

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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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.

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# 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 _____	2,274
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	1,095
Digital _____	-
All Other _____	1,853
<b>TOTAL</b>	<b>5,222</b>

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

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	43,763	99.7	43,504	99.1	259	0.6
Sponsored Individually Addressed ____	-	-	-	-	-	-
Membership Benefit _____	136	0.3	136	0.3	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>43,899</b>	<b>100.0</b>	<b>43,640</b>	<b>99.4</b>	<b>259</b>	<b>0.6</b>

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

2010 Issue	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Total Qualified
July _____	34,579	2,088	7,253	43,920
September _____	35,660	2,013	6,292	43,965
November _____	34,392	2,158	7,264	43,814

**2b. WEBSITE ACTIVITY BY MONTH**

Month	Page Impressions	User Sessions	Unique Browsers	Unique Browser Frequency	Page Duration	User Session Duration
July _____	61,426	39,527	36,400	1.09	01:21	01:58
August _____	57,420	36,695	34,090	1.08	01:03	01:43
September _____	63,699	40,559	37,491	1.08	01:08	01:45
October _____	64,810	42,738	39,761	1.07	00:55	01:27
November _____	77,238	46,741	42,666	1.10	01:01	01:44
December _____	53,491	33,097	30,251	1.09	01:04	01:41
<b>AVERAGE:</b>	<b>63,014</b>	<b>39,893</b>	<b>36,777</b>	<b>1.09</b>	<b>01:05</b>	<b>01:43</b>

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2010**

This issue is 0.3% or 129 copies below 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, Presidents, Owner	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	3,464	7.9	3,117	34	313	2,047	729	263	367	58	-	-
2. Tobacco Manufacturers	12	-	8	-	4	6	-	2	4	-	-	-
3. Textile Mill Products	259	0.6	189	4	66	132	25	37	57	8	-	-
4. Apparel & Other Finished Products	220	0.5	163	2	55	141	19	30	28	2	-	-
5. Lumber & Wood Products	448	1.0	324	9	115	260	42	38	87	21	-	-
6. Furniture & Fixtures	421	1.0	332	9	80	222	72	59	53	15	-	-
7. Paper & Allied Products	534	1.2	385	9	140	210	74	89	148	13	-	-
8. Printing & Publishing & Allied Industries	451	1.0	291	12	148	241	62	93	43	11	-	1
9. Chemical & Allied Products	2,340	5.3	2,108	26	206	1,290	664	187	155	44	-	-
Drugs & Pharmaceuticals (See Note 1)	1,496	3.4	1,359	21	116	882	369	128	80	37	-	-
10. Petroleum Refining & Related Industries (See Note 1)	108	0.2	77	6	25	37	19	26	20	6	-	-
11. Rubber & Miscellaneous Plastic Products	289	0.7	245	5	39	130	54	42	61	2	-	-
Plastics (See Note 1)	2,466	5.6	2,184	26	256	1,354	485	149	437	35	-	6
12. Leather & Leather Products	36	0.1	22	-	14	20	3	9	4	-	-	-
13. Stone, Clay, Glass and Concrete Products	477	1.1	356	8	113	212	87	55	94	28	1	-
14. Primary Metal Industries	1,086	2.5	934	15	137	617	241	79	117	30	-	2
15. Fabricated Metal Products	3,969	9.1	3,416	45	508	2,481	832	246	336	73	-	1
16. Machinery, except Electrical	3,882	8.9	3,381	58	443	2,390	839	250	319	82	2	-
Electronics (See Note 1)	2,539	5.8	2,205	35	299	1,302	724	318	148	46	-	1
17. Electric & Electronic Machinery	1,385	3.2	1,196	15	174	709	410	146	92	25	1	2
18. Transportation Equipment	681	1.6	596	9	76	416	159	53	39	14	-	-
Automotive (See Note 1)	1,734	4.0	1,541	22	171	939	440	162	157	36	-	-
Aerospace (See Note 1)	584	1.3	488	7	89	290	132	80	65	16	-	1
19. Professional, Scientific & Controlling Instruments	426	1.0	339	5	82	212	57	97	49	11	-	-
Medical Instruments & Supplies (See Note 1)	1,513	3.5	1,360	16	137	1,018	281	113	79	21	-	1
20. Other Manufacturing Industries	502	1.1	350	6	146	276	89	65	48	24	-	-
A - Sub-total: Manufacturing	31,322	71.5	26,966	404	3,952	17,834	6,908	2,816	3,087	658	4	15
21. Trucking & Warehousing	350	0.8	222	26	102	74	48	150	64	14	-	-
22. Wholesalers & Distributors	685	1.6	509	17	159	246	122	187	93	33	4	-
B- Sub-Total: Distribution & Warehousing (See Note 1)	1,035	2.4	731	43	261	320	170	337	157	47	4	-
23. Finance and Insurance	869	2.0	581	66	222	103	143	489	84	46	2	2
24. Professional/Technical/Scientific Services:	-	-	-	-	-	-	-	-	-	-	-	-
a. Data Processing & Software	341	0.8	195	39	107	92	46	101	66	35	-	1
b. Legal & Accounting	282	0.6	154	31	97	64	9	132	22	47	7	1
c. Architects, Engineers, Design & Consultants (See Note 1)	1,236	2.8	573	194	469	509	137	148	233	199	4	6
d. Scientific, R&D & Other Services. (See Note 1)	82	0.2	43	10	29	43	7	16	9	4	2	1
e. Biotech (see Note 1)	845	1.9	806	12	27	615	87	15	89	38	-	1
25. Telecommunications (See Note 1)	87	0.2	58	8	21	17	12	38	9	11	-	-
26. Real Estate Services:	-	-	-	-	-	-	-	-	-	-	-	-
a. Real Estate Brokers	1,972	4.5	1,149	480	343	937	310	215	247	257	1	5
b. Building & Developers (See Note 1)	685	1.6	261	233	191	254	147	82	133	64	-	5
c. Other Real Estate Services (See Note 1)	821	1.9	378	231	212	290	146	174	112	92	-	7
27. Other Industries	2,407	5.5	1,453	204	750	656	322	744	383	200	94	8
C- Sub-Total: Business Service (See Note 1)	9,627	22.0	5,651	1,508	2,468	3,580	1,366	2,154	1,387	993	110	37
28. Others Allied to the Field (See Note 1)	1,752	4.0	992	203	557	1,089	227	79	239	99	15	4
29. Other Paid Subscriptions	78	0.2	52	-	26	9	3	-	31	16	11	8
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>43,814</b>	<b>100.0</b>	<b>34,392</b>	<b>2,158</b>	<b>7,264</b>	<b>22,832</b>	<b>8,674</b>	<b>5,386</b>	<b>4,901</b>	<b>1,813</b>	<b>144</b>	<b>64</b>
<b>PERCENT</b>	<b>100.0</b>		<b>78.5</b>	<b>4.9</b>	<b>16.6</b>	<b>52.1</b>	<b>19.8</b>	<b>12.3</b>	<b>11.2</b>	<b>4.1</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	7,445	17.0
500-999 Employees	2,726	6.2
100-499 Employees	14,536	33.1
50-99 Employees	11,016	25.1
20-49 Employees	3,529	8.1
1-19 Employees	2,698	6.2
Employee Size Not Available	1,864	4.3
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>43,814</b>	<b>100.0</b>

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2010**

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:	17,789	7,699	2,237	18,317	2,153	7,255	27,725	63.3
II. Request from recipient's company:	81	67	7	141	5	9	155	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):	15,765	8	1	15,774	-	-	15,774	36.0
*Association rosters and directories	28	-	-	28	-	-	28	0.1
Business directories	-	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-	-
*Other sources	15,737	8	1	15,746	-	-	15,746	35.9
VI. Single Copy Sales:	-	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>33,711</b>	<b>7,811</b>	<b>2,292</b>	<b>34,392</b>	<b>2,158</b>	<b>7,264</b>	<b>43,814</b>	<b>100.0</b>
<b>PERCENT</b>	<b>77.0</b>	<b>17.8</b>	<b>5.2</b>	<b>78.5</b>	<b>4.9</b>	<b>16.6</b>	<b>100.0</b>	

\*See Additional Data

**4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2010**

State & Zip Code	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital (Unduplicated) (C)	Total Qualified	Percent
039-049 Maine	109	8	26	143	
030-038 New Hampshire	195	7	35	237	
050-059 Vermont	77	4	10	91	
010-027 Massachusetts	1,038	50	196	1,284	
028-029 Rhode Island	148	5	36	189	
060-069 Connecticut	588	24	104	716	
<b>NEW ENGLAND</b>	<b>2,155</b>	<b>98</b>	<b>407</b>	<b>2,660</b>	<b>6.1</b>
100-149 New York	1,837	100	445	2,382	
070-089 New Jersey	1,306	89	268	1,663	
150-196 Pennsylvania	1,678	79	365	2,122	
<b>MIDDLE ATLANTIC</b>	<b>4,821</b>	<b>268</b>	<b>1,078</b>	<b>6,167</b>	<b>14.1</b>
430-459 Ohio	1,765	86	403	2,254	
460-479 Indiana	950	45	174	1,169	
600-629 Illinois	1,796	95	369	2,260	
480-499 Michigan	1,357	64	225	1,646	
530-549 Wisconsin	977	40	188	1,205	
<b>EAST NO. CENTRAL</b>	<b>6,845</b>	<b>330</b>	<b>1,359</b>	<b>8,534</b>	<b>19.4</b>
550-567 Minnesota	906	22	168	1,096	
500-528 Iowa	418	8	101	527	
630-658 Missouri	760	35	141	936	
580-588 North Dakota	74	1	14	89	
570-577 South Dakota	85	7	15	107	
680-693 Nebraska	212	8	49	269	
660-679 Kansas	318	15	74	407	
<b>WEST NO. CENTRAL</b>	<b>2,773</b>	<b>96</b>	<b>562</b>	<b>3,431</b>	<b>7.8</b>
197-199 Delaware	81	4	16	101	
206-219 Maryland	498	33	114	645	
200-205 Washington, DC	67	16	32	115	
220-246 Virginia	669	40	172	881	
247-268 West Virginia	86	1	21	108	
270-289 North Carolina	1,076	76	282	1,434	
290-299 South Carolina	456	28	111	595	
300-319 Georgia	1,008	92	237	1,337	
320-349 Florida	1,353	131	350	1,834	
<b>SOUTH ATLANTIC</b>	<b>5,294</b>	<b>421</b>	<b>1,335</b>	<b>7,050</b>	<b>16.1</b>
400-427 Kentucky	447	23	90	560	
370-385 Tennessee	788	40	171	999	
350-369 Alabama	583	27	135	745	
386-397 Mississippi	236	7	53	296	
<b>EAST SO. CENTRAL</b>	<b>2,054</b>	<b>97</b>	<b>449</b>	<b>2,600</b>	<b>5.9</b>
716-729 Arkansas	298	9	40	347	
700-714 Louisiana	324	25	76	425	
730-749 Oklahoma	323	19	64	406	
750-799 Texas	2,042	169	492	2,703	
<b>WEST SO. CENTRAL</b>	<b>2,987</b>	<b>222</b>	<b>672</b>	<b>3,881</b>	<b>8.9</b>
590-599 Montana	48	3	6	57	
832-838 Idaho	123	6	22	151	
820-831 Wyoming	14	6	7	27	
800-816 Colorado	458	35	81	574	
870-884 New Mexico	89	7	21	117	
850-865 Arizona	546	21	87	654	
840-847 Utah	314	11	46	371	
889-898 Nevada	136	13	25	174	
<b>MOUNTAIN</b>	<b>1,728</b>	<b>102</b>	<b>295</b>	<b>2,125</b>	<b>4.9</b>
995-999 Alaska	16	1	3	20	
980-994 Washington	602	31	98	731	
970-979 Oregon	391	21	88	500	
900-961 California	4,528	178	812	5,518	
967-968 Hawaii	33	7	14	54	
<b>PACIFIC</b>	<b>5,570</b>	<b>238</b>	<b>1,015</b>	<b>6,823</b>	<b>15.6</b>
<b>UNITED STATES</b>	<b>34,227</b>	<b>1,872</b>	<b>7,172</b>	<b>43,271</b>	<b>98.8</b>
969 & 004-009 U.S. Territories	28	4	9	41	
Canada	59	116	31	206	
Mexico	16	60	6	82	
Other International	61	106	45	212	
APO/FPO	1	-	1	2	
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>34,392</b>	<b>2,158</b>	<b>7,264</b>	<b>43,814</b>	<b>100.0</b>

**AVERAGE AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS**

	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	January-June 2008	July-December 2008	January-June 2009	July-December 2009	January - June 2010*	July-December 2010*
6 Month Period Ended:						
Total Audit Average Qualified	43,938	43,924	43,848	43,683	43,854	43,899
Qualified Non-Paid	43,599	43,604	43,527	43,385	43,573	43,640
Print Version Only	43,599	43,604	42,764	39,175	33,952	34,671
Digital Version Only	-	-	400	874	2,069	2,086
Print & Digital Version (Unduplicated)	-	-	363	3,336	7,552	6,883
Qualified Paid	339	320	321	298	281	259
Print Version Only	339	320	307	263	235	206
Digital Version Only	-	-	-	2	1	-
Print & Digital Version (Unduplicated)	-	-	14	33	45	53
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 – December 2010 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 16 sources of circulation for quantities of 1 copy or -% to 4,334 copies or 9.9%.

**WEBSITE GLOSSARY:**

**Unique Browsers:** An identified and unduplicated Cookied 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

NOTE: Site Selection has 650 Twitter followers as of 12/31/2010.

**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	34,741	99.6	34,535	99.0	206	0.6
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	136	0.4	136	0.4	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>34,877</b>	<b>100.0</b>	<b>34,671</b>	<b>99.4</b>	<b>206</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	2,086	100.0	2,086	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>2,086</b>	<b>100.0</b>	<b>2,086</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	6,936	100.0	6,883	99.2	53	0.8
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>6,936</b>	<b>100.0</b>	<b>6,883</b>	<b>99.2</b>	<b>53</b>	<b>0.8</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 Starnier, 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 January 14, 2011

State Georgia

County Gwinnett

Received by BPA Worldwide January 14, 2011

Type PD

ID Number S040P0D0