

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.

# AREADEVELOPMENT

Halcyon Business Publications  
400 Post Avenue  
Westbury, NY 11590-2226  
Tel. No.: 516-338-0900  
Fax No.: 516-338-0100  
http://www.areadevelopment.com

## ABOUT AREA DEVELOPMENT

**AREA DEVELOPMENT** is a leading information provider to C-level executives, corporate real estate executives, site location consultants and business advisors involved in asset management, new plant site selection strategy, corporate expansion, relocation and facility planning decisions. Editorial coverage provides expert analysis and thought leadership pertinent to the key factors, issues, process and criteria that affect a successful decision between business and place.

### BRAND REPORT PURPOSE

The Brand Report provides a deeper understanding and identification of all touch points with customers that have interest in the brand. It is designed to present analysis of all communication channels, including a brand's unique users within each channel across multiple media platforms. This non-integrated report contains data for each separate media channel as indicated in the Executive Summary.

### FIELD SERVED

**AREA DEVELOPMENT** serves the field of site selection, facility planning and new plant expansion for those firms in the manufacturing and business service industries and site management consultants companies as reported in Table 4 herein.

### DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are CEOs, presidents, CFOs, vice presidents, COO's, other corporate officers including VP Human Resources and H.R. Mgrs, corporate real estate executives, other corporate managers, directors and other management personnel among manufacturing and service sector companies. Other qualified recipients include site selection consultants, management consultants, consulting engineers, industrial realtors, real estate brokers and real estate developers.

## Channels Include:



**Area Development Magazine**  
3 issues in period  
38,728 average circulation  
Page 3



**Area Development Website**  
30,524 average unique browsers  
Page 4

## 1 EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
Area Development Magazine (3 Issues in the period) _____	38,728	-	38,728
Area Development Website (Unique Browsers) (Note 1) _____	30,524	-	30,524
<b>SIX-MONTH AVERAGE TOTAL</b>	<b>69,252</b>	<b>-</b>	<b>69,252</b>

Note 1: Unique Browsers: See Website Glossary in Table 4.

**Duplication is identified or has been eliminated within each channel; no attempt has been made to identify or eliminate duplication that may exist across media channels.**

**2 CHANNEL FREQUENCY FOR PERIOD**

	Area Development Magazine			Area Development Website
	Number Removed	Number Added	Total	Unique Browsers*
January/Winter	40	40	39,512	29,083
February	-	-	-	30,637
March	-	-	-	28,724
April	381	379	39,510	29,586
May	-	-	-	33,895
June/Summer	12,282	9,934	37,162	31,219
<b>AVERAGE</b>			<b>38,728</b>	<b>30,524</b>

\*Unique Browsers: See Website Glossary in Table 4.

**3 GEOGRAPHIC DISTRIBUTION\***

State	Area Development Magazine for Issue of June/Summer 2012		State	Area Development Magazine for Issue of June/Summer 2012	
	Total	Percent		Total	Percent
Maine	131		Kentucky	584	
New Hampshire	274		Tennessee	886	
Vermont	64		Alabama	571	
Massachusetts	1,086		Mississippi	287	
Rhode Island	148		<b>EAST SO. CENTRAL</b>	<b>2,328</b>	<b>6.3</b>
Connecticut	593		Arkansas	329	
<b>NEW ENGLAND</b>	<b>2,296</b>	<b>6.2</b>	Louisiana	400	
New York	1,975		Oklahoma	371	
New Jersey	1,204		Texas	2,229	
Pennsylvania	1,928		<b>WEST SO. CENTRAL</b>	<b>3,329</b>	<b>9.0</b>
<b>MIDDLE ATLANTIC</b>	<b>5,107</b>	<b>13.7</b>	Montana	58	
Ohio	2,088		Idaho	115	
Indiana	1,089		Wyoming	36	
Illinois	1,890		Colorado	433	
Michigan	1,494		New Mexico	115	
Wisconsin	1,299		Arizona	374	
<b>EAST NO. CENTRAL</b>	<b>7,860</b>	<b>21.1</b>	Utah	315	
Minnesota	987		Nevada	171	
Iowa	551		<b>MOUNTAIN</b>	<b>1,617</b>	<b>4.4</b>
Missouri	864		Alaska	25	
North Dakota	112		Washington	606	
South Dakota	122		Oregon	473	
Nebraska	314		California	3,924	
Kansas	400		Hawaii	50	
<b>WEST NO. CENTRAL</b>	<b>3,350</b>	<b>9.0</b>	<b>PACIFIC</b>	<b>5,078</b>	<b>13.7</b>
Delaware	73		<b>UNITED STATES</b>	<b>36,835</b>	<b>99.1</b>
Maryland	495		U.S. Territories	153	
Washington, DC	55		Canada	33	
Virginia	882		Mexico	23	
West Virginia	120		Other International	118	
North Carolina	1,213		APO/FPO	-	
South Carolina	618		<b>TOTAL</b>	<b>37,162</b>	<b>100.0</b>
Georgia	1,147				
Florida	1,267				
<b>SOUTH ATLANTIC</b>	<b>5,870</b>	<b>15.7</b>			

\*See Additional Data

**Duplication is identified or has been eliminated within each channel; no attempt has been made to identify or eliminate duplication that may exist across media channels.**

4

**CHANNEL PROFILE  
MAGAZINE**

**MAGAZINE  
COVER**

Official Publication of: None  
Established: 1965  
Issues Per Year: 7

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	20
Advertiser and Agency	1,063
Rotated or Occasional	-
Allocated for Trade Shows and Conventions	150
Digital	-
All Other	1,440
<b>TOTAL</b>	<b>2,673</b>

AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	38,728	100.0	38,728	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>38,728</b>	<b>100.0</b>	<b>38,728</b>	<b>100.0</b>	-	-

**BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE/SUMMER 2012**  
This issue is 5.9% or 2,349 copies below the average of the other 2 issues reported in Table two.

	TOTAL QUALIFIED	PERCENT OF TOTAL	Chairman, President, Partner, CEO, COO, Owner (A)	CFO, Treasurer, Controller & Other Financial Officers and Managers (G)	VP, Corp. Secretary, & other Non-Financial Corp Officers NEC (B)	VP, Mgr or Dir Corp Real Estate; VP, Mgr or Dir Real Estate; VP, Mgr or Dir of Development (C)	General Manager; VP, Mgr or Dir Human Resources (HR), Energy Dir or Mgr; Corporate Dir or Mgr (D)	Site Selection Consultants; Business & Management Consultants; Architects, Engineers (E)	Others Allied to the Field (F)
<b>Business &amp; Industry</b>									
Food and Kindred Products	2,480	6.7	922	570	767	15	186	9	11
Tobacco Manufacturers	61	0.2	17	15	25	1	2	1	-
Textile Mill Products	385	1.0	166	88	105	4	18	-	4
Apparel and Other Finished Products	367	1.0	207	59	83	1	14	-	3
Lumber and Wood Products	727	2.0	351	148	158	6	59	-	5
Furniture and Fixtures	543	1.5	247	110	140	8	30	3	5
Paper and Allied Products	1,021	2.7	306	308	228	9	162	4	4
Printing, Publishing and Allied Industries	1,622	4.4	752	308	394	19	126	2	21
Chemical and Allied Products	1,310	3.5	464	252	489	12	85	-	8
Drugs and Pharmaceuticals	876	2.4	303	115	399	12	46	-	1
Petroleum Refining and Related Industries	257	0.7	117	44	65	4	23	3	1
Rubber and Miscellaneous Plastic Products	430	1.2	196	100	77	2	47	4	4
Plastics	973	2.6	494	212	173	1	85	2	6
Leather and Leather Products	90	0.2	61	13	11	1	4	-	-
Stone, Clay, Glass & Concrete Products	608	1.6	255	155	136	7	52	2	1
Primary Metal Industries	1,659	4.5	905	256	351	8	132	1	6
Fabricated Metal Including ordinance & Accessories	2,915	7.8	1,687	482	491	16	214	8	17
Machinery, Except Electrical	2,569	6.9	1,231	462	661	6	196	4	9
Computers & Office Equipment	472	1.3	191	56	201	8	15	1	-
Electrical Machinery, Equipment & Supplies	1,199	3.2	490	227	356	12	102	7	5
Communications Equipment	462	1.2	177	49	206	5	24	-	1
Electronic Components	1,047	2.8	388	166	415	9	67	-	2
Transportation Equipment	360	1.0	181	59	84	3	25	3	5
Automotive	1,158	3.1	556	207	270	10	108	1	6
Aerospace	560	1.5	262	87	154	6	48	2	1
Guided Missles & Space Vehciles	58	0.2	19	7	30	-	1	-	1
Professional Scientific & Controlling Instruments	1,667	4.5	700	230	610	13	108	2	4
Other Manufacturing Industries	1,382	3.7	789	190	203	35	112	14	39
<b>Sub-Total Manufacturing</b>	<b>27,258</b>	<b>73.3</b>	<b>12,434</b>	<b>4,975</b>	<b>7,282</b>	<b>233</b>	<b>2,091</b>	<b>73</b>	<b>170</b>
Truck or Warehousing	381	1.0	122	159	38	15	42	-	5
Wholesale Trade - Durable Goods	1,918	5.2	1,015	508	246	19	108	3	19
Wholesale Trade - Non-Durable Goods	1,493	4.0	733	476	181	15	76	-	12
<b>Sub-Total: Distribution &amp; Warehousing</b>	<b>3,792</b>	<b>10.2</b>	<b>1,870</b>	<b>1,143</b>	<b>465</b>	<b>49</b>	<b>226</b>	<b>3</b>	<b>36</b>
Construction	947	2.5	390	230	232	18	55	7	15
Telecommunications, Broadcasting	50	0.1	20	9	8	2	6	3	2
Retail & Mail Order Houses	265	0.7	128	74	21	17	22	-	3
Financial Institutions	337	0.9	83	169	47	11	17	-	10
Insurance	281	0.8	22	217	22	13	6	-	1
Hospitality, Hotels, Restaurants, etc.	355	1.0	25	265	11	8	44	1	1
Business Services	382	1.0	259	44	38	7	24	3	7
Computer Programming, Data Processing, And Other Computer Related Services	443	1.2	276	98	55	6	7	-	1
Health Care Services	757	2.0	178	475	70	6	21	2	5
Legal and Accounting Firms	73	0.2	21	36	1	4	9	-	2
Consulting Eng., Dsgn. Eng., Architects	329	0.9	113	151	21	8	19	14	3
Other Business Services NEC	345	0.9	228	32	31	9	27	5	13
Telemarketing Svcs and Call Centers	17	-	5	2	5	2	3	-	4
Site Selection or Management Consultants	159	0.4	74	44	16	5	9	7	4
<b>Sub-Total: Services</b>	<b>4,740</b>	<b>12.8</b>	<b>1,822</b>	<b>1,846</b>	<b>578</b>	<b>116</b>	<b>269</b>	<b>42</b>	<b>67</b>
RE Broker., Private Developer, SIOR	473	1.3	156	169	50	29	29	14	26
Other Real Estate	58	0.2	23	16	9	3	7	-	-
<b>Sub-Total: Real Estate Services</b>	<b>531</b>	<b>1.4</b>	<b>179</b>	<b>185</b>	<b>59</b>	<b>32</b>	<b>36</b>	<b>14</b>	<b>26</b>
All Others Allied to the Field	841	2.3	261	366	63	14	104	5	28
<b>Sub-Total: Others</b>	<b>841</b>	<b>2.3</b>	<b>261</b>	<b>366</b>	<b>63</b>	<b>14</b>	<b>104</b>	<b>5</b>	<b>28</b>
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>37,162</b>	<b>100.0</b>	<b>16,566</b>	<b>8,515</b>	<b>8,447</b>	<b>444</b>	<b>2,726</b>	<b>137</b>	<b>327</b>
<b>PERCENT</b>	<b>100.0</b>		<b>44.6</b>	<b>22.9</b>	<b>22.7</b>	<b>1.2</b>	<b>7.3</b>	<b>0.4</b>	<b>0.9</b>

ADDITIONAL DATA		
ANALYSIS BY NUMBER OF EMPLOYEES	TOTAL QUALIFIED	PERCENT OF TOTAL
1-19 Employees	3,701	10.0
20-49 Employees	1,263	3.4
50-99 Employees	3,343	9.0
100-499 Employees	20,306	54.6
500-999 Employees	4,178	11.2
1,000 or more	3,838	10.3
Employee size not available	533	1.4
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>37,162</b>	<b>100.0</b>

Duplication is identified or has been eliminated within each channel; no attempt has been made to identify or eliminate duplication that may exist across media channels.

**4 CHANNEL PROFILE (CONTINUED)  
MAGAZINE (CONTINUED)**

QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE/SUMMER 2012					
QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 year	2 year	3 year		
I. <b>TOTAL</b> - Direct Request: _____	<b>8,807</b>	<b>6,854</b>	<b>3,054</b>	<b>18,715</b>	<b>50.4</b>
a. Written _____	900	187	128	1,215	3.3
b. Telecommunication _____	7,757	6,529	2,555	16,841	45.3
c. Electronic _____	150	138	371	659	1.8
II. <b>TOTAL</b> - Request from recipient's company: _____	<b>114</b>	<b>29</b>	<b>2</b>	<b>145</b>	<b>0.4</b>
a. Written _____	-	-	-	-	-
b. Telecommunication _____	114	29	2	145	0.4
c. Electronic _____	-	-	-	-	-
III. <b>TOTAL</b> - Membership Benefit: _____	-	-	-	-	-
a. Individual _____	-	-	-	-	-
b. Organizational _____	-	-	-	-	-
IV. <b>TOTAL</b> - Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-
a. Written _____	-	-	-	-	-
b. Telecommunication _____	-	-	-	-	-
c. Electronic _____	-	-	-	-	-
V. <b>TOTAL</b> - Sources other than above (listed alphabetically): _____	<b>18,302</b>	-	-	<b>18,302</b>	<b>49.2</b>
Association rosters and directories _____	-	-	-	-	-
*Business directories _____	18,302	-	-	18,302	49.2
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-	-	-
Other sources _____	-	-	-	-	-
VI. <b>TOTAL</b> - Single Copy Sales: _____	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>27,223</b>	<b>6,883</b>	<b>3,056</b>	<b>37,162</b>	<b>100.0</b>
<b>PERCENT</b>	<b>73.3</b>	<b>18.5</b>	<b>8.2</b>	<b>100.0</b>	

\*See Additional Data

**WEBSITE\***

Month	Page Impressions	User Sessions	Unique Browsers	Unique Browser Frequency	Page Duration	User Session Duration
January _____	65,491	33,308	29,083	1.15	01:19	02:37
February _____	70,920	35,078	30,637	1.14	01:18	02:43
March _____	74,947	33,597	28,724	1.17	01:09	02:38
April _____	65,364	34,305	29,586	1.16	01:21	02:40
May _____	74,060	39,299	33,895	1.16	01:20	02:32
June _____	72,099	36,735	31,219	1.18	01:20	02:41
<b>AVERAGE:</b>	<b>70,480</b>	<b>35,387</b>	<b>30,524</b>	<b>1.16</b>	<b>01:18</b>	<b>02:38</b>

\*See Additional Data

**WEBSITE GLOSSARY:**

<b>Unique Browsers:</b> 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
<b>Page Impressions:</b> The number of web pages successfully viewed by all browsers within the reporting period
<b>User Sessions:</b> 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
<b>Unique Browser Frequency:</b> The average number of user sessions per Unique Browser over the selected reporting period
<b>User Session Duration:</b> The average time a browser remained on the site per session
<b>Page Duration:</b> The average time a browser spent viewing any page(s) on the site

**ADDITIONAL DATA**

**TABLE 3:**  
Geographical data not available for Website and therefore, is not reported herein.

**TABLE 4 - QUALIFICATION SOURCE:**  
Business directories include 1 source of circulation for a quantity of 18,302 copies or 49.2%, including Dunn & Bradstreet.

**WEBSITE ACTIVITY:**  
January - June data was provided by Nielsen.  
All website activity is audited by BPA Worldwide.

**PUBLISHER'S AFFIDAVIT**

We hereby make oath and say that all data set forth in this statement are true.	Date signed	August 10, 2012
Dennis Shea, Publisher	State	New York
Justin Shea, Online Manager	County	Nassau
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)	Received by BPA Worldwide	August 10, 2012
<b>IMPORTANT NOTE:</b>	Type	BJ
This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.	ID Number	A588B0J2

**About BPA Worldwide:**  
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. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as 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.