

THE #1 BOOK IN THE
PLUMBING & MECHANICAL
INDUSTRY*

MEDIA PLANNING GUIDE 2013

PM

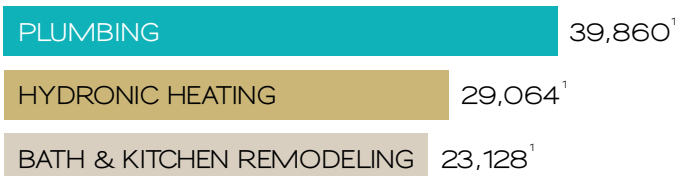
PLUMBING & MECHANICAL

CIRCULATION

In print, online and in their inbox, PM provides our subscribers the most up-to-date industry information — on their terms. See what our versatility can do for you.

Put your ad in front of key decision-makers in the industry with PM. Each month 49,005 subscribers — 100% personal direct request — turn to us for their industry news.¹

REACH MORE SUBSCRIBERS IN THE
MARKETS MOST IMPORTANT TO YOU!



ONLINE AUDIENCE

■ **www.PMmag.com monthly user information²**

User Sessions: 12,218
Unique Browsers: 10,805

■ **BNP Media Plumbing Group's combined monthly website user information³**

User Sessions: 38,162
PM Unique Browsers: 10,805
PM Engineer Unique Browsers: 13,905
Supply House Times Unique Browsers: 9,304

■ **eNewsletter subscribers⁴**

Radiant & Hydronics: 18,065
Bath & Kitchen: 14,174
PVF 7,160



- PM MOBILE APP
- HOW-TO PRODUCT VIDEOS
- REDESIGNED WEBSITE

WWW.PMMAG.COM

¹ Plumbing & Mechanical December 2012 BPA Brand Report (45,197 Print + 3,808 Digital)

² BPAWW Interactive, Average Jan.-June 2012.

³ Plumbing & Mechanical, PM Engineer and Supply House Times, BPAWW Interactive, Averages Jan.-June 2012.

⁴ Exact Target, Jan-June 2012.
+ Publishers Own Data

2013 EDITORIAL CALENDAR

Issue	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
Ad Close	December 3	January 9	February 6	March 7	April 8	May 6
Materials Due	December 7	January 15	February 12	March 14	April 12	May 10
Issue Theme	Manufacturer Spotlights	Green Plumbing and Heating	MCAA Convention	Bathroom Remodeling	Franchises/Associations	Manufacturers Representatives
Plumbing	Best Contractor to Work For	Drain-Cleaning Equipment	Water Heaters	Plumber's Showroom	Tankless Water Heaters	Plumbing Rep of the Year
Mechanical	System Controls	Green BIM Designs	Industrial PVF	Lead-Free Valves	Fire Sprinklers	Pumps
Hydronics	High-Efficiency Boilers	<i>Radiant Flooring Guide 2013</i>	Circulators	Wood-Fired Systems	<i>Oil Heat Cares</i>	Radiant Cooling
Bath & Kitchen	Shower Systems	High-Efficiency Toilets	Hospitality Market Trends	Towel Warmers	Social Media Marketing	Bathtubs
Green Buildings	Geothermal Systems	Green Bathrooms	Rainwater Harvesting	<i>Solar Thermal Report</i>	Graywater Systems	Water Metering
Advertiser Service/Bonus Distribution	Free full-page, 4-C Spotlight article to all full-page January advertisers AHR Expo, Jan. 28-30, Dallas PLIVE Jan. 28, Dallas	Discounted 4-C Information Showcase ad to all February advertisers Pumper & Cleaner Expo – Feb. 25-28 Indianapolis	MCAA Convention, March 16-21, San Antonio Quality Service Contractors Power Meeting, March 14-16, San Diego	Discounted 4-C Information Showcase ad to all STR advertisers Kitchen/Bath Industry Show, April 19-21, New Orleans	NAOESP, May 19-22, Hershey, PA NFPA World Safety Conference & Expo, June 10-13, Chicago	Manufacturers Rep Locator Free Advertising Readership Study (limited to half-page and larger advertisers)

EDITORIAL STAFF & CONTRIBUTORS



BOB MIODONSKI
Plumbing Group
Brand Leader
miodonskir@bnpmedia.com



KELLY FALOON
Group Content
Development Specialist
faloonk@bnpmedia.com



MIKE MIAZGA
Group Integrated
Content Manager
miazgam@bnpmedia.com



SUZETTE RUBIO
Web Content &
Engagement Manager
rubios@bnpmedia.com



JOHN
SIEGENTHALER, P.E.
Hydronics Workshop



JULIUS
BALLANCO, P.E., CPD
Plumbing Primer



IN EVERY ISSUE:

GREEN PRODUCTS ♦ PM PROFILE ♦ TOOL TIPS ♦ TRUCK OF THE MONTH

JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
June 6	July 8	August 6	September 9	October 7	November 6
June 11	July 12	August 12	September 13	October 11	November 12
Radiant Heating Report	Case Histories	Hydronic Heating Showcase	Supply House of the Year	Trucks and Inventory	2014 B.I.G. Book
Faucets and Fittings	Commercial Plumbing	Water Treatment	Health-Care Trends	New-Wave Plumbers	Tools
Plastic Pipe	Nation's Top Mechanicals	Pipe-Joining Methods	Commercial Water Heaters	Drinking Fountains	Air-To-Water Heat Pumps
<i>Radiant Heating Report 2013</i>	Ventilation Basics	Radiant Systems	Snow-Melt Systems	Total Comfort Systems	Hydronic Heating Software
Powder Room Plumbing	Remodel/Retrofit Jobs	Food Waste Disposers	Electric Radiant	GPS Fleet Management	Low-Mass Panel Radiators
Green Kitchens	<i>Solar Thermal Report</i>	Historical Building Retrofits	Green Chemicals	<i>Solar Thermal Report</i>	Home Energy Audits
Discounted 4-C Information Showcase ad for all July <i>RHR</i> advertisers	Free full-page, 4-C Case History article to all full-page August advertisers Discounted 4-C Information Showcase ad for all August <i>STR</i> advertisers	Discounted 4-C Information Showcase ad for all September PM advertisers Network ASA 2013, Oct. 2-4, Washington	131st Annual PHCC Convention, Oct. 16-19, Las Vegas	Discounted 4-C Information Showcase ad for all November <i>PM</i> and <i>STR</i> advertisers	Bonus distribution at 2014 trade shows



DAN HOLOHAN
Heating Help



AL LEVI
Managing Your Business



PAUL RIDILLA
Practical Management



ADAMS HUDSON
Marketing Strategies



KENNY CHAPMAN
The Blue Collar Coach



RAY WOHLFARTH
The Boiler Room

SPECIAL ISSUES



◆ **Manufacturer Spotlight Issue (January)**

January full-page advertisers may request a free page of advertorial, including 500 words and one 4-color photo. Spotlight prints next to your ad in a spread format.



◆ **Radiant Flooring Guide (February)**

Ads in the award-winning Radiant Flooring Guide reach PM's radiant contractor subscribers as well as radiant subscribers of other leading publications, and an unlimited number of people as a digital edition on our website and at trade shows throughout the year. This totals a circulation of 61,000*.



◆ **Solar Thermal Report (April, August and November)**

Reach the entire solar market with an ad in the Solar Thermal Report. Subscribers will receive this supplement three times in 2013.



◆ **Manufacturers Rep Locator & Rep of the Year (June)**

In June we offer the Rep of the Year and the 2013 Rep Locator, a comprehensive directory of manufacturers reps available in print, online and in digital format. The directory is offered in a fully searchable format at www.locatearep.com. Contact your sales rep for specially priced congratulatory ads for Rep of the Year.



◆ **Radiant Heating Report (July)**

Reach the whole radiant market with this specially priced opportunity. Installers, specifiers and distributors will all see your ad.



◆ **Case History Issue (August)**

Full-page advertisers may request a free Case History advertorial on a product application or customer testimonial. The advertorial prints next to your ad in a spread format.



◆ **Supply House of the Year (October)**

PM profiles the 2013 Supply House of the Year and highlights how the company is helping contractors compete in the changing marketplace. Contact your rep for specially priced congratulatory ads.



◆ **2014 B.I.G. Book (December)**

The annual Brand Information Guide is a great resource that provides an alphabetical listing of manufacturers with contact info and a product listing index. Your listing also appears on www.PMmag.com for the entire year.

*Publisher's own data.

2013 AD RATES & SIZES

TERMS & CONDITIONS

PAYMENT & TERMS: Invoices are payable in U.S. funds only, net 30 days. 1 1/2% per month service charge thereafter (1/2% in Texas). Advertisements originating outside of the U.S. must be prepaid. Extension of credit is subject to the approval of the Credit Department. First-time advertisers will be required to provide credit information or prepayment at the start of their advertising program. Publisher reserves the right to hold advertiser and/or agency jointly responsible and severally liable for money due and payable to the Publisher. Should it become necessary to refer any outstanding balance to an outside agency or attorney for collection, customer understands and agrees to pay all collection costs, including finance charges, court costs and attorney fees. All changes and/or cancellations to existing contracts must be made in writing four weeks prior to the sales close date. Agency Commission: 15% to recognized agencies on space, color, and position if accounts are kept current. Commission is not allowed on insert handling, special binding or trimming of inserts, reprints, other mechanical charges, spotlight ads and classified advertising.

Short Rates and Rebates: Advertisers will be short-rated if within a 12-month period from the date of first insertion they do not use the amount of space upon which their billings have been based. Advertisers will be rebated or receive credits if within a 12-month period they have used sufficient additional space to warrant a lower rate than the rate they have been billed.

Cancellation Policy: No cancellations accepted after published closing date. Contracts may be cancelled by advertiser or publisher on written notice 30 days in advance of closing date.

SEND ALL MATERIALS TO:

Lisa Rahimpour, PM Magazine
8495 Elkrun Dr., Clarkston, MI 48348.

Ads can also be sent via FTP
(File Transfer Protocol)
at <http://upload.bnpmmedia.com>.

If you have questions,
contact Lisa at 248.620.4180
or rahimpourl@bnpmmedia.com.

B/W Gross Rates	1X	3X	6X	12X	18X	24X
FP	\$7,685	7,450	7,260	6,170	6,015	5,450
2/3	\$5,870	5,615	5,525	4,715	4,585	4,265
1/2 Isl	\$4,950	4,745	4,655	3,960	3,710	3,615
1/2	\$4,395	4,220	4,170	3,620	3,445	3,355
1/3	\$3,235	3,115	3,060	2,610	2,535	2,380
1/4	\$2,630	2,535	2,465	2,125	2,070	1,925
1/6	\$1,945	1,895	1,835	1,590	1,540	1,445

Color:	Page or less	Spread
Standard Color	\$1,020	1,820
Match PMS	\$1,500	2,440
Metallic	\$1,665	2,685
4-C	\$2,350	3,475

Positioning:

Inside Pages	\$555
Center Spread	\$875
Consecutive Rights	\$535
Back Cover	\$1,335
IFC/IBC	\$995

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

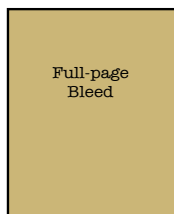
Classifieds Rates:	1X	3X	6X	12X
Regular	\$195	170	160	150
Display	\$230	215	210	200

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

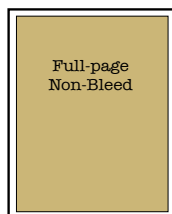
Blind Boxes: \$30. List PM Classified Department as recipient of responses. All responses will be forwarded to client.

COMBINATION RATES & PROGRAMS: Special programs and rates for advertisers running in PLUMBING & MECHANICAL, PM ENGINEER and SUPPLY HOUSE TIMES are available. Contact your Sales Rep.

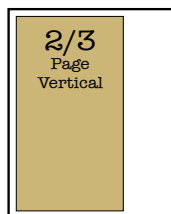
COMMISSION: 15% commission allowed on display ads provided to specifications. No agency commission on line ads.



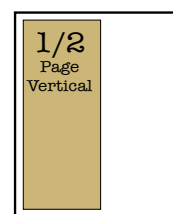
9" x 11"



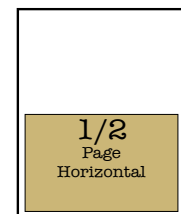
7 3/4" x 10"



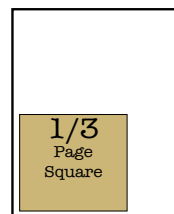
5" x 10"



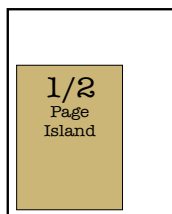
3 3/4" x 10"



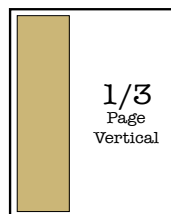
7 3/4" x 4 7/8"



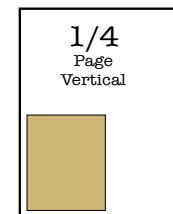
5" x 4 7/8"



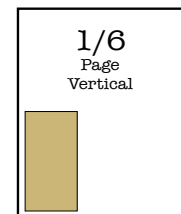
5" x 7 1/2"



2 1/2" x 10"



3 3/4" x 4 7/8"



2 1/2" x 4 7/8"

YOUR ONLINE RESOURCE
WWW.PMMAG.COM



WEBSITE AND ENEWS ADS
Generate brand awareness, promote products and events, and drive traffic to your site.

GRAPHICAL DISPLAY ADVERTISING

- 1 Leaderboard – 728 x 90**
 - a. Run of Site (R.O.S.)
 - b. Rotation available
 - More than 2x the size of a 468X60 banner ad.
 - The only ad in this space
 - IAB Standard Ad Unit¹
- 2 Medium Rectangle – 300 x 250**
 - a. Run of Site (R.O.S.)
 - b. Rotation available
 - More than 4x the size of a 125 x 125 tile ad.
 - Minimal ad competition
 - IAB Standard Ad Unit¹
- 3 Rectangle (2 adjacent spots) – 180 x 150**
 - a. Home Page Only
 - b. Rotation available
- 4 Rich Media³ (not shown)**
 - a. Expandable Leaderboard (R.O.S.)
Expands down upon user interaction.
 - b. Floating Ad (home page only – max two²)
Rest position is an additional placement purchase, based on which position for the rest ad from the above options.
 - c. Page Peel Ad (home page only)

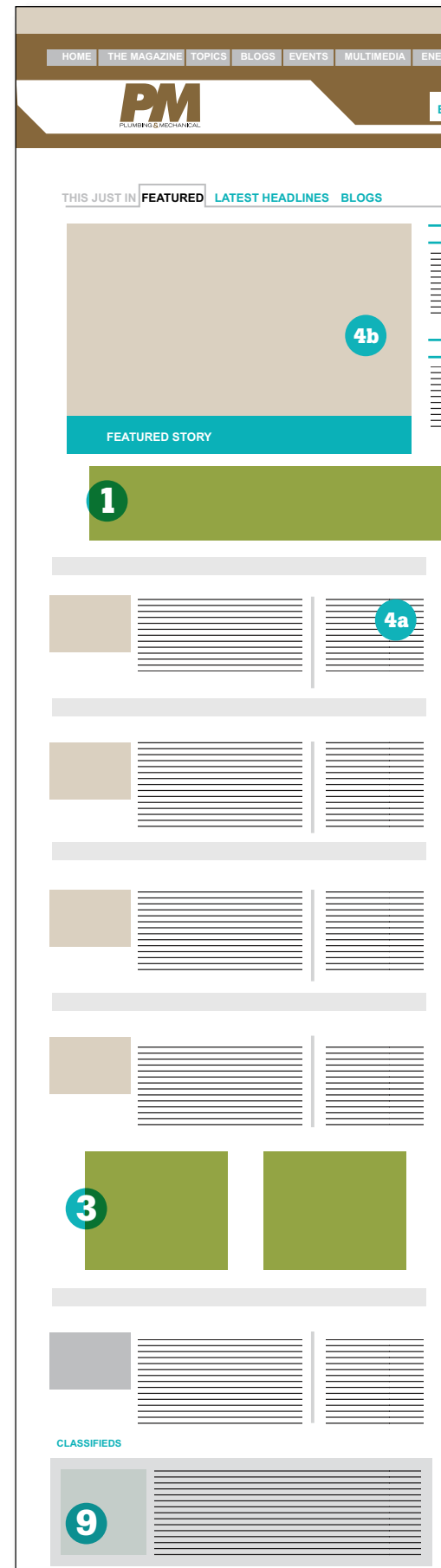
ADDITIONAL ADVERTISING-BASED POSSIBILITIES

- 5 Featured Products**
 - a. Three on home page at any given time.
 - b. Prioritized by Feature Product then date.
 - c. Shows product name, teaser and photo.
- 6 Supplied Videos**
 - a. Most recent video goes in lead spot
 - b. Thumbnails
 - c. R.O.S.

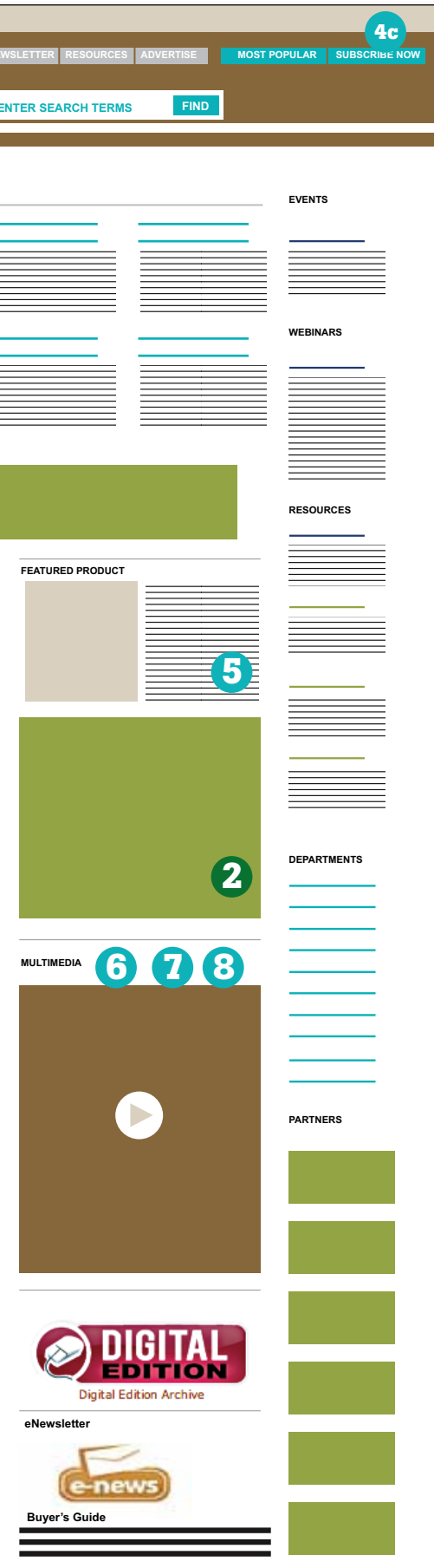
¹Standard IAB Ad units determined by those ads accounting for approximately 80% of total impression weight over the past 12 months.

²Rotation of floating ads is not encouraged

³Rich Media ads in current flash formats are not iPhone/iPad friendly. We will have a browser detection tag so if visitor comes from one of these devices we can either serve up a standard gif style ad or can serve up a custom html 5 animated version. Additional charge would apply for html 5 design.



TO SEE EXAMPLES OF THESE ADS AND MORE,
VISIT: [HTTP://PORTFOLIO.BNPMEDIA.COM](http://portfolio.bnpmmedia.com)



7 Photo Gallery (R.O.S.)

8 Multimedia (use for ecards, showrooms promotion, etc.)

9 Classifieds

- Three on home page at any given time.
- Includes post date, category, headline, co. name, location, photo and description.

Enhanced Online Directory Listings

Whether your potential customers use print, digital or online to source plumbing, industrial PVF, hydronics and HVAC products, the B.I.G. Book is there. By listing your company information with Plumbing & Mechanical's B.I.G. Book, you have quick access to a targeted audience of potential buyers in your industry. We make it easy for buyers to find you and even easier for you to make your company stand out. Brand your company with your logo; drive traffic to your site with clickable links, social media links and mobile tags. Or give them easy access to product info with Spec Sheets, Photos and Videos. Get listed today! For more information, visit the online directory at www.pmmag.com/thebigbook or contact a sales rep.

Custom newsletter

Become a news leader for the industry by developing your own newsletter. Stay in touch with your past, present and future customers, educate suppliers with valuable content that is delivered on a consistent basis and show your products and/or services as solutions to industry problems. Contact your sales rep today for a quote!

Webinars – Now with video!

Sponsor a live or pre-recorded video webinar, proven to enhance attendee engagement. Make your webinar more personal and impactful by showing a live video of the speaker, a demonstration of your product, and more. Of course, video webinars offer all the same features and benefits as our traditional webinar packages, including:

- Dynamic audience interaction
- One-on-one pre-qualified sales
- Brand reinforcement
- Market growth
- Measurable ROI
- And more!

60% of registrants attend video webinars,* a 12% increase from BNP's current attendee average.+

For webinar tips and more information, contact your sales rep or visit <http://portfolio.bnpmmedia.com/webinars>.

*Standard IAB Ad units determined by those ads accounting for approximately 80% of total impression weight over the past 12 months.

†Rotation of floating ads is not encouraged

‡Rich Media ads in current flash formats are not iPhone/iPad friendly. We will have a browser detection tag so if visitor comes from one of these devices we can either serve up a standard gif style ad or can serve up a custom html 5 animated version. Additional charge would apply for html 5 design.

*ON24 2010 Webcasting Report, Webcast Benchmarks and Best Practices for Lead Generation, Averages +2011 BNP Media corporate webinar averages

Must be: 72 dpi, 256 colors or less File formats: jpg, gif, swf Note: no Flash files in newsletters



◆ Custom Media

You are a B2B marketer. Your role is more than just branding, product promotion and ad placements. You are responsible for developing and maintaining an industry thought-leadership position for your brand. You are tasked with establishing trust and engagement between your brand and your customers. You are the one who provides the sales team with qualified leads and direct inquiries. You are the one exploring innovative and unique ways to communicate to your audience – all while making your brand more successful than it has ever been.



orangetap

You are a B2B marketer. And we're here to help. Want to improve on your content marketing strategy? Contact us for a free consultation.
orangetap@bnpmedia.com • www.bnporangetap.com
content marketing strategy • content development
custom publishing • targeted delivery

◆ Clear Seas Research *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 work closely with you to determine if your marketing message breaks through the noise, engages your target, and causes them to take action. Primary market research will be used to test your marketing communication to ensure it is achieving the desired outcome.



To learn more about how Clear Seas Research can help you maximize your marketing ROI please contact:

Beth Surowiec | 248.786.1619
surowiecb@clearseasresearch.com.
www.clearseasresearch.com

◆ List Rentals

The most powerful, responsive list of plumbing professionals is just a call away. Complement your advertising program and introduce new products by renting Plumbing & Mechanical's exclusive subscriber list. Contact Kevin Collopy of InfoGroup at 402.836.6265 or kevin.collopy@infogroup.com.

Sales/Editorial Headquarters

155 N. Pflugsten Rd.
Suite 205, Deerfield, IL 60015

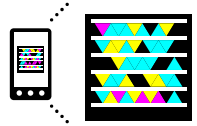
Corporate Headquarters

2401 W. Big Beaver Rd.
Suite 700, Troy, MI 48084

SALES STAFF

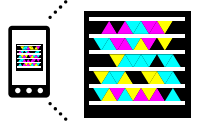
Bob Miodonski

Plumbing Group Brand Leader
ph: 847.405.4007 • fax: 248.502.1023
miodonskib@bnpmedia.com



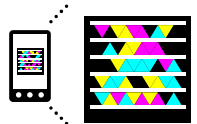
Jean Eslick

Integrated Media Specialist
Bath & Kitchen/Software
ph: 773.710.9971 • fax: 248.786.1386
eslickj@bnpmedia.com



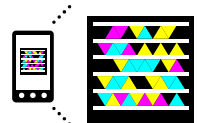
Scott Franz

Integrated Media Specialist
Water Heaters/Fire Protection/Tools/Trucks
275 N. Main St., Suite G
Springboro, OH 45066
ph: 937.748.9975 • fax: 248.502.2083
franzs@bnpmedia.com



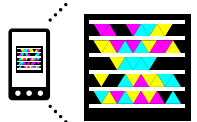
Roy Wagner, Jr.

Integrated Media Specialist
Radiant & Hydronics/ Waterworks
42 Port Circle, Warwick, RI 02889
ph: 401.737.7871 • fax: 401.738.0086
jrr119@aol.com



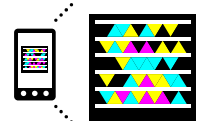
Michael O'Connor

Classified Ad Manager
ph: 610.354.9552 • fax: 248.502.2106
oconnorm@bnpmedia.com



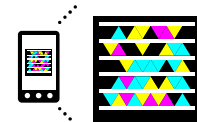
Jill L. DeVries

Reprints
ph: 248.244.1726 • fax: 248.244.3934
devriesj@bnpmedia.com



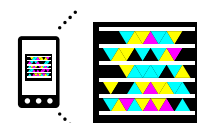
Anna Williams

Administrative Assistant
ph: 248.786.1578 • fax: 248.283.6615
williamsa@bnpmedia.com



Lisa Rahimpour

Production
8495 Elkrun Dr., Clarkston, MI 48348
ph: 248.620.4180 • fax: 248.244.3910
rahimpourl@bnpmedia.com
Please ship materials to the address above,
or upload to our FTP site:
<http://upload.bnpmedia.com>



BNP Media Helps People Succeed in
Business with Superior Information

