

PM

PLUMBING & MECHANICAL

PLUMBING & MECHANICAL and www.pmma9.com: The best-read, contractor information resources serving the "wet" side of the mechanical industry - PLUMBING/PIPING/HYDRONIC HEATING/FIRE PROTECTION/SOLAR THERMAL.

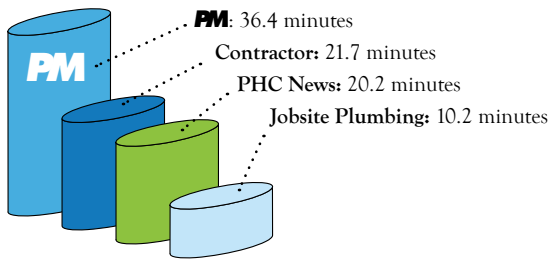


NEW 2010!
Flexible Integrated Media Ad Packages
Reader-Friendly Digital Edition
Custom Media Opportunities

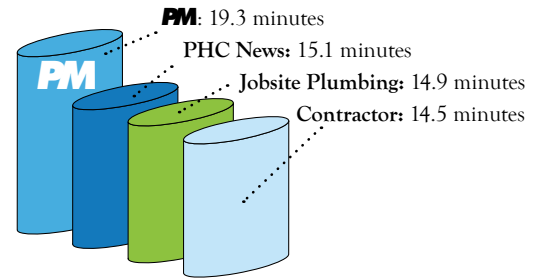
media PLANNING GUIDE 2010



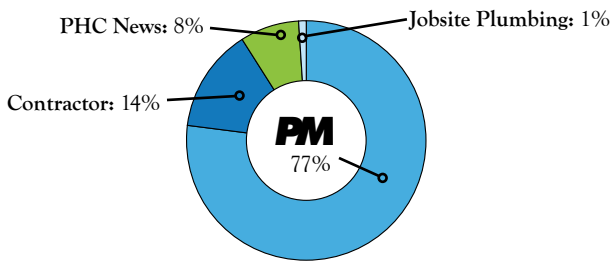
Average time spent reading a typical issue*:



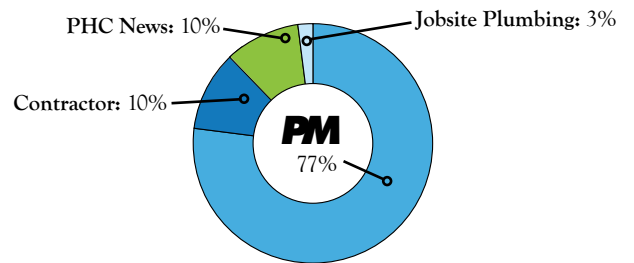
Average time spent on each magazine's Web site*:



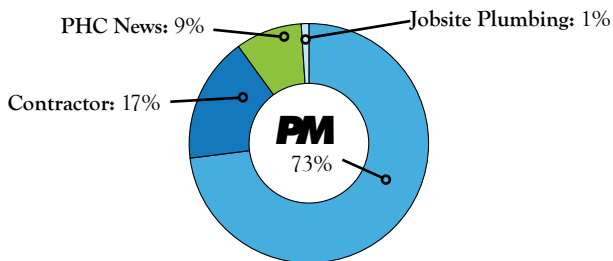
If you had time to read only one plumbing magazine, which one magazine would you choose*?



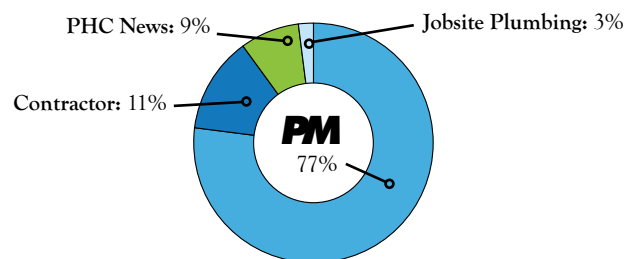
If you had time to use only one plumbing Web site, which one would you choose*?



To reach industry professionals like yourself, in which one plumbing magazine would you suggest a company primarily run its ads*?



To reach industry professionals like yourself, on which one plumbing Web site would you suggest a company primarily run its ads*?



*Source: Reader Preference Study, May 2009

PM dominated a recent readership study. There is simply no comparison among plumbing, piping and hydronic heating publications.*

2010

editorial
calendarONLINE
PRODUCT
FOCUSADVERTISER SERVICE/
EXTRA DISTRIBUTION

MONTH

ISSUE THEME

CONTENT

JANUARY

>Dec. 4

Manufacturer
Spotlight Issue

- Residential Fire Protection
- Condensing Boilers

Trenchless
TechnologyFree full-page Spotlight article including 4-color image to all full-page January advertisers
AHR Expo, Jan. 25-27, Orlando
International Builders' Show, Jan. 19-22, Las Vegas**FEBRUARY**

>Jan. 6

Green Plumbing
& Heating

- Drain Cleaning
- Electric Radiant

Water Heaters

Radiant Flooring Guide 2010
Pumper & Cleaner Expo, Feb. 24-27, Louisville, Ky.
Discounted 4-color Information Showcase ad to all February advertisers**MARCH**

>Feb. 4

MCAA
Convention Issue

- HETs
- Geothermal

Sump Pumps

MCAA Convention, March 28-April 1, San Francisco

APRIL

>March 5

Kitchen/Bath
Industry Show Issue

- Water Treatment
- Field Communications

Dual-Flush
Toilets*Solar Heating Report*
K/BIS, April 16-18, Chicago
*Bath & Kitchen Pro***MAY**

>April 6

Franchises/
Associations

- Commercial Sinks and Faucets
- Tankless Water Heaters

K/BIS
Product
ReviewOil Heat Cares
NAOHSM, May 23-27, Providence, R.I.**JUNE**

>May 5

Manufacturers
Rep Directory

- Universal Design
- Hydronic Controls

Pipe-Joining
Methods*Radiant Heating Report 2010* including a discounted 4-color Information Showcase ad to all RHR 2010 advertisers
Free Advertising Readership Study (limited to advertisers of half-page and larger ads)**JULY**

>June 4

Case History Issue

- Contractor Software
- Shower Systems

Pipe, Valves
And Fittings

Free full-page Case History article including 4-color image to all full-page July advertisers

AUGUST

>July 6

2010 Pipe
Trades Giants

- Tubs And Whirlpools
- Panel Radiator

Drinking
Fountains*Solar Heating Report*
Discounted 4-color Information Showcase ad for all August advertisers
Free 2010 Pipe Trades Giants mailing list, on request**SEPTEMBER**

>Aug. 5

Hydronic
Heating Showcase

- Pressure-Assist Toilets
- Burners

Bathroom
Accessories*Bath & Kitchen Pro*
Remodeling Show, Sept. 15-17, Baltimore**OCTOBER**

>Sept. 7

Wholesaler
of the Year

- PEX Plumbing
- High-Velocity AC/Ductless

Backflow
Prevention*Solar Heating Report*
128th Annual PHCC Convention, Oct. 13-16, Las Vegas**NOVEMBER**

>Oct. 6

Trucks & Inventory

- GPS
- ADA Products

Grease
Interceptors*Snowmelt Report*
Discounted 4-color Information Showcase ad for all November advertisers**DECEMBER**

>Nov. 3

2011 B.I.G Book
Our Brand
Information
Guide: An Annual
Contractor's Buying
GuideTop 20 New
Products of 2010

Bonus Distribution at 2011 Industry Shows

2010

Advertising BONUSES

MANUFACTURER SPOTLIGHT ISSUE (JANUARY)

January full-page advertisers receive, by request, a free page of advertorial, including 500 words and one 4-color photo. Spotlights print next to your ad in a spread format, and we handle all production work.

RADIANT FLOORING GUIDE (FEBRUARY)

Ads in the *Radiant Flooring Guide* reach PM's radiant contractor subscribers as well as 11,000 radiant subscribers of other leading publications, and an unlimited number of people as a digital edition on our Web site and at tradeshow throughout the year.

INFORMATION SHOWCASE (FEBRUARY, AUGUST, NOVEMBER)

These 4-color, 1/6-page ads showcase your products, services and Web sites. It's easy – just send us 75 words and your 4-color photo. Only \$500 net, or \$250 if you advertise in the same issue.

SOLAR HEATING REPORT (APRIL, AUGUST, OCTOBER)

Reach the whole solar thermal market – readers of *PM* and *pme* – with an ad in the *Solar Heating Report*. Readers will receive this supplement three times in 2010.

RADIANT HEATING REPORT (JUNE)

Reach the whole market in this specially priced opportunity. Radiant installers, specifiers and distributors will all see your ad.

CASE HISTORY ISSUE (JULY)

July full-page advertisers receive, by request, a Case History article adjacent to their ad. You get a 4-color photo and 500 words to detail your product applications to PM's contractor subscribers. Just send us your materials and we do the production work.

WHOLESALE OF THE YEAR (OCTOBER)

PM profiles the 2010 Wholesaler of the Year and highlights how the company is helping contractors compete in the changing marketplace. Call your rep for specially priced congratulatory ads for this annual issue.

2011 B.I.G. BOOK (DECEMBER)

PM's 2011 Brand Information Guide is a keeper issue for our subscribers who will refer back to it throughout 2011. Listings also appear online at www.PMmag.com/thebigbook. Our subscribers reference this resource, both in print and online, year-round.

B/W GROSS RATES	1X	3X	6X	12X	18X	24X
Full-page	\$7030	6815	6640	5645	5500	4985
2/3-page	5365	5135	5050	4310	4190	3900
1/2-island	4525	4335	4255	3620	3390	3305
1/2-page	4015	3855	3810	3235	3150	3065
1/3-page	2960	2840	2800	2380	2320	2175
1/4-page	2400	2315	2250	1940	1885	1755
1/6-page	1775	1725	1675	1450	1405	1320

COLOR: PAGE OR LESS SPREAD

Standard Color	\$930	1665
Match PMS	1370	2225
Metallic	1520	2455
4/c	2150	3170

POSITIONING:

Inside Pages	\$505
Center Spread	800
Consecutive Rights	490
Back Cover	1215
IFC/IBC	905

> Ask your sales rep how to get free ads with our Core Four, 5/7 and 9/12 frequent advertiser bonus programs.

CLASSIFIEDS RATES:

	1x	3x	6x	12x
Regular	\$170	155	145	135
Display	205	190	185	175

Online Only: \$40 per 50 words. These run for 30 days.

Blind Boxes: \$25 List PM Classified Department as recipient of responses. All responses will be forwarded to client.

Send all materials to: Lisa Rahimpour, PM Magazine
8495 Elkrun Dr., Clarkston, Michigan 48348

Ads can also be sent via FTP (File Transfer Protocol) at <http://upload.bnpmmedia.com>. If you have any questions please contact Lisa at 248.620.4180 or rahimpourl@bnpmmedia.com.

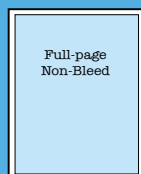
NO PRINT RATE INCREASES FOR 2010!

2010 Ad Rates and Sizes

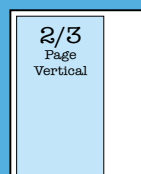
> ASK ABOUT OUR FLEXIBLE PACKAGES



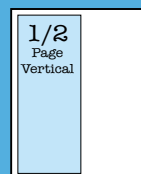
8 1/4" x 11"



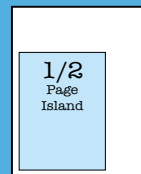
7" x 10"



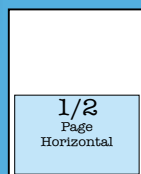
4 5/8" x 10"



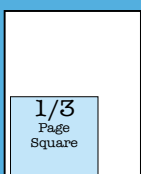
3 3/8" x 10"



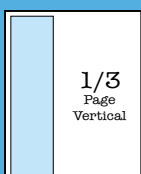
4 5/8" x 7 1/2"



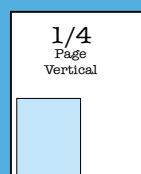
7" x 4 7/8"



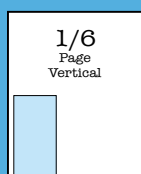
4 5/8" x 4 7/8"



2 1/8" x 10"



3 3/8" x 4 7/8"



2 1/8" x 4 7/8"

**Website
and
e-news
ADS**

Generate brand awareness, promote products and events, drive traffic to your site, and more.
Must be: 72 dpi, 256 colors or less
File formats: jpg, gif, swf
Note: no Flash files in e-Newsletters

> **ARTICLE SPONSORSHIP AD**
(300x250 pixels)
\$270/story

> **BANNER AD**
(468x60 pixels)
\$470/month
\$1,320/3 months
\$2,420/6 months
\$4,620/year

> **SKYSCRAPER AD**
(160x600 pixels)
\$810/month
\$2,450/3 months
\$4,500/6 months
\$8,100/year

> **MICROSITE**
\$1,000/year
Achieve almost any marketing objective with these special pages. Use our editorial content or provide your own.

> **TILE AD**
(125x125 pixels)
\$525/month
\$1,550/3 months
\$2,970/6 months
\$5,720/year

> **VIDEO CLIP**
\$2,200/month
\$5,500/3 month
\$9,900/6 months
\$16,500/year

(Must be: 320x240 pixels or 640x480 pixels
File formats: WMV, Quicktime, SWF, FLV)



**TO SEE EXAMPLES OF THESE
advertisements and more,
visit PORTFOLIO.BHPMEDIA.COM**

>E-NEWSLETTER ADS

\$580/month, \$1,705/3 months,
\$3,270/6 months, \$6,300/year

>SOLELY SPONSORED E-NEWSLETTER

\$3,190/each

Launch a new product or promote brand awareness. Editorial can be about your company.

>ENHANCED ONLINE DIRECTORY LISTINGS

\$2,120/year

A listing with a logo in the print *PM*, *pme* and *Supply House Times* B.I.G. Books, 3 online pdf spec sheets, up to 3 product photos, premium ranking and designation and e-mail subject line for recognizable leads.

>WEBINARS

\$10,000

In 2008, BNP Media Events produced over 90 Webinars that generated an average of 400 lead opportunities per event. Our staff experts will take care of all the promotion, registration and Webinar management. As a sponsor, all you have to do is sit back and enjoy the benefits.

Contact your sales rep to learn how you can schedule your customized Webinar program.

>LIST NAMES

Use the most powerful and responsive list of plumbing professionals to complement your advertising program, introduce products or test markets.

For postal information, contact Rob Liska at 800.223.2194 x726 or e-mail him at robert.liska@edithroman.com.

For e-mail information, contact Shawn Kingston at 800.409.4443 x828 or e-mail her at shawn.kingston@epostdirect.com.

You can see all our list rental datacards by visiting: <http://www.bnpmmedia.com/listrental>.



Clear Seas RESEARCH

Captive Audience • Industry Knowledge • Clear Insight

**CLEAR SEAS
MAKING THE COMPLEX CLEAR**

Clear Seas Research is an industry-focused market research company dedicated to providing clear insights to complex business questions. Clear Seas Research will help your business grow and succeed in today's marketplace through use of brand assessment and management, customer satisfaction, marketing effectiveness, product market positioning and price optimization tools.

Contact: Beth Surowiec
ph: 248.786.1619
surowiecb@clearseasresearch.com
www.clearseasresearch.com



PERSONALIZED MEDIA SOLUTIONS

BNP Media's Custom Media Group creates personalized media solutions. Is your organization thinking about starting its own magazine, Web site or e-newsletter? How about creating a video, coffee table book or Webinar? Let us do all the work for you, from start to finish. Our Custom Media Group combines our media staff experts with *PM*'s readership. The end result is an engaging media tool delivered to your target market. Let us partner with you to produce a powerful media package that showcases your message in the marketplace.

Contact: Steve Beyer
ph: 630.699.7625
beyers@bnpmmedia.com
<http://custommedia.bnpmmedia.com>



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Please ship materials to the address above,
or upload to our ftp site: <http://upload.bnpmedia.com>

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Plumbing Primer

> PAUL RIDILLA

Practical Management

> JACK TESTER

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> ADAMS HUDSON

On Marketing

> AL LEVI

Managing Your Business

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