	6.8	60.1	24.4	15.6	100.0	

GEOGRAPHIC ANALYSIS

State	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Total Qualified Nonpaid
Alabama	523	38	545
Arizona	555	59	589
Arkansas	256	20	267
California	4,561	214	4,719
Colorado	566	40	587
Connecticut	636	31	651
Delaware	99	4	102
District of Columbia	67	14	73
Florida	1,668	147	1,749
Georgia	1,161	110	1,227
Idaho	164	9	171
Illinois	2,045	148	2,142
Indiana	1,069	67	1,110
Iowa	498	20	512
Kansas	420	26	437
Kentucky	424	33	438
Louisiana	408	42	437
Maine	123	8	129
Maryland	507	40	530
Massachusetts	1,188	53	1,225
Michigan	1,721	78	1,765
Minnesota	1,050	53	1,082
Mississippi	203	15	210
Missouri	854	51	887
Montana	74	2	74
Nebraska	260	36	283
Nevada	184	22	196
New Hampshire	224	13	232
New Jersey	1,223	86	1,276
New Mexico	110	10	114
New York	1,907	170	2,022
North Carolina	1,216	105	1,269
North Dakota	93	3	95
Ohio	2,066	141	2,156
Oklahoma	392	27	404
Oregon	441	19	451
Pennsylvania	1,922	122	2,000
Rhode Island	119	10	124
South Carolina	496	59	523
South Dakota	110	10	119
Tennessee	689	50	716
Texas	2,817	222	2,946
Utah	396	21	406
Vermont	82	4	84
Virginia	802	53	832
Washington	674	40	695
West Virginia	103	7	107
Wisconsin	1,315	55	1,349
Wyoming	31	1	32
TOTAL 48 CONTERMINOUS STATES	38,512	2,608	40,089
Alaska	54	3	57
Hawaii	90	7	93
TOTAL ALASKA & HAWAII	144	10	150
Single Copy Sales			
U.S. Unclassified			
TOTAL UNITED STATES	38,656	2,618	40,239
Poss. & Other Areas	62	10	69
U.S. & POSS., etc.	38,718	2,628	40,308
Canada	170	44	204
International	1,134	144	1,269
Military or Civilian Personnel Overseas			
Total International	1,304	188	1,473
E-mail Address Only		23	23
Other Unclassified			
GRAND TOTAL	40,022	2,839	41,804

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%.

Qualified Nonpaid Membership Benefit Subscriptions: This publication is the official journal of the Industrial Asset Management Council.

Analyzed Issue: The information in Business Analysis; Source Analysis; and Geographic Analysis is from an analysis of the May issue.

Source Analysis Projection: The figures used are based on percentages established for the September 2023 issue and projected against the totals for the May 2024 issue.

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.

Frequency: Bimonthly
Format: Standard

Established: 1954
AAM Member Since: 1981
Member #: 06-3005-8
SRDS: 20

Parent Company: Conway Data, Inc.

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Published by:
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