

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.

100 Beard Sawmill Road, Sixth Floor  
Shelton, CT USA 06484-6150  
Phone: +1 203.447.2800  
Fax: +1 203.447.2900  
[www.bpaww.com](http://www.bpaww.com)

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Worldwide, BPA audits 2,600+ media properties—including over 1,500 B-to-B publications, more than 350 consumer magazines, 150 newspapers, 550+ web sites, 40 events, email newsletters, databases, wireless and other advertiser-supported media—as well as 2,700 advertiser and agency members.

Visit [www.bpaww.com](http://www.bpaww.com) for the latest audit reports, membership information and publishing and advertising industry news.

# SITE Selection

Conway Data Inc.  
6625 The Corners Parkway  
Suite 200  
Norcross, GA 30092  
Tel. No.: (770) 446-6996  
Fax No.: (770) 263-8825  
[www.siteselection.com](http://www.siteselection.com)

Official Publication of: Industrial  
Asset Management Council  
Established: 1954  
Issues Per Year: 6



**FIELD SERVED**

SITE SELECTION serves the manufacturing, distribution & warehousing, and business service industries as reported in Paragraph 3a herein.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients are chairmen, presidents, other corporate officers, managers and directors of real estate, properties and/or facilities, corporate managers and directors and other titled and non-titled recipients including company copies.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	2,543
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	717
Digital _____	-
All Other _____	1,686
<b>TOTAL</b>	<b>4,946</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	43,824	99.7	43,562	99.1	262	0.6
Sponsored Individually Addressed ____	-	-	-	-	-	-
Membership Benefit _____	145	0.3	145	0.3	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>43,969</b>	<b>100.0</b>	<b>43,707</b>	<b>99.4</b>	<b>262</b>	<b>0.6</b>

2a. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD				
2011 Issue	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Total Qualified
January _____	34,807	2,134	6,978	43,919
March _____	34,974	2,102	6,921	43,997
May _____	35,311	2,047	6,634	43,992

2b. WEBSITE ACTIVITY BY MONTH						
Month	Page Impressions	User Sessions	Unique Browsers	Unique Browser Frequency	Page Duration	User Session Duration
January _____	66,346	38,715	35,502	1.09	01:05	01:46
February _____	64,901	34,056	31,037	1.10	00:54	01:43
March _____	86,786	46,478	41,839	1.11	01:09	02:08
April _____	63,970	37,706	34,563	1.09	01:11	02:04
May _____	68,350	39,985	36,416	1.10	01:05	01:51
June _____	59,299	36,308	33,308	1.09	01:03	01:43
<b>AVERAGE:</b>	<b>68,275</b>	<b>38,875</b>	<b>35,444</b>	<b>1.10</b>	<b>01:04</b>	<b>01:52</b>

\*See Additional Data

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011**

This issue is 0.1% or 34 copies above the average of the other 2 issues reported in Paragraph two.

This publication conforms to the uniform business/industry & occupational breakout which was developed by BPA Worldwide advertiser, agency and publisher committee for the Economic Development Market in February 1985 and revised March 1988, requiring participating publications to report their circulation on a comparable basis by June 1990. A copy of the comparability brochure can be obtained from BPA Worldwide.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Chief Executive Officers, Partners, Chairmen, and Other 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 (Note 2)	Non-Titled Personnel (Note 2)
1. Food & Kindred Products	3,551	8.1	3,249	34	268	2,267	622	254	358	50	-	-
2. Tobacco Manufacturers	13	-	12	-	1	5	-	4	3	1	-	-
3. Textile Mill Products	350	0.8	283	6	61	229	27	35	52	7	-	-
4. Apparel & Other Finished Products	300	0.7	250	3	47	223	18	31	26	2	-	-
5. Lumber & Wood Products	531	1.2	426	10	95	359	36	35	82	19	-	-
6. Furniture & Fixtures	619	1.4	538	10	71	425	69	60	50	15	-	-
7. Paper & Allied Products	564	1.3	431	9	124	283	65	79	125	12	-	-
8. Printing & Publishing & Allied Industries	514	1.2	379	13	122	317	61	88	40	8	-	-
9. Chemical & Allied Products	2,251	5.1	2,039	25	187	1,440	431	187	152	41	-	-
Drugs & Pharmaceuticals (See Note 1)	1,419	3.2	1,310	19	90	910	276	121	75	37	-	-
10. Petroleum Refining & Related Industries (See Note 1)	139	0.3	114	6	19	65	21	26	20	7	-	-
11. Rubber & Miscellaneous Plastic Products	347	0.8	312	6	29	190	51	42	61	3	-	-
Plastics (See Note 1)	2,403	5.5	2,166	17	220	1,390	409	143	428	33	-	-
12. Leather & Leather Products	29	0.1	17	-	12	14	2	9	4	-	-	-
13. Stone, Clay, Glass and Concrete Products	512	1.2	415	10	87	278	82	42	85	24	1	-
14. Primary Metal Industries	1,198	2.7	1,055	16	127	784	194	79	115	24	-	2
15. Fabricated Metal Products	3,939	8.9	3,439	45	455	2,662	638	244	331	63	-	1
16. Machinery, except Electrical	3,713	8.4	3,259	54	400	2,448	638	242	313	70	2	-
Electronics (See Note 1)	2,517	5.7	2,222	28	267	1,501	537	302	138	39	-	-
17. Electric & Electronic Machinery	896	2.0	716	14	166	523	115	146	89	21	1	1
18. Transportation Equipment	592	1.3	531	6	55	412	95	43	31	11	-	-
Automotive (See Note 1)	1,647	3.7	1,466	24	157	1,005	287	163	160	32	-	-
Aerospace (See Note 1)	601	1.4	521	9	71	330	114	81	64	12	-	-
19. Professional, Scientific & Controlling Instruments	560	1.3	482	4	74	336	60	101	54	9	-	-
Medical Instruments & Supplies (See Note 1)	1,524	3.5	1,400	16	108	1,139	182	117	72	14	-	-
20. Other Manufacturing Industries	655	1.5	521	8	126	471	68	52	43	21	-	-
<b>A - Sub-total: Manufacturing</b>	<b>31,384</b>	<b>71.3</b>	<b>27,553</b>	<b>392</b>	<b>3,439</b>	<b>20,006</b>	<b>5,098</b>	<b>2,726</b>	<b>2,971</b>	<b>575</b>	<b>4</b>	<b>4</b>
21. Trucking & Warehousing	347	0.8	230	24	93	87	47	137	63	13	-	-
22. Wholesalers & Distributors	801	1.8	622	21	158	376	115	177	92	36	5	-
<b>B - Sub-Total: Distribution &amp; Warehousing (See Note 1)</b>	<b>1,148</b>	<b>2.6</b>	<b>852</b>	<b>45</b>	<b>251</b>	<b>463</b>	<b>162</b>	<b>314</b>	<b>155</b>	<b>49</b>	<b>5</b>	<b>-</b>
23. Finance and Insurance	864	2.0	609	70	185	122	138	461	91	48	1	3
24. Professional/Technical/Scientific Services:	-	-	-	-	-	-	-	-	-	-	-	-
a. Data Processing & Software	312	0.7	184	34	94	99	37	87	60	29	-	-
b. Legal & Accounting	277	0.6	162	28	87	61	9	130	22	47	7	1
c. Architects, Engineers, Design & Consultants (See Note 1)	1,205	2.8	595	189	421	507	136	147	213	195	3	4
d. Scientific, R&D & Other Services. (See Note 1)	371	0.8	328	14	29	257	20	14	47	30	2	1
e. Biotech (see Note 1)	534	1.2	504	14	16	402	54	14	48	16	-	-
25. Telecommunications (See Note 1)	92	0.2	65	8	19	25	6	38	9	13	-	1
26. Real Estate Services:	-	-	-	-	-	-	-	-	-	-	-	-
a. Real Estate Brokers	2,019	4.6	1,212	441	366	962	308	211	249	279	1	9
b. Building & Developers (See Note 1)	663	1.5	287	183	193	261	152	55	126	63	-	6
c. Other Real Estate Services (See Note 1)	806	1.8	386	186	234	279	147	185	113	79	-	3
27. Other Industries	2,561	5.9	1,672	216	673	852	300	714	385	215	87	8
<b>C - Sub-Total: Business Service (See Note 1)</b>	<b>9,704</b>	<b>22.1</b>	<b>6,004</b>	<b>1,383</b>	<b>2,317</b>	<b>3,827</b>	<b>1,307</b>	<b>2,056</b>	<b>1,363</b>	<b>1,014</b>	<b>101</b>	<b>36</b>
28. Others Allied to the Field (See Note 1)	1,672	3.8	848	227	597	913	267	158	224	97	7	6
29. Other Paid Subscriptions	84	0.2	54	-	30	10	5	-	33	15	11	10
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>43,992</b>	<b>100.0</b>	<b>35,311</b>	<b>2,047</b>	<b>6,634</b>	<b>25,219</b>	<b>6,839</b>	<b>5,254</b>	<b>4,746</b>	<b>1,750</b>	<b>128</b>	<b>56</b>
<b>PERCENT</b>	<b>100.0</b>		<b>80.2</b>	<b>4.7</b>	<b>15.1</b>	<b>57.4</b>	<b>15.5</b>	<b>11.9</b>	<b>10.8</b>	<b>4.0</b>	<b>0.3</b>	<b>0.1</b>

Note 1: Classifications subdivided at the publisher's option.

Note 2: Non-comparable additional data reported at the Publisher's option.

ANALYSIS BY NUMBER OF EMPLOYEES	TOTAL QUALIFIED	PERCENT OF TOTAL
1000+ Employees	7,253	16.5
500-999 Employees	2,769	6.3
100-499 Employees	16,187	36.8
50-99 Employees	11,165	25.4
20-49 Employees	2,069	4.7
1-19 Employees	2,793	6.3
Employee Size Not Available	1,756	4.0
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>43,992</b>	<b>100.0</b>

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011**

QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Total Qualified	Percent
	1 Year	2 Years	3 Years					
I. Direct Request: _____	17,861	7,731	2,246	19,164	2,043	6,631	27,838	63.3
II. Request from recipient's company: _____	82	67	7	149	4	3	156	0.4
III. Membership Benefit: _____	59	37	47	143	-	-	143	0.3
IV. Communication from recipient or recipient's company (other than request): _____	17	-	-	17	-	-	17	-
V. <b>TOTAL</b> - Sources other than above (listed alphabetically): _____	15,829	8	1	15,838	-	-	15,838	36.0
*Association rosters and directories _____	28	-	-	28	-	-	28	0.1
Business directories _____	-	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-	-	-	-
*Other sources _____	15,801	8	1	15,810	-	-	15,810	35.9
VI. Single Copy Sales: _____	-	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>33,848</b>	<b>7,843</b>	<b>2,301</b>	<b>35,311</b>	<b>2,047</b>	<b>6,634</b>	<b>43,992</b>	<b>100.0</b>
<b>PERCENT</b>	<b>77.0</b>	<b>17.8</b>	<b>5.2</b>	<b>80.2</b>	<b>4.7</b>	<b>15.1</b>	<b>100.0</b>	

\*See Additional Data

**4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011**

State	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Total Qualified	Percent	State	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Total Qualified	Percent
Maine _____	118	8	21	147		Kentucky _____	453	20	81	554	
New Hampshire _____	222	8	32	262		Tennessee _____	779	35	152	966	
Vermont _____	87	5	8	100		Alabama _____	594	25	119	738	
Massachusetts _____	1,105	43	179	1,327		Mississippi _____	248	2	49	299	
Rhode Island _____	159	6	34	199		<b>EAST SO. CENTRAL</b>	<b>2,074</b>	<b>82</b>	<b>401</b>	<b>2,557</b>	<b>5.8</b>
Connecticut _____	633	26	87	746		Arkansas _____	278	9	38	325	
<b>NEW ENGLAND</b>	<b>2,324</b>	<b>96</b>	<b>361</b>	<b>2,781</b>	<b>6.3</b>	Louisiana _____	322	20	72	414	
New York _____	2,026	99	403	2,528		Oklahoma _____	309	17	59	385	
New Jersey _____	1,371	78	248	1,697		Texas _____	1,971	150	458	2,579	
Pennsylvania _____	1,793	72	337	2,202		<b>WEST SO. CENTRAL</b>	<b>2,880</b>	<b>196</b>	<b>627</b>	<b>3,703</b>	<b>8.4</b>
<b>MIDDLE ATLANTIC</b>	<b>5,190</b>	<b>249</b>	<b>988</b>	<b>6,427</b>	<b>14.6</b>	Montana _____	45	4	5	54	
Ohio _____	1,690	72	366	2,128		Idaho _____	128	5	22	155	
Indiana _____	930	38	151	1,119		Wyoming _____	13	6	6	25	
Illinois _____	1,809	90	347	2,246		Colorado _____	421	30	79	530	
Michigan _____	1,292	59	199	1,550		New Mexico _____	80	7	20	107	
Wisconsin _____	969	39	176	1,184		Arizona _____	525	24	84	633	
<b>EAST NO. CENTRAL</b>	<b>6,690</b>	<b>298</b>	<b>1,239</b>	<b>8,227</b>	<b>18.8</b>	Utah _____	295	10	41	346	
Minnesota _____	887	18	150	1,055		Nevada _____	131	15	25	171	
Iowa _____	423	8	91	522		<b>MOUNTAIN</b>	<b>1,638</b>	<b>101</b>	<b>282</b>	<b>2,021</b>	<b>4.6</b>
Missouri _____	744	31	122	897		Alaska _____	19	1	3	23	
North Dakota _____	79	1	11	91		Washington _____	570	26	94	690	
South Dakota _____	85	6	13	104		Oregon _____	357	23	83	463	
Nebraska _____	207	8	46	261		California _____	4,758	168	722	5,648	
Kansas _____	316	12	63	391		Hawaii _____	39	5	14	58	
<b>WEST NO. CENTRAL</b>	<b>2,741</b>	<b>84</b>	<b>496</b>	<b>3,321</b>	<b>7.5</b>	<b>PACIFIC</b>	<b>5,743</b>	<b>223</b>	<b>916</b>	<b>6,882</b>	<b>15.6</b>
Delaware _____	83	4	15	102		<b>UNITED STATES</b>	<b>35,147</b>	<b>1,716</b>	<b>6,548</b>	<b>43,411</b>	<b>98.7</b>
Maryland _____	579	29	104	712		U.S. Territories _____	31	4	8	43	
Washington, DC _____	73	13	27	113		Canada _____	62	131	30	223	
Virginia _____	722	36	150	908		Mexico _____	14	93	6	113	
West Virginia _____	92	1	20	113		Other International _____	52	103	42	197	
North Carolina _____	1,208	74	270	1,552		APO/FPO _____	5	-	-	5	
South Carolina _____	483	24	101	608		<b>TOTALS</b>	<b>35,311</b>	<b>2,047</b>	<b>6,634</b>	<b>43,992</b>	<b>100.0</b>
Georgia _____	1,076	86	216	1,378							
Florida _____	1,551	120	335	2,006							
<b>SOUTH ATLANTIC</b>	<b>5,867</b>	<b>387</b>	<b>1,238</b>	<b>7,492</b>	<b>17.1</b>						

**AVERAGE 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 2008	January-June 2009	July-December 2009	January-June 2010	July-December 2010	January-June 2011*
Total Audit Average Qualified	43,924	43,848	43,683	43,854	43,899	43,969
Qualified Non-Paid	43,604	43,527	43,385	43,573	43,640	43,707
Print Version Only	43,604	42,764	39,175	33,952	34,671	34,832
Digital Version Only	-	400	874	2,069	2,086	2,094
Print & Digital Version (Unduplicated)	-	363	3,336	7,552	6,883	6,781
Qualified Paid	320	321	298	281	259	262
Print Version Only	320	307	263	235	206	199
Digital Version Only	-	-	2	1	-	-
Print & Digital Version (Unduplicated)	-	14	33	45	53	63
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 2011 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.  
 \*\*NC=None Claimed.

**ADDITIONAL DATA**

**METHOD OF DISTRIBUTION:**

All qualified circulation conforms to the field served and definition of recipient's qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients who request the digital version are notified via email when the version is available.

**STATEMENT OF CONTENT PLATFORM:**

Replica - Editorial and design are unchanged from the original print edition.

**PARAGRAPH 3b:**

Association rosters and directories include 1 source of circulation for a quantity of 28 copies or 0.1%. Other sources include 15 sources of circulation for quantities of 1 copy or -% to 4,038 copies or 9.2%.

**WEBSITE GLOSSARY:**

**Unique Browsers:** An identified and unduplicated Cookie Browser that accesses internet content during a measurement period. Each browser visiting a site instrumented with SiteCensus code is assigned a unique cookie id to help determine browser uniqueness

**Page Impressions:** The number of web pages successfully viewed by all browsers within the reporting period

**User Sessions:** A single continuous set of activity attributable to a browser resulting in one or more pulled text downloads from a site. A period of inactivity of more than 30 minutes terminates the session

**Unique Browser Frequency:** The average number of user sessions per Unique Browser over the selected reporting period

**User Session Duration:** The average time a browser remained on the site per session

**Page Duration:** The average time a browser spent viewing any page(s) on the site

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - PRINT VERSION ONLY						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	34,886	99.6	34,687	99.0	199	0.6
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	145	0.4	145	0.4	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>35,031</b>	<b>100.0</b>	<b>34,832</b>	<b>99.4</b>	<b>199</b>	<b>0.6</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - DIGITAL VERSION ONLY						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	2,094	100.0	2,094	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>2,094</b>	<b>100.0</b>	<b>2,094</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - BOTH PRINT & DIGITAL ONLY						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	6,844	100.0	6,781	99.1	63	0.9
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>6,844</b>	<b>100.0</b>	<b>6,781</b>	<b>99.1</b>	<b>63</b>	<b>0.9</b>

**PUBLISHER'S AFFIDAVIT**

We hereby make oath and say that all data set forth in this statement are true.  
 Julie Clarke, Circulation Manager  
 Ron Starner, Director of Publications  
 (At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

**IMPORTANT NOTE:**

This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed July 15, 2011  
 State Georgia  
 County Gwinnett  
 Received by BPA Worldwide July 15, 2011  
 Type PD  
 ID Number S040POJ1