

# SITE SELECTION

Peachtree Corners, Georgia 30092

## AUDIT REPORT B2B Media

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

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

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**TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION FOR 12 MONTHS ENDED DECEMBER 31, 2024:**

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<b>TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION</b>	<b>41,745</b>
<b>AVERAGE QUALIFIED NONPAID CIRCULATION</b>	
Qualified Nonpaid Individual - Print	39,432
Qualified Nonpaid Individual - Digital	2,883
<b>Total Qualified Nonpaid Individual</b>	<b>42,315</b>
Qualified Nonpaid Membership Benefit - Print	602
Qualified Nonpaid Membership Benefit - Digital	38
<b>Total Qualified Nonpaid Membership Benefit</b>	<b>640</b>
<b>Total Average Qualified Nonpaid Circulation</b>	<b>41,745</b>

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**AVERAGE NONQUALIFIED CIRCULATION**

Nonqualified Allocated for Shows & Conventions - Print	350
<b>Total Nonqualified Allocated for Shows &amp; Conventions</b>	<b>350</b>
Nonqualified Miscellaneous, Including Staff Copies - Print	3,591
<b>Total Nonqualified Miscellaneous, Including Staff Copies</b>	<b>3,591</b>
<b>Total Average Nonqualified Circulation</b>	<b>3,941</b>

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**AUDIT STATEMENT**

There was no adjustment made in the average qualified nonpaid circulation as shown in the Publisher's Statements for the period audited.

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**CIRCULATION BY ISSUES**

	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Total
<b>2024 Issue</b>			
Jan	40,020	2,700	41,651
Mar	40,037	2,815	41,642
May	40,022	2,839	41,804
Jul	40,001	2,838	41,783
Sep	40,078	3,186	41,840
Nov	40,046	3,143	41,750

## 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 Personnel	Corporate Managers and Directors	Other Titled Personnel	Library Copies and Company Copies	Non-Titled Personnel
<b>MANUFACTURING:</b>											
1. Aerospace	968	2.3	942	40	620	185	96	52	15		
2. Automotive	1,735	4.2	1,720	33	1,266	250	76	130	13		
3. Biotech & Pharmaceuticals	2,467	5.9	2,434	75	1,640	438	227	143	19		
4. Chemical Manufacturing, except Pharmaceuticals	1,790	4.3	1,756	63	1,098	284	141	242	24		1
5. Electronics & IT	3,326	8.0	3,275	85	2,345	572	201	180	28		
6. Food & Beverage	3,571	8.6	3,519	106	2,306	678	127	401	58		1
7. Machinery	4,137	9.9	4,080	139	2,787	700	167	421	61		1
8. Manufacturing - Other	3,222	7.7	3,149	130	2,045	556	203	385	33		
9. Metals - Primary & Fabricated	4,921	11.8	4,829	214	3,161	943	99	672	46		
10. Petroleum	278	0.7	275	8	144	49	15	67	3		
11. Plastics & Rubber	1,602	3.8	1,579	59	1,098	236	71	181	16		
12. Transportation Mfg	379	0.9	376	13	258	62	23	32	4		
<b>Sub-total Manufacturing</b>	<b>28,396</b>	<b>68.0</b>	<b>27,934</b>	<b>965</b>	<b>18,768</b>	<b>4,953</b>	<b>1,446</b>	<b>2,906</b>	<b>320</b>		<b>3</b>
13. Consultants - Architect, Engineering Site & Business	1,035	2.5	928	213	587	172	78	133	62		3
14. Finance & Insurance	1,149	2.8	1,067	132	726	253	96	46	28		
15. Industries - Other	1,296	3.1	1,183	198	714	210	153	147	55	15	2
16. Professional Services	919	2.2	854	115	607	103	82	79	39	3	6
17. R&D - physical, engineering, Life sciences	895	2.1	887	15	663	137	67	21	7		
18. Real Estate Brokers	1,173	2.8	949	376	393	285	147	227	110		11
19. Real Estate Developers & Construction	755	1.8	682	141	408	175	41	100	28		3
20. Real Estate - Other	233	0.6	196	65	105	44	32	37	15		
21. Retail	484	1.2	468	39	286	50	84	50	13		1
22. Transportation & Warehousing & Distribution	2,547	6.1	2,464	167	1,717	376	154	242	58		
<b>Sub-Total Business Services</b>	<b>10,486</b>	<b>25.1</b>	<b>9,678</b>	<b>1,461</b>	<b>6,206</b>	<b>1,805</b>	<b>934</b>	<b>1,082</b>	<b>415</b>	<b>18</b>	<b>26</b>
All Others	2,868	6.9	2,434	717	1,632	405	236	465	101	6	23
Other Paid Subscriptions											
<b>Total Qualified Circulation</b>	<b>41,750</b>	<b>100.0</b>	<b>40,046</b>	<b>3,143</b>	<b>26,606</b>	<b>7,163</b>	<b>2,616</b>	<b>4,453</b>	<b>836</b>	<b>24</b>	<b>52</b>
<b>Percent</b>			<b>95.9</b>	<b>7.5</b>	<b>63.7</b>	<b>17.2</b>	<b>6.3</b>	<b>10.7</b>	<b>2.0</b>	<b>0.1</b>	<b>0.1</b>

## SUPPLEMENTAL ANALYSIS

Analysis by Number of Employees		Total	%
1. 1000+ Employees		6,058	14.5
2. 500-99 Employees		2,714	6.5
3. 100-499 Employees		14,474	34.7
4. 50-99 Employees		10,088	24.2
5. 20-49 Employees		3,466	8.3
6. 1-19 Employees		2,099	5.0
7. Employee Size Not Available		2,851	6.8
<b>Total Qualified Circulation</b>		<b>41,750</b>	<b>100.0</b>

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**SOURCE ANALYSIS**

Source	Print	Digital	Qualified Within			Total	Percent
			1 Year	2 Years	3 Years		
<b>Total Direct Request From Recipient</b>	<b>23,464</b>	<b>2,090</b>	<b>10,694</b>	<b>5,843</b>	<b>7,654</b>	<b>24,191</b>	<b>57.9</b>
<b>Total Direct Request From Recipient's Company</b>	<b>52</b>	<b>4</b>	<b>42</b>	<b>5</b>	<b>6</b>	<b>53</b>	<b>0.1</b>
<b>Total Communication Other Than Request</b>	<b>14</b>	<b>3</b>	<b>11</b>	<b>4</b>		<b>15</b>	<b>0.0</b>
Membership Benefit	654	38	655			655	1.6
Business Directories	10,681	448	8,495	2,500	119	11,114	26.6
Lists							
Acquired Circulation							
Other Sources	5,181	560	5,129	474	119	5,722	13.7
<b>Total Qualified Subscriptions</b>	<b>40,046</b>	<b>3,143</b>	<b>25,026</b>	<b>8,826</b>	<b>7,898</b>	<b>41,750</b>	<b>100.0</b>
<b>Percent</b>	<b>95.9</b>	<b>7.5</b>	<b>59.9</b>	<b>21.1</b>	<b>18.9</b>	<b>100.0</b>	

## GEOGRAPHIC ANALYSIS

State	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Total Qualified Nonpaid
Alabama	562	47	582
Arizona	574	65	609
Arkansas	271	24	278
California	4,290	194	4,432
Colorado	573	54	603
Connecticut	603	36	617
Delaware	99	5	102
District of Columbia	58	14	64
Florida	1,725	170	1,808
Georgia	1,178	127	1,242
Idaho	179	12	185
Illinois	2,091	160	2,181
Indiana	1,065	72	1,102
Iowa	485	23	498
Kansas	459	25	474
Kentucky	492	45	506
Louisiana	430	46	458
Maine	133	15	140
Maryland	505	41	526
Massachusetts	1,103	64	1,143
Michigan	1,770	97	1,813
Minnesota	1,035	55	1,060
Mississippi	219	20	226
Missouri	904	63	937
Montana	86	3	86
Nebraska	272	38	295
Nevada	209	22	221
New Hampshire	246	17	254
New Jersey	1,190	99	1,243
New Mexico	109	10	113
New York	1,777	180	1,878
North Carolina	1,289	119	1,341
North Dakota	88	5	91
Ohio	2,045	167	2,135
Oklahoma	423	27	435
Oregon	473	20	482
Pennsylvania	1,882	143	1,960
Rhode Island	111	10	114
South Carolina	506	59	533
South Dakota	119	8	125
Tennessee	747	54	770
Texas	2,757	250	2,890
Utah	448	23	459
Vermont	82	7	84
Virginia	739	63	770
Washington	661	47	688
West Virginia	103	9	106
Wisconsin	1,341	71	1,374
Wyoming	42	1	43
<b>TOTAL 48 CONTERMINOUS STATES</b>	<b>38,548</b>	<b>2,926</b>	<b>40,076</b>
Alaska	54	5	56
Hawaii	84	8	87
<b>TOTAL ALASKA &amp; HAWAII</b>	<b>138</b>	<b>13</b>	<b>143</b>
Single Copy Sales			
U.S. Unclassified			
<b>TOTAL UNITED STATES</b>	<b>38,686</b>	<b>2,939</b>	<b>40,219</b>
Poss. & Other Areas	60	10	67
<b>U.S. &amp; POSS., etc.</b>	<b>38,746</b>	<b>2,949</b>	<b>40,286</b>
Canada	205	41	231
International	1,095	130	1,210
Military or Civilian Personnel Overseas			
<b>TOTAL INTERNATIONAL</b>	<b>1,300</b>	<b>171</b>	<b>1,441</b>
E-Mail Address Only		23	23
Other Unclassified			
<b>GRAND TOTAL</b>	<b>40,046</b>	<b>3,143</b>	<b>41,750</b>

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## 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%.

**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 November 2024 issue.

To Members of the Alliance for Audited Media:

We have examined the circulation records and other data presented by this publication for the period covered by this report. Our examination was made in accordance with AAM's Bylaws and Rules, and included such tests and other audit procedures as we considered necessary under the circumstances.

In our opinion, the total average circulation for the period shown is fairly stated in this report, and the other data contained in this report are fairly stated in all respects material to average circulation.

***Alliance for Audited Media***