Site Selection is recognized as the leading publication in corporate real estate, facility planning, location analysis and foreign direct investment. Subscribers are integrally involved in site location decisions for new and expanded facilities for their corporations and clients.

- Qualified circulation of approximately 40,000+ subscribers.*
- Readers include c-suite level corporate management, corporate real estate directors and site consultants.
- Decision makers from more than 800 of the Fortune 1000 companies … representing more than 70 countries.

* December 2015 BPA

Reader’s Survey Results

64% of readers rate Site Selection the “Most reputable publication in the industry.” Nearly 50% of readers have used content in Site Selection to make a decision on an investment or project.

Pass-Through Readership

A recent Site Selection Reader Survey shows that the publication’s pass-through readership, especially among corporate managers, significantly enhances an advertiser’s cost-per-thousand investment.

73.8% of readers passed the magazine on to a colleague

“Rank, in order, what publication is most useful to you in the course of your work.”

Site Selection Magazine 377
The Wall Street Journal 312
National Real Estate Advisor 149
Forbes 122
Area Development 111
Fortune 69

Numbers indicate number of respondents choosing the publication as most useful.

NOTE: The information on this page is from the publisher’s own data derived from a Site Selection reader survey.

Testimonials

“From a global perspective, Site Selection magazine is the most credible source of information for the corporate real estate industry.”
– Robert Duncan
Senior VP, CB Richard Ellis

“Site Selection proved a valuable resource for our team. The articles provided substantive demographic information.”
– Daniel Rosenthal
Chairman, NetJets inc.

“Your magazine is one of the few that I read from cover to cover. Your subjects are interesting and timely, your text is concise and actionable, and your advertisers supply useful information.”
– Steven W. Bonine
Manager, Grants & Incentives, DuPont

Are you reaching this audience?

Site Selection subscribers are the decision-makers on an average of $23 billion in new investment and development each month, creating more than 31,000 new jobs each month.