

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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ABOUT PLUMBING & MECHANICAL

PLUMBING & MECHANICAL is a B2B brand with an editorial scope covering labor, merchandising, training, job-site management, plus product and installation/technical material.

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

PLUMBING & MECHANICAL serves contracting firms (including plumbing contracting firms, mechanical contracting firms, hydronic/radiant heating contracting firms, solar/thermal contracting firms and other contracting firms) and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are corporate/executive management (including owners, partners, presidents, vice presidents and c-level executives), general management (including general managers, branch managers, supervisors and foremen), operations, engineering, sales and marketing, estimator, technician/mechanic/installer/Journeyman, and other (including secretaries/treasurers).

PURPOSE

Included herein is a supplementary analysis of respondents by type of work.

Channels Include:



Plumbing & Mechanical Magazine

6 issues in the period
49,005 average circulation
Pages 2 & 3



Plumbing & Mechanical Website

10,844 average unique browsers
Page 3



Plumbing & Mechanical Social Media

2,210 average Twitter followers
661 average Facebook likes
Page 3



EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
Plumbing & Mechanical Magazine (6 Issues in the period)	48,992	13	49,005
a. Print	45,193	13	45,206
b. Digital	3,799	-	3,799
1. Requested	3,799	-	3,799
2. Non-Requested	-	-	-
Plumbing & Mechanical Website (Unique Browsers) (Note 1)	10,844	-	10,844
Plumbing & Mechanical Social Media			
a. Twitter followers	2,210	-	2,210
b. Facebook likes	661	-	661
SIX-MONTH AVERAGE TOTAL	62,707	13	62,720

Note 1: Unique Browsers: See Website Glossary in the Channel Profile.

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.

www.bpaww.com

CHANNEL PROFILE MAGAZINE

(Including Supplementary Data)



Official Publication of: None
Established: 1984
Issues Per Year: 12

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	26
Advertiser and Agency	1,094
Rotated or Occasional	-
Allocated for Trade Shows and Conventions	-
Digital	-
All Other	880
TOTAL	2,000

1. AVERAGE CIRCULATION FOR MAGAZINE FOR THE PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	49,005	100.0	48,992	100.0	13	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	49,005	100.0	48,992	100.0	13	-

1. AVERAGE CIRCULATION FOR MAGAZINE FOR THE PERIOD - PRINT						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	45,206	100.0	45,193	100.0	13	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	45,206	100.0	45,193	100.0	13	-

1. AVERAGE CIRCULATION FOR MAGAZINE FOR THE PERIOD - DIGITAL						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	3,799	100.0	3,799	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	3,799	100.0	3,799	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD					
2012 Issue					
	Number Removed	Number Added	Print	Digital	Total Qualified
July	59	59	45,136	3,869	49,005
August	108	108	45,197	3,808	49,005
September	89	89	45,242	3,763	49,005
October	65	65	45,239	3,766	49,005
November	180	180	45,197	3,808	49,005
December	230	230	45,227	3,778	49,005
TOTAL	731	731			

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2012 This issue is equal to the average of the other 5 issues reported in Paragraph 2.												
BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print	Digital	CLASSIFICATION BY JOB FUNCTION							
					Corporate/Executive Management (Note 1)	General Management (Note 2)	Operations	Engineering	Sales & Marketing	Estimator	Technician/Mechanic/Installer/Journeyman	Other (Note 3)
Contracting Firm (Note 4)	48,021	98.0	44,341	3,680	31,896	7,588	1,206	1,843	2,098	1,095	1,489	806
Other	984	2.0	856	128	446	174	3	116	167	3	3	72
TOTAL QUALIFIED CIRCULATION	49,005	100.0	45,197	3,808	32,342	7,762	1,209	1,959	2,265	1,098	1,492	878
PERCENT	100.0		92.2	7.8	66.0	15.8	2.5	4.0	4.6	2.2	3.1	1.8

Note 1: Includes: Owners, partners, presidents, vice presidents and c-level executives.
 Note 2: Includes: General managers, branch managers, supervisors and foremen.
 Note 3: Includes: Secretaries and treasurers.
 Note 4: Includes: Plumbing contracting firm, mechanical contracting firm, hydronic/radiant heating contracting firm, solar/thermal contracting firm and other contracting firm.

SUPPLEMENTARY DATA FOR ISSUE OF NOVEMBER 2012 This is an analysis of 44,843 or 91.5% respondents by the type of work (See the link to the questionnaire used to elicit this data on back page of this report). Since any one respondent may have checked more than one response, the totals for each of these types of work should not be added together as the total may exceed the total circulation. This data is presented for statistical and marketing purposes only.		
TYPES OF WORK	TOTAL NUMBER OF RESPONDENTS	PERCENT OF TOTAL
Plumbing and/or Piping and/or Hydronic Heating	46,206	94.3
Plumbing	39,860	81.3
Hydronic Heating	29,064	59.3
Bath & Kitchen Remodeling	23,128	47.2
Radiant Heating	23,569	48.1
Process Piping	15,653	31.9
Private Water Systems	15,314	31.2
Sprinkler/Fire Protection	8,877	18.1

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2012							
QUALIFICATION SOURCE	Qualified Within			Print	Digital	Total Qualified	Percent
	1 year	2 year	3 year				
I. TOTAL - Direct Request:	39,105	9,900	-	45,197	3,808	49,005	100.0
a. Written	4,124	1,617	-	5,694	47	5,741	11.7
b. Telecommunication	25,367	6,313	-	29,520	2,160	31,680	64.7
c. Electronic	9,614	1,970	-	9,983	1,601	11,584	23.6
II. TOTAL - Request from recipient's company:	-	-	-	-	-	-	-
a. Written	-	-	-	-	-	-	-
b. Telecommunication	-	-	-	-	-	-	-
c. Electronic	-	-	-	-	-	-	-
III. TOTAL - Membership Benefit:	-	-	-	-	-	-	-
a. Individual	-	-	-	-	-	-	-
b. Organizational	-	-	-	-	-	-	-
IV. TOTAL - Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
a. Written	-	-	-	-	-	-	-
b. Telecommunication	-	-	-	-	-	-	-
c. Electronic	-	-	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	-	-	-	-	-	-	-
Association rosters and directories	-	-	-	-	-	-	-
Business directories	-	-	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-	-	-
Other sources	-	-	-	-	-	-	-
VI. TOTAL - Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	39,105	9,900	-	45,197	3,808	49,005	100.0
PERCENT	79.8	20.2	-	92.2	7.8	100.0	

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CHANNEL PROFILE (CONTINUED) MAGAZINE (CONTINUED)

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2012				
MAILING ADDRESS	Print	Digital	Total Qualified	Percent
Individuals by name and title and/or function _____	45,197	3,808	49,005	100.0
Individuals by name only _____	-	-	-	-
Titles or functions only _____	-	-	-	-
Company names only _____	-	-	-	-
Multi-Copy Same Addressee copies _____	-	-	-	-
Single Copy Sales _____	-	-	-	-
TOTAL QUALIFIED CIRCULATION	45,197	3,808	49,005	100.0

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
	January-June 2010	July-December 2010	January-June 2011	July-December 2011	January-June 2012	July-December 2012*
Total Audit Average Qualified _____	49,005	49,004	49,005	49,005	49,005	49,005
Qualified Non-Paid Total _____	48,990	48,990	48,990	48,990	48,989	48,992
Print _____	48,990	48,990	46,153	45,864	45,380	45,193
Digital _____	-	-	2,837	3,126	3,609	3,799
Qualified Paid Total _____	15	14	15	15	16	13
Print _____	15	14	15	15	16	13
Digital _____	-	-	-	-	-	-
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: July - December 2012 data is unaudited.
**NC = None Claimed.

WEBSITE*



Month	Page Impressions	User Sessions	Unique Browsers	Unique Browser Frequency	Page Duration	User Session Duration
July _____	22,471	11,115	9,401	1.18	01:03	02:06
August _____	23,623	11,845	10,229	1.16	01:31	01:30
September _____	24,427	12,217	9,851	1.24	01:30	01:30
October _____	26,563	14,542	12,402	1.17	01:49	01:30
November _____	25,123	13,415	11,513	1.17	01:39	01:26
December _____	25,264	13,380	11,666	1.15	01:40	01:29
AVERAGE:	24,579	12,752	10,844	1.18	01:32	01:35

*See Additional Data

WEBSITE GLOSSARY:

Unique Browsers: An identified and unduplicated Cookie Browser that accesses internet content during a measurement period.
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

SOCIAL MEDIA

2012	Plumbing & Mechanical Social Media	
	 Twitter followers http://twitter.com/PnMmag	 Facebook likes http://www.facebook.com/PMmagazine
July _____	1,956	600
August _____	2,061	625
September _____	2,188	658
October _____	2,273	673
November _____	2,357	692
December _____	2,427	715
AVERAGE:	2,210	661

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.

GEOGRAPHIC DISTRIBUTION*

State	Plumbing & Mechanical Magazine for Issue of November 2012				State	Plumbing & Mechanical Magazine for Issue of November 2012			
	Print	Digital	Total	Percent		Print	Digital	Total	Percent
Maine _____	343	27	370		Kentucky _____	406	22	428	
New Hampshire _____	403	29	432		Tennessee _____	607	65	672	
Vermont _____	207	21	228		Alabama _____	429	36	465	
Massachusetts _____	1,649	129	1,778		Mississippi _____	197	11	208	
Rhode Island _____	229	19	248		EAST SO. CENTRAL	1,639	134	1,773	3.6
Connecticut _____	907	60	967		Arkansas _____	320	19	339	
NEW ENGLAND	3,738	285	4,023	8.2	Louisiana _____	296	19	315	
New York _____	3,230	254	3,484		Oklahoma _____	466	29	495	
New Jersey _____	1,679	158	1,837		Texas _____	2,781	257	3,038	
Pennsylvania _____	2,689	207	2,896		WEST SO. CENTRAL	3,863	324	4,187	8.5
MIDDLE ATLANTIC	7,598	619	8,217	16.8	Montana _____	292	21	313	
Ohio _____	1,996	165	2,161		Idaho _____	291	21	312	
Indiana _____	1,022	80	1,102		Wyoming _____	135	4	139	
Illinois _____	2,322	178	2,500		Colorado _____	1,128	106	1,234	
Michigan _____	1,544	123	1,667		New Mexico _____	274	29	303	
Wisconsin _____	1,396	84	1,480		Arizona _____	753	70	823	
EAST NO. CENTRAL	8,280	630	8,910	18.2	Utah _____	432	39	471	
Minnesota _____	1,065	79	1,144		Nevada _____	292	32	324	
Iowa _____	757	37	794		MOUNTAIN	3,597	322	3,919	8.0
Missouri _____	900	82	982		Alaska _____	218	16	234	
North Dakota _____	165	13	178		Washington _____	804	64	868	
South Dakota _____	223	13	236		Oregon _____	506	43	549	
Nebraska _____	431	34	465		California _____	4,445	431	4,876	
Kansas _____	524	56	580		Hawaii _____	177	25	202	
WEST NO. CENTRAL	4,065	314	4,379	9.0	PACIFIC	6,150	579	6,729	13.7
Delaware _____	138	14	152		UNITED STATES	45,134	3,787	48,921	99.8
Maryland _____	843	84	927		U.S. Territories _____	42	14	56	
Washington, DC _____	28	6	34		Canada _____	10	3	13	
Virginia _____	844	97	941		Mexico _____	-	-	-	
West Virginia _____	174	7	181		Other International _____	4	4	8	
North Carolina _____	1,088	85	1,173		APO/FPO _____	7	-	7	
South Carolina _____	386	36	422		TOTAL	45,197	3,808	49,005	100.0
Georgia _____	859	87	946						
Florida _____	1,844	164	2,008						
SOUTH ATLANTIC	6,204	580	6,784	13.8					

*See Additional Data

ADDITIONAL DATA**METHOD OF DISTRIBUTION:**

All qualified circulation conforms to the Field Served and Definition of Recipient Qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients of the digital version are notified via email when the version is available.

STATEMENT OF CONTENT PLATFORM:

Editorial Replica – If a print edition exists, editorial and design are unchanged from the original print edition. Each issue's content and design are identical to the original edition. Apart from minor updates, the content cannot change once the issue is made available.

MAGAZINE:

FOR SAMPLE OF QUALIFICATION FORM USED BY PUBLICATION, PLEASE VISIT THE FOLLOWING LINK:

<https://bnpmmedia-sub.halldata.com/VCNEW>

WEBSITE ACTIVITY:

July data provided by Nielsen.

August – December data provided by Google Analytics.

All website activity is audited by BPA Worldwide.

GEOGRAPHIC DATA:

Geographical data not available for Website or Social Media and therefore, is not reported herein.

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Catherine M. Ronan, Corporate Audience Audit Manager

Rita M. Fomia, Corporate Strategy Director

(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 3, 2013

State

Michigan

County

Oakland

Received by BPA Worldwide

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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 for the latest audit reports, membership information and publishing and advertising industry news.