

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 are actively involved in managing 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.

**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; VP, 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  
MAGAZINE**



3 Issues in the period  
45,199 average circulation

**EXECUTIVE SUMMARY**

Below are the Average contacts per occurrence, including frequency per period reported

	Non-Paid	Paid	Average
<b>SITE SELECTION MAGAZINE</b> Unique Total* (3 issues in the period)	45,060	139	45,199
a. Print	42,329	139	42,468
b. Digital	5,146	21	5,167
1. Requested	2,808	21	2,829
2. Non-Requested	2,338	-	2,338

\*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	-
Allocated for Trade Shows and Conventions	-
All Other	-
<b>TOTAL</b>	<b>-</b>

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD**

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	44,972	99.5	44,833	99.2	139	0.3
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	227	0.5	227	0.5	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>45,199</b>	<b>100.0</b>	<b>45,060</b>	<b>99.7</b>	<b>139</b>	<b>0.3</b>

**2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD**

2017 Issue	Print	Digital	Unique Total Qualified*
January	42,440	5,367	45,282
March	42,331	5,210	45,117
May	42,634	4,926	45,200

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

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017**

This issue is equal to 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, Owners	Vice Presidents, Treasurers, Secretaries and Other Corporate Officers	Vice Presidents, Managers, Directors 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	967	2.1	937	53	618	140	149	51	8	-	1
2. Automotive	2,180	4.8	2,126	88	1,713	189	135	127	16	-	-
3. Biotech & Pharmaceuticals	3,131	6.9	2,972	243	1,852	772	376	109	22	-	-
4. Chemical Manufacturing, except Pharmaceuticals	770	1.7	686	139	307	183	115	147	18	-	-
5. Electronics & IT	4,602	10.3	4,453	245	3,308	760	300	182	52	-	-
6. Food & Beverage	2,016	4.5	1,915	158	1,319	253	93	303	48	-	-
7. Machinery	4,252	9.4	4,094	241	3,278	468	187	272	46	-	1
8. Manufacturing - Other	1,471	3.3	1,388	166	748	271	160	248	43	-	1
9. Metals - Primary & Fabricated	4,348	9.6	4,210	245	2,976	707	141	426	96	-	2
10. Petroleum	384	0.8	363	31	262	70	19	26	7	-	-
11. Plastics & Rubber	2,529	5.6	2,468	97	1,817	400	73	188	51	-	-
12. Transportation Mfg	222	0.5	209	21	108	49	22	36	7	-	-
<b>A - Subtotal: Manufacturing</b>	<b>26,872</b>	<b>59.5</b>	<b>25,821</b>	<b>1,727</b>	<b>18,306</b>	<b>4,262</b>	<b>1,770</b>	<b>2,115</b>	<b>414</b>	<b>-</b>	<b>5</b>
13. Consultants - Architect, Engineering Site & Business	1,116	2.5	966	282	534	199	50	191	138	1	3
14. Finance & Insurance	535	1.2	487	93	225	88	101	91	25	-	5
15. Industries - Other	1,100	2.4	1,011	157	561	103	141	195	68	24	8
16. Professional Services	1,047	2.3	997	93	630	93	57	172	76	5	14
17. R&D - physical, engineering, Life sciences	898	2.0	887	23	629	174	57	23	12	1	2
18. Real Estate Brokers	2,284	5.1	1,782	895	597	779	231	381	278	-	18
19. Real Estate Developers & Construction	548	1.2	474	152	247	133	38	87	37	-	6
20. Real Estate - Other	876	1.9	797	168	344	225	85	134	81	-	7
21. Retail	1,311	2.9	1,294	42	836	28	409	28	8	2	-
22. Transportation & Warehousing & Distribution	1,429	3.2	1,368	120	1,024	106	145	126	27	-	1
<b>B - Subtotal: Business Service</b>	<b>11,144</b>	<b>24.7</b>	<b>10,063</b>	<b>2,025</b>	<b>5,627</b>	<b>1,928</b>	<b>1,314</b>	<b>1,428</b>	<b>750</b>	<b>33</b>	<b>64</b>
23. All Others	7,131	15.8	6,697	1,163	4,216	1,017	485	942	411	19	41
24. Other Paid Subscriptions	53	0.1	53	11	6	5	-	16	6	5	15
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>45,200</b>	<b>100.0</b>	<b>42,634</b>	<b>4,926</b>	<b>28,155</b>	<b>7,212</b>	<b>3,569</b>	<b>4,501</b>	<b>1,581</b>	<b>57</b>	<b>125</b>
<b>PERCENT</b>	<b>100.0</b>		<b>94.3</b>	<b>10.9</b>	<b>62.3</b>	<b>16.0</b>	<b>7.9</b>	<b>10.0</b>	<b>3.5</b>	<b>0.1</b>	<b>0.3</b>

\*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	6,861	15.2
500-999 Employees	2,040	4.5
100-499 Employees	13,077	28.9
50-99 Employees	10,002	22.2
20-49 Employees	3,619	8.0
1-19 Employees	2,369	5.2
Employee Size Not Available	7,232	16.0
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>45,200</b>	<b>100.0</b>

### 3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017

QUALIFICATION SOURCE	Qualified Within					Unique Total Qualified*	Percent
	1 Year	2 Years	3 Years	Print	Digital		
I. Direct Request:	<b>11,918</b>	<b>8,162</b>	<b>2,974</b>	<b>22,600</b>	<b>2,546</b>	<b>23,054</b>	<b>51.0</b>
II. Request from recipient's company:	<b>51</b>	<b>13</b>	<b>6</b>	<b>68</b>	<b>2</b>	<b>70</b>	<b>0.2</b>
III. Membership Benefit:	<b>230</b>	<b>3</b>	<b>-</b>	<b>231</b>	<b>122</b>	<b>233</b>	<b>0.5</b>
IV. Communication from recipient or recipient's company (other than request):	<b>65</b>	<b>6</b>	<b>2</b>	<b>68</b>	<b>8</b>	<b>73</b>	<b>0.2</b>
V. <b>TOTAL</b> - Sources other than above (listed alphabetically):	<b>18,886</b>	<b>2,680</b>	<b>204</b>	<b>19,667</b>	<b>2,248</b>	<b>21,770</b>	<b>48.1</b>
**Association rosters and directories	371	24	20	123	319	415	0.9
**Business directories	17,580	724	36	17,808	571	18,340	40.5
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
**Other sources	935	1,932	148	1,736	1,358	3,015	6.7
VI. Single Copy Sales:	-	-	-	-	-	-	-
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>31,150</b>	<b>10,864</b>	<b>3,186</b>	<b>42,634</b>	<b>4,926</b>	<b>45,200</b>	<b>100.0</b>
<b>PERCENT</b>	<b>68.9</b>	<b>24.0</b>	<b>7.0</b>	<b>94.3</b>	<b>10.9</b>	<b>100.0</b>	

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

\*\*See Additional Data

### AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	July - December 2014	January - June 2015	July - December 2015	January - June 2016	July - December 2016	January - June 2017*
Unique Total Audit Average Qualified***:	48,247	46,527	45,410	45,158	44,924	45,199
Unique Qualified Non-Paid Total***:	48,065	46,218	45,115	44,955	44,780	45,060
Print:	43,999	41,479	40,033	41,143	41,913	42,329
Digital:	11,992	10,010	8,198	6,261	5,386	5,146
Unique Qualified Paid Total***:	182	309	295	193	144	139
Print:	181	308	295	192	144	139
Digital:	68	147	129	53	24	21
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 2017 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.

